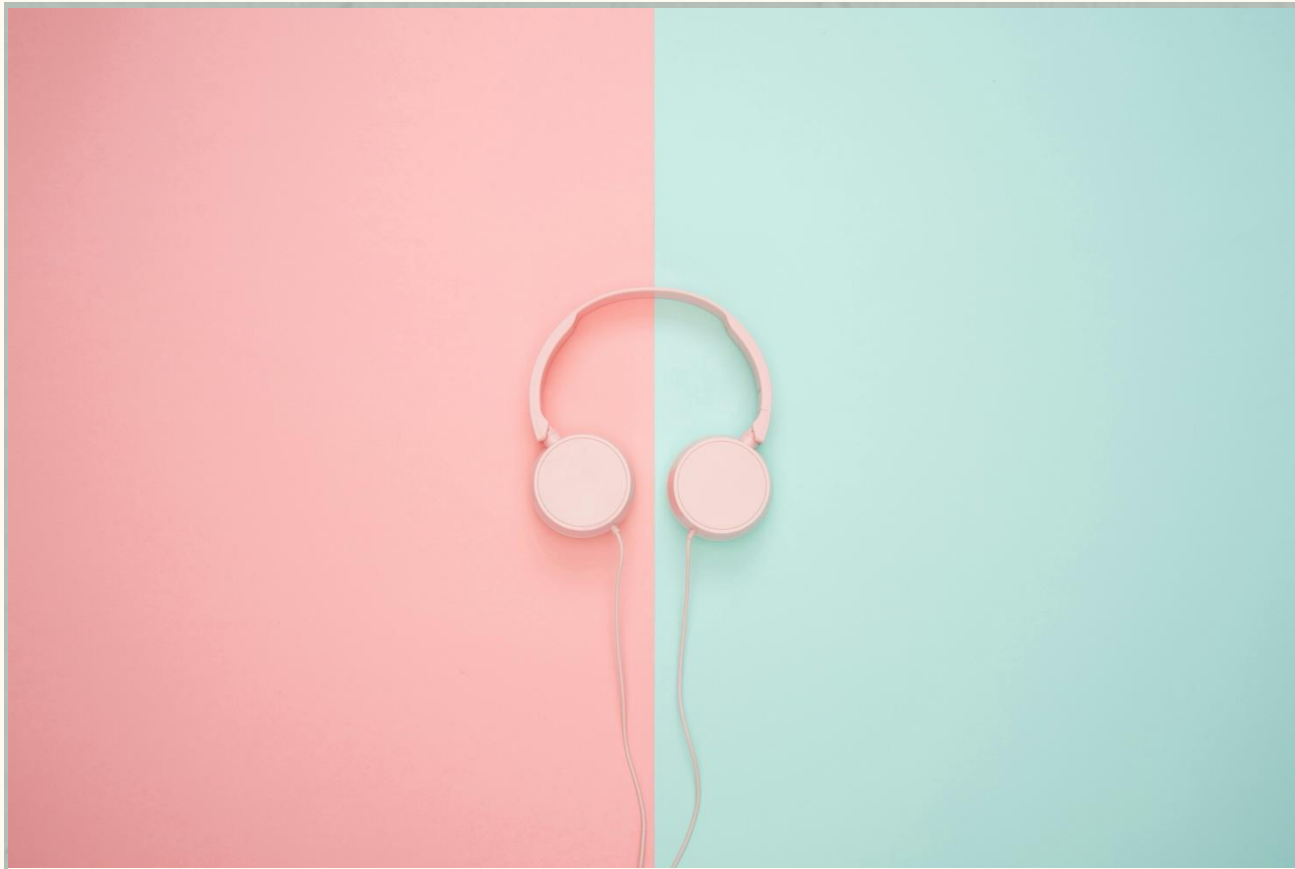


# HOW TO MAKE A PODCAST







# FIRST:

## Let's define terms.

What actually constitutes a podcast?

If your audio idea is:

- Ongoing, with a regular release
- Structured, with a consistent format
- Released to all major podcast apps

It's a podcast!

If instead, your project is one singular story or piece of audio, it could be labeled as a class, a webinar, or other one-off audio production.





# NEXT:

## Why create a podcast?

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**619<sub>M</sub>**

Estimated podcast  
listeners in 2026

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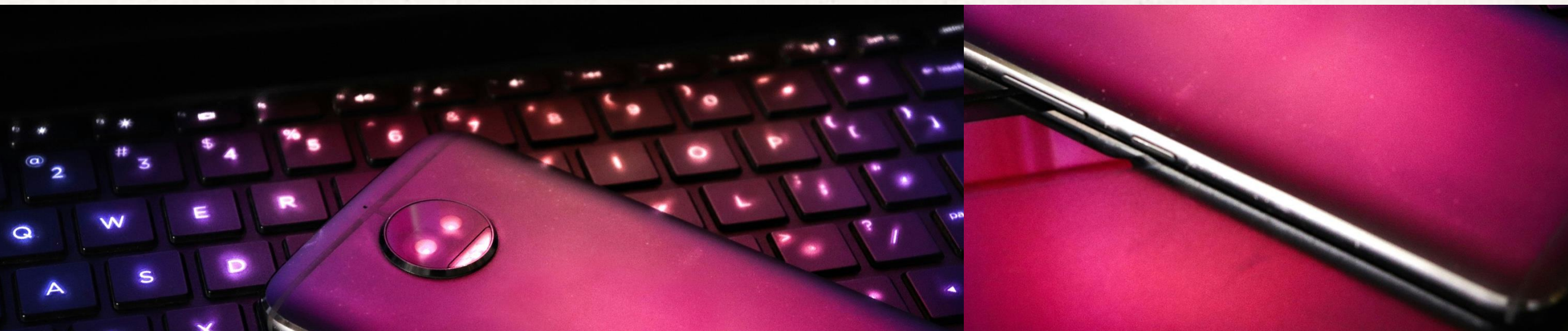
**83%**

Percent of Americans who  
spend more than 9 hours a  
week listening to podcasts

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**44%**

Percent of American listeners who  
have purchased a product or  
service after hearing an ad on a  
podcast





# FINALLY

## Why do podcasts work?

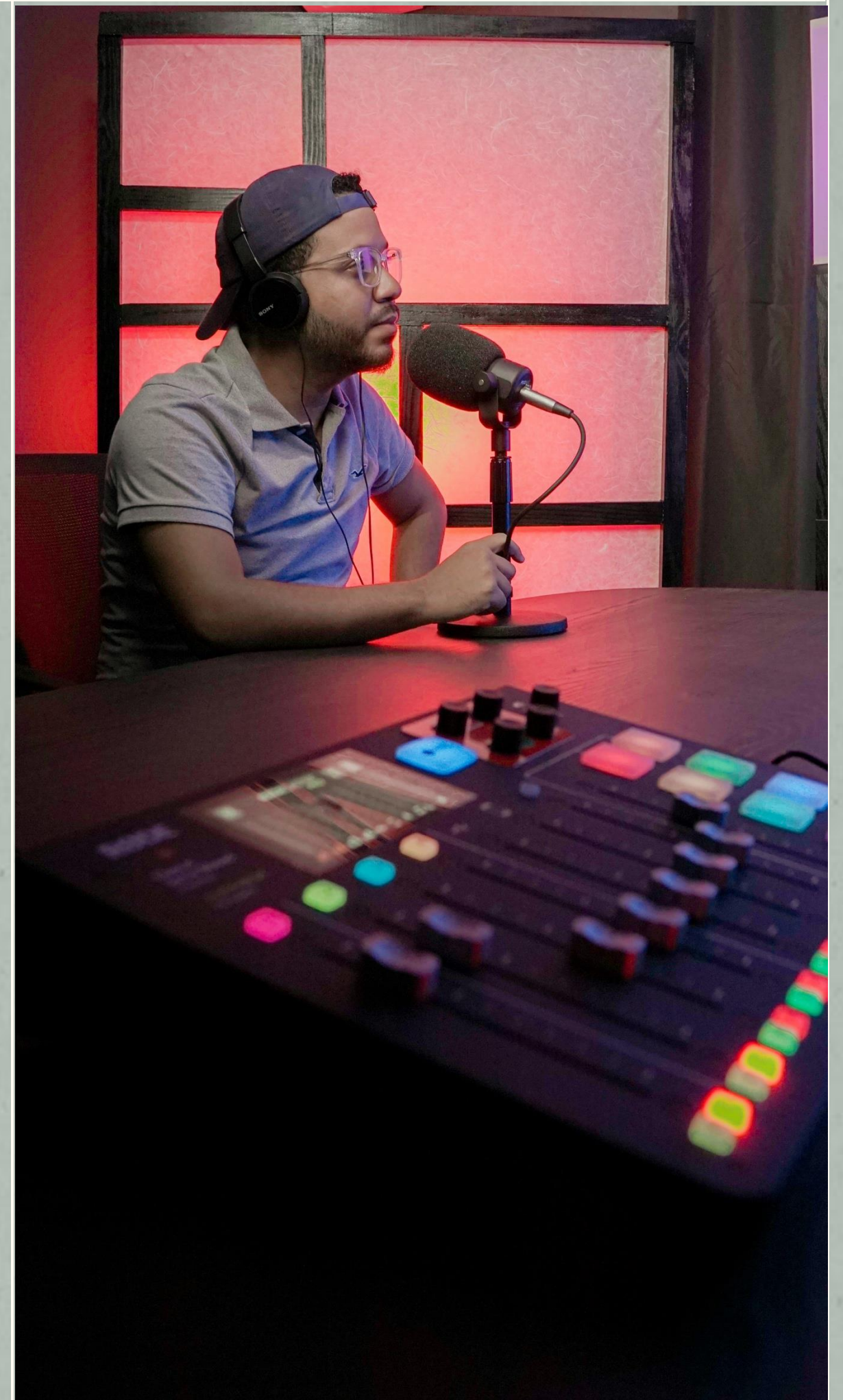
- Podcasts are a cost-effective yet deeply intimate method of connecting with your audience.
- They're popular with everyone! Podcasts have a balanced listenership across genders and age groups.
- Podcasts are accessible to all. They're often free to listeners in widely-accessible players, and they reach across state lines and national/international borders.
- They provide connection. Listeners are used to engaging with podcasts for hours at a time.
- Podcasts provide content that can be easily repurposed across video, social media, web, newsletters, and more.





# HOW TO CREATE A SHOW

A ROADMAP





# Podcast Idea

## Research:

- Determining goals
- Researching niche

## Branding:

- Choosing a show structure
- Picking a name
- Creating a visual identity

## Editorial Planning:

- Identifying episode topics
- Planning editorial calendars
- Determining launch date

## Scripting

- Developing episode script structure

## Recording:

- Identifying your recording process

## Editing:

- Determining audio editing process
- Planning assembly process
- Selecting and setting up host for distribution to podcast feeds

Show Launch

## Marketing:

- Developing a launch plan
- Creating marketing plan for individual episodes
- Considering monetization

## Metrics and Analytics:

- Developing a plan for capturing and analyzing quantitative metrics
- Understanding benchmarks and standards
- Identifying qualitative measures of success



# NEXT STEPS

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**In the next sections, we'll follow the Roadmap step by step to develop your show.**

**Along the way, you'll take stock of what's important to you, and how to achieve it.**

**And we'll explore where you can get additional help.**

