

# Podcasting 101

**COMIC**  **C**  
**MISFITS**  
P O D C A S T

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# Starting your podcast

# Starting a podcast

- Find your niche
- Focus on a topic you love, have a passion about and are committed to
- There are 2 million podcasts on Apple podcast alone
  - 26% just have one episode
  - 64% have less than 10 episodes available
- Set a recording schedule
- Plan shows and content ahead of time
- Don't rush on a name!



# Equipment and software

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- [anchor.fm](https://anchor.fm)
- [chartable.com](https://chartable.com)
- Audacity
- Best USB Microphones:
  - Blue Snowball ICE: on sale on amazon for \$44 (usually \$50)
  - Blue Yeti Nano: on sale on amazon for \$85 (usually \$100)
  - Blue Yeti: on sale on amazon for \$102 (usually \$130)
  - Rode Podcaster: \$229
- Rodecaster Pro:
  - All-in-one solution for podcasting



# Press Record!



**“Commitment is the foundation  
of great accomplishments.”**

# Marketing/Social Media

# Marketing/Social Media

- Mission, Value, Brand
  - How does your podcast stand out from the 2 million other ones out there?
- Your logo matters!
- Created a instagram and twitter account
  - If you only want one, create a instagram.
  - Twitter is more conversation, Instagram is more pumping our content.
- Media Kit
  - Create a media kit even if you're not selling anything.
  - Your media kit says who you are.
- Have an elevator pitch
  - If someone asked you what your podcast is about, have it ready in a few sentences.

# Thank you!

Let's collaborate!

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The logo is contained within a white circle with a black border. It features the text 'COMIC MISFITS' in a large, blue, outlined, sans-serif font. The letter 'I' in 'COMIC' is replaced by a black microphone icon. Below this, the word 'MISFITS' is written in the same blue, outlined font. At the bottom of the circle, the word 'PODCAST' is written in a smaller, black, spaced-out, sans-serif font.

COMIC  
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