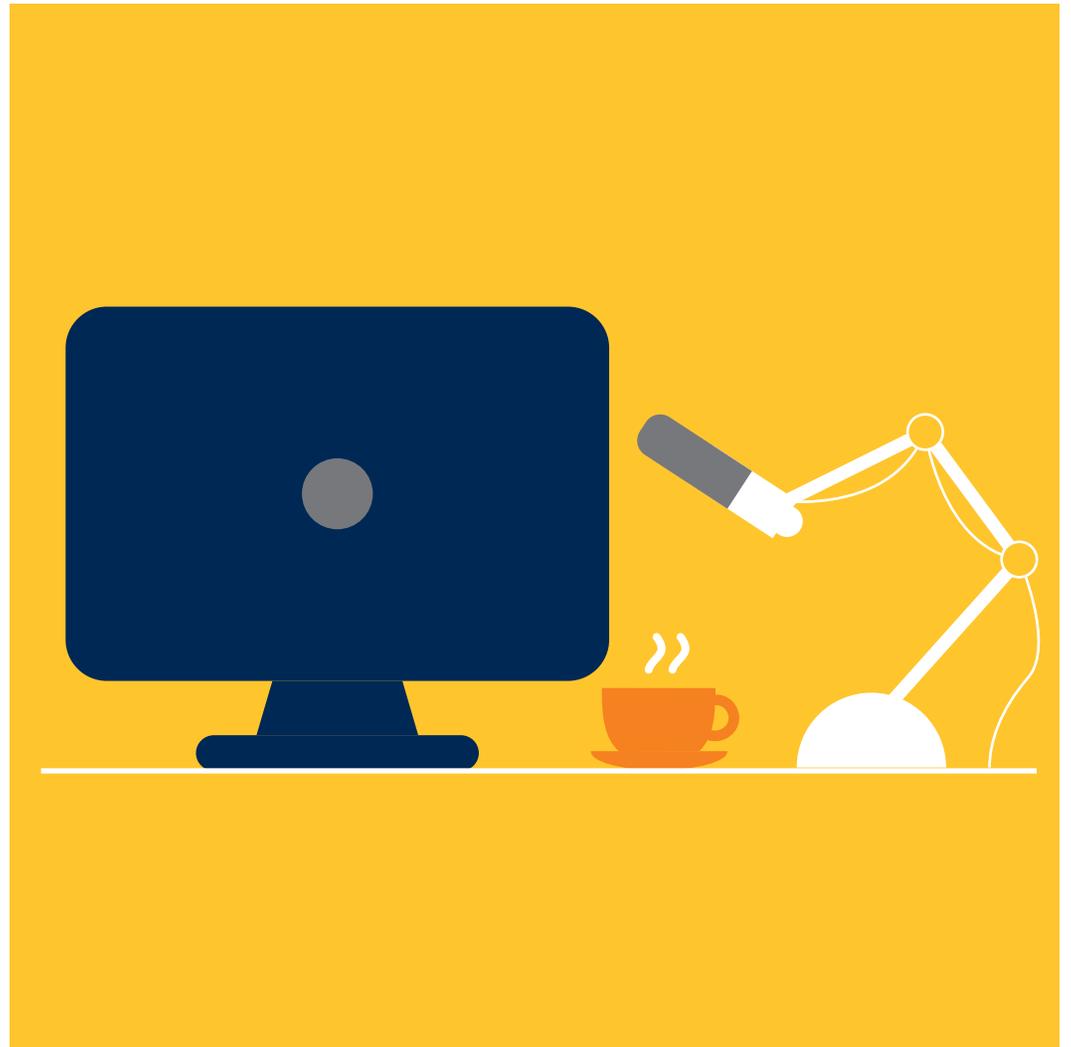


*A podcast is an on-demand radio show that is an easy-to-consume spoken-word interview or host conversation.*

Podcasts are one of many tools in the rapidly-expanding field of content marketing. Anyone can create a podcast.

Common formats for podcasts include a solo monologue, an interview show or multiple hosts on a radio show. Typically, the format is casual and conversational. There are many tools, from Google Hangouts to GarageBand, that can be used to record a podcast, and some are free.



- **Decide on a theme.**  
Audience drives content. Who are you trying to reach and what do you have of value to share with them?
- **How often should you record a podcast?**  
Once a week is best. The key is being consistent. And typically, a podcast isn't launched without multiple podcasts already recorded.
- **What format to follow?**  
Common formats for podcasts include: a solo monologue, an interview show, or multiple hosts on a radio show. Be sure to keep the format casual and conversational. Nothing is more boring than a dry podcast where the host reads from a script. Keep it natural.



*The most important thing you need when launching a podcast is the proper equipment.*

#### **MICROPHONE**

While your computer or phone probably comes with a built-in microphone, the audio won't be the highest quality. You'll need a strong external microphone. If desperate, you can use your laptop or iPhone microphone, but it won't be as clear or of the professional quality you'd like.

#### **HEADPHONES**

Headphones help the podcast creator hear what the audience will hear without the microphone picking up the audio and causing unwanted echo or feedback. It's a useful tool in helping enhance the listening experience.

#### **RECORDING DEVICE**

While a traditional piece of hardware can be used to record your podcast, generally a software program downloaded onto your computer or mobile device is the most logical and effective choice for recording. Free software programs such as GarageBand or Audacity, paid software programs like Logic or Pro Tools, or even popular communication platforms such as Skype or Zoom offer viable podcast recording solutions.

