## HOWTO START

# A PODCAST

**The Basics** 



#### BRANDING

Create the cover art in Canva, Photoshop, hire a pro, or hire

Growth Mindset

the lessons they should have learned in school but Growth Mindset University is where leaders go to lear their lives while the lessons they should have learned in school but their lives while

fulfilling their visions of success.

Recent Episodes

Matr Nelson Dropped Out Because He Matt Nelson Dropped Out Because He lodge He Monetized A Twitter Account Where He (@dog\_ Fates)

97. Kevin Rudolf Lets It Ro...

someone on Fiverr

The idea is not to have a perfect end-all be-all cover, but Join 21-year-old author and serial entrepreneur stories and Join 21-year-old author and serial entrepreneur halliable lessons in human behavior marketing h Valuable less as he shares inspiring stories and nore by talking with the brightest we need Saluable lessons in human behavior marketing hea and other business minds world by taking with the brighters and other influential thought leaders. something

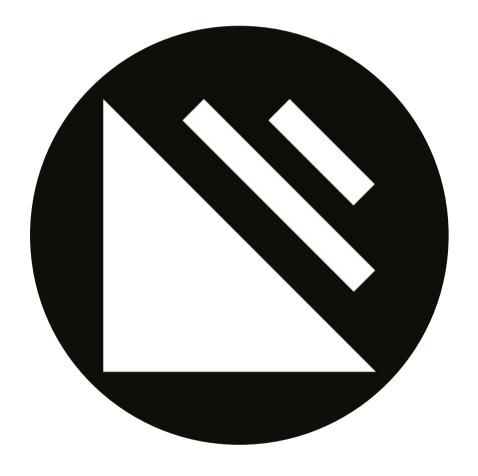
to start with

TrendUp.Media **Profitable Podcasts for Brand**  cops lock

#### HOSTING

\$15/month: Simplecast (preferred)

Free: Anchor





#### REMOTE RECORDING

**SquadCast -** Records in lossless WAV, separate tracks recorded locally for each guest which results in impeccable audio quality, backups

**Why not Zoom?** It's great for meetings and conferences, not podcasts. The audio recording quality is noticeably poor.

Why not Zencastr? It's a step above Zoom, but can be chintzy and full of bugs







#### REMOTE RECORDING HARDWARE

**Blue Yeti USB Microphone** 

Apple headphones w/ 3.5 mm plug







#### IN-PERSON RECORDING HARDWARE

Enroll in the free podcasting course at JordanParis.com/course and navigate to the "Tools and Technology" section for more details on this setup



#### GUEST OUTREACH AND SCHEDULING

**Hunter.io -** Find anyone's email address

**RocketReach.co -** If Hunter.io falters, Rocket Reach will do the trick

**Boomerang for Gmail -** A tool to help you remember to follow up

**Calendly -** Schedule podcasts without the unnecessary back-and-forth emails



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#### **EDITING**



**Adobe Audition -** Comprehensive, paid audio editing software

**Audacity -** Basic, free audio recording and editing software

**Auphonic.com -** Automatic post-production



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Don't stress about the concept and all the little details at first.

**Just start!** 

Grow as you go!

Growth Mindset University was a completely different podcast at episode #1 than it is now at #175.

Know you can pivot whenever, and just start now.





### THE PODCAST **PLAYBOOK**

Don't forget to pick up a copy of The Podcast Playbook on Amazon for the The Winning Game Plan to **Build an Audience and Make Money** as a Podcaster



#### Jordan Paris

The Podcast Playbook: The Winning Game Plan to Build an Audience and Make Money as a Podcaster

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