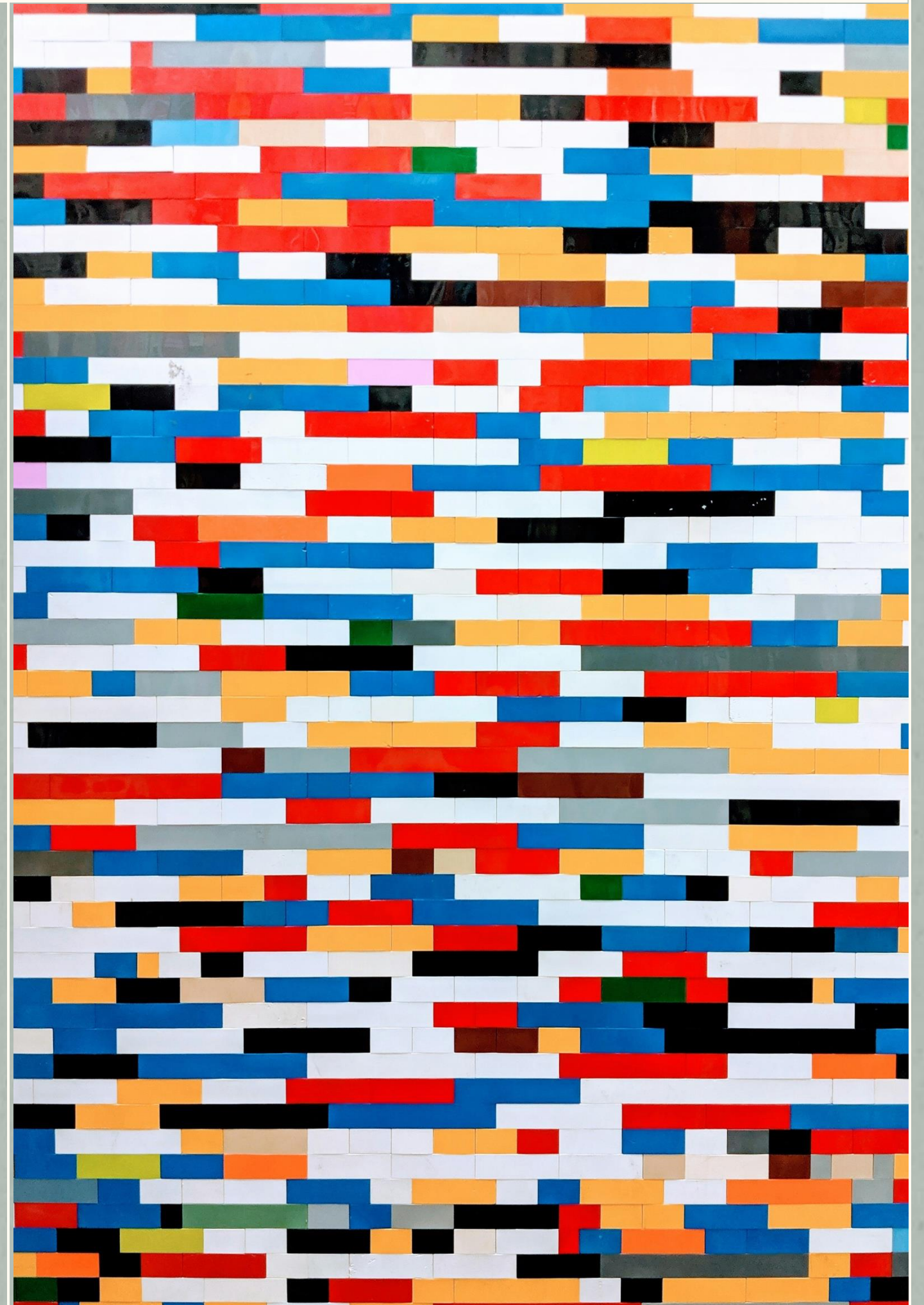
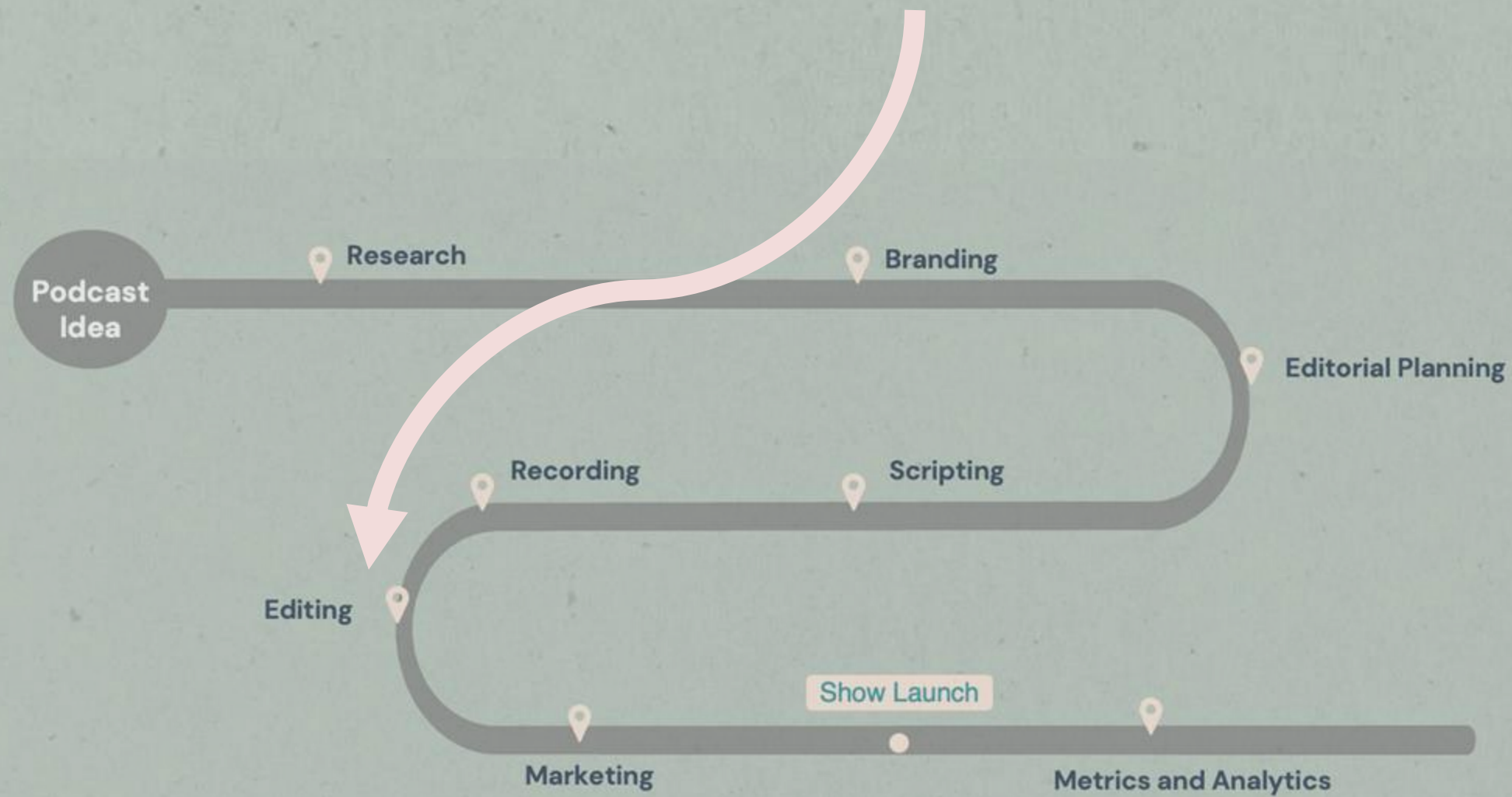




6. EDITING





What exactly are we talking about?

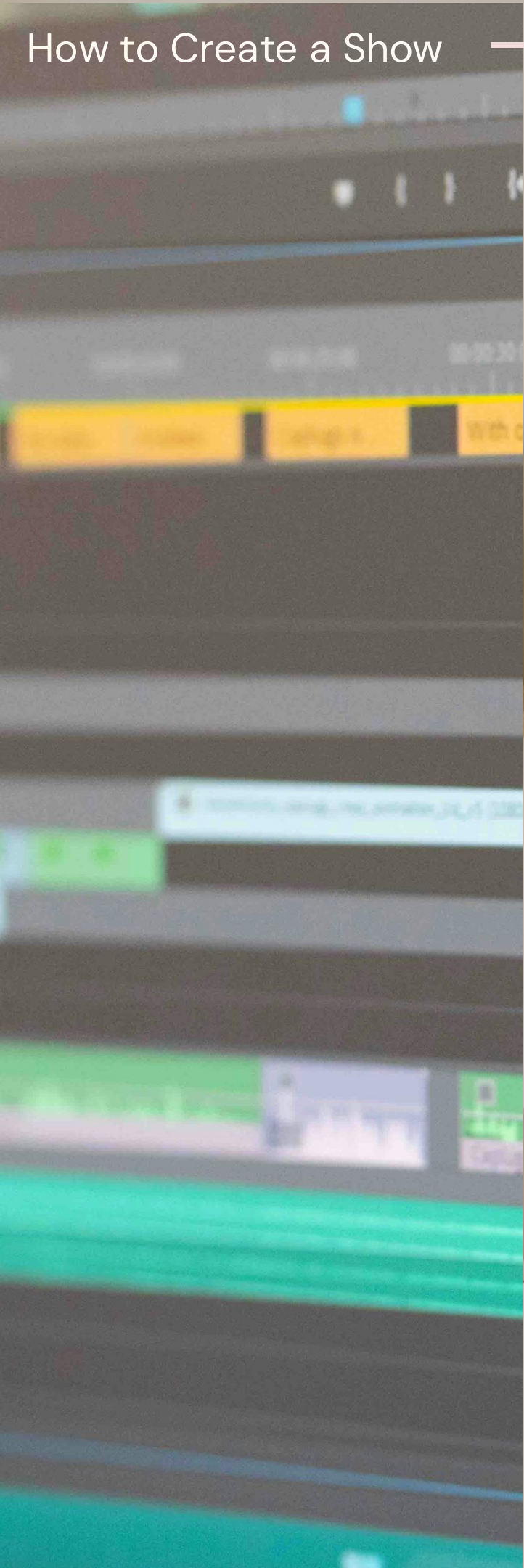
Editing is about making your recorded audio sound great. You'll be using processing tools to clean up the sound, and audio cuts to shorten and tighten the content.

Assembly is about bringing all your audio pieces together. You'll be adding music, voiceover, interviews, sound effects, and anything else your show needs.

These are the steps that can trip a lot of first-time podcasters up. It's easy to get overwhelmed with all that you can and should do.

Let's take a wide view of what editing and assembly involve.





EDITING ELEMENTS

Editing your audio will involve recording and editing software, along with your personal preferences and judgment. Here's an overview of what's involved.



Clean

In this step you'll work to remove any background noise, pops or bangs, coughs and false starts, and more. Some of this will be done manually; some can be accomplished with processing.

Process

Using effects like compression, de-essers, equalization, and other tools in your software, you'll continue to clean and enhance the audio.

Cut

You'll cut out parts you don't want included in the story, interview, or chat.

Tighten

You'll shorten the conversation or narration where you can, to create an engaging and propulsive episode.

ASSEMBLY

Once your audio is set, you'll bring in all the elements to create your full story.

Add Music

You'll bring in your show theme music, along with any additional music or sound.

Add Voiceover

You'll add the show intro, outro, or other voiceover.

Mix

You'll adjust volumes of each elements, add any additional processing, and make your complete audio file.

Master

You'll export your file at industry standard size and loudness levels.



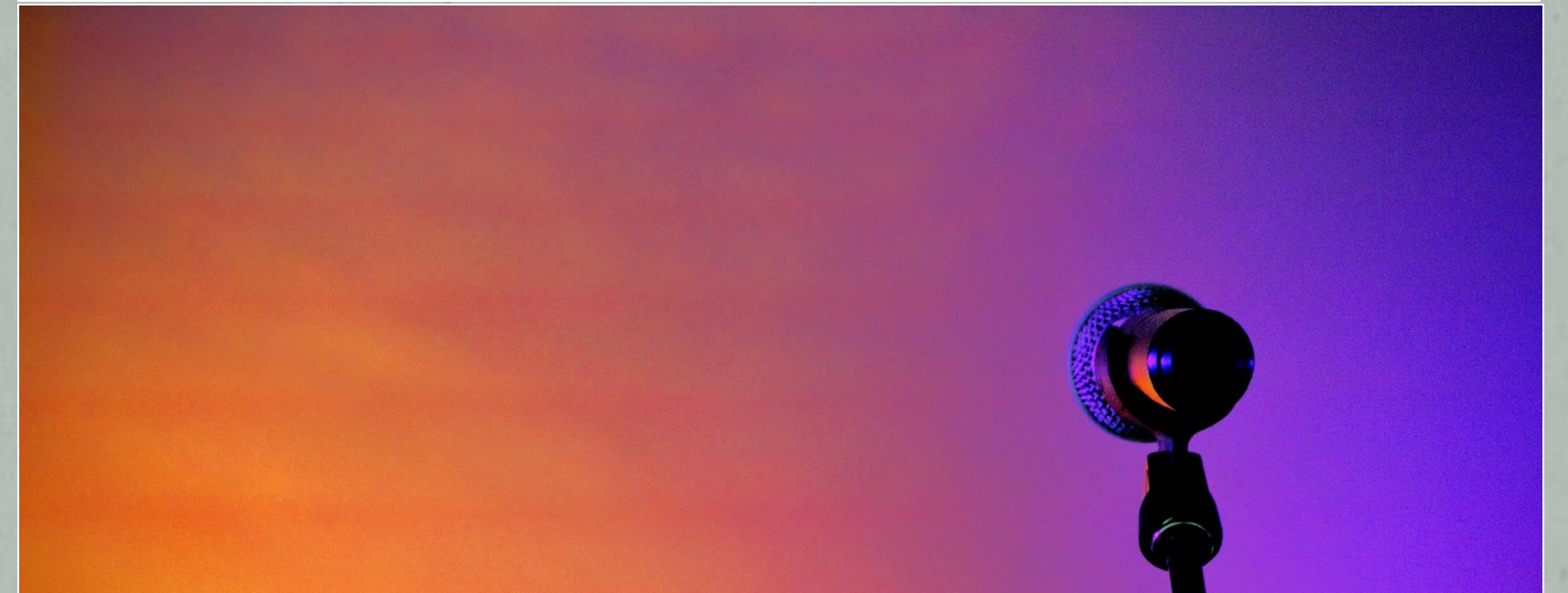


Ready to test it out?

No matter if you've worked with audio before, or you're brand new to this process, it's easier than you think to experiment and find your own route.

In the next workbook pages, we'll do a test run.

And remember: have fun. Learning how to edit audio on your own is exciting and empowering!



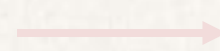
WORKBOOK

DIY Test

Get that test recording you made in the last section. Take a listen.

Now let's make a plan. Add your notes to the box below.

- What do you want to cut? Think coughs, long pauses, or content you want to take out.
- What do you want to add? Think music, a standard show intro and outro, clips from another recording, etc.



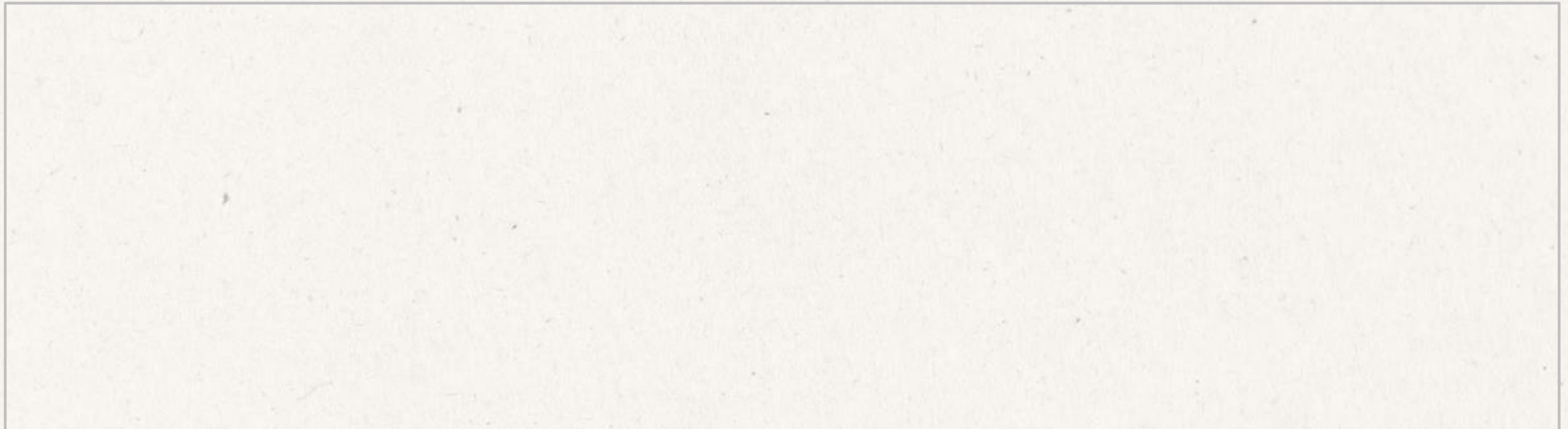
WORKBOOK

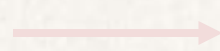
DIY Test: Cut and Insert

Now let's put your plan in action. Note that every software is a little different when it comes to where editing tools can be found.

So this part will involve some exploring and trial and error!

- Pinpoint something you want to cut. Then look around your software for a “cut” option. Try it.
- Now, pinpoint something you want to add. Look around your software for an “insert” option, or try dragging and dropping the file.
- Keep going through your list.
- If you hit a roadblock, just make a note below. This will be your list of things to research or experiment further.



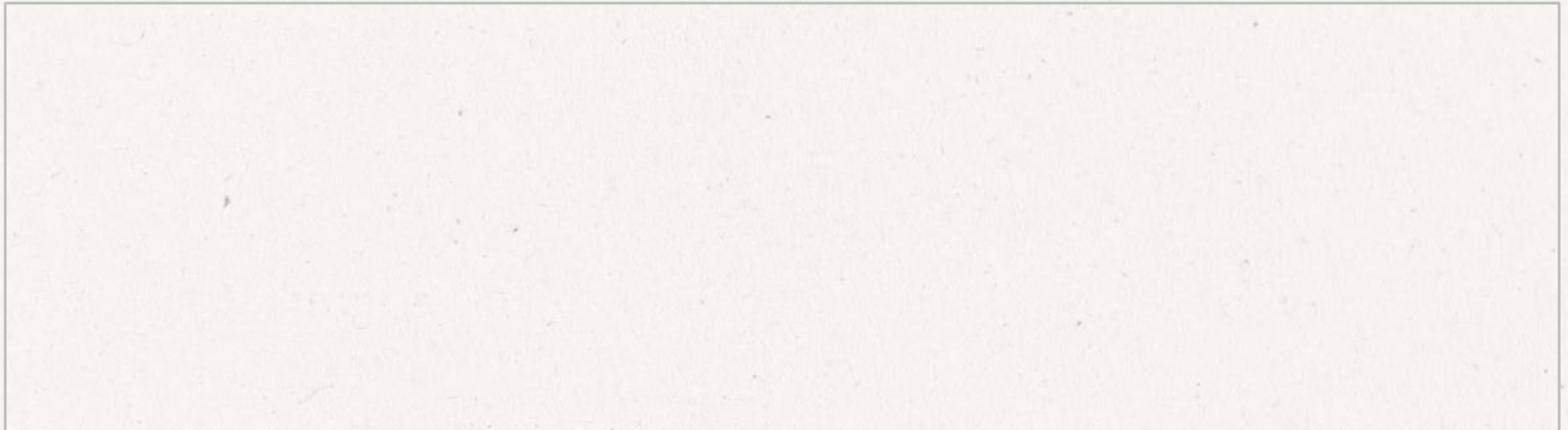


WORKBOOK

DIY Test: Audio

Let's now enhance the audio. Entire websites and forums are dedicated to each of these steps; let's simplify!

- Clean and process. When you're just starting out, focus on one tool that can instantly improve your audio: compression. See if you can find the compressor in your software, and play around with levels to find what you like. You're looking for crisp and clear sound!
- Mix. At it's most basic, mixing is just making sure all your elements in the episode have a consistent volume. Try listening with headphones to spot where volume is too loud or too soft, and adjust the dials.
- If you hit a roadblock, just make a note below. This will be your list of things to research or experiment further.

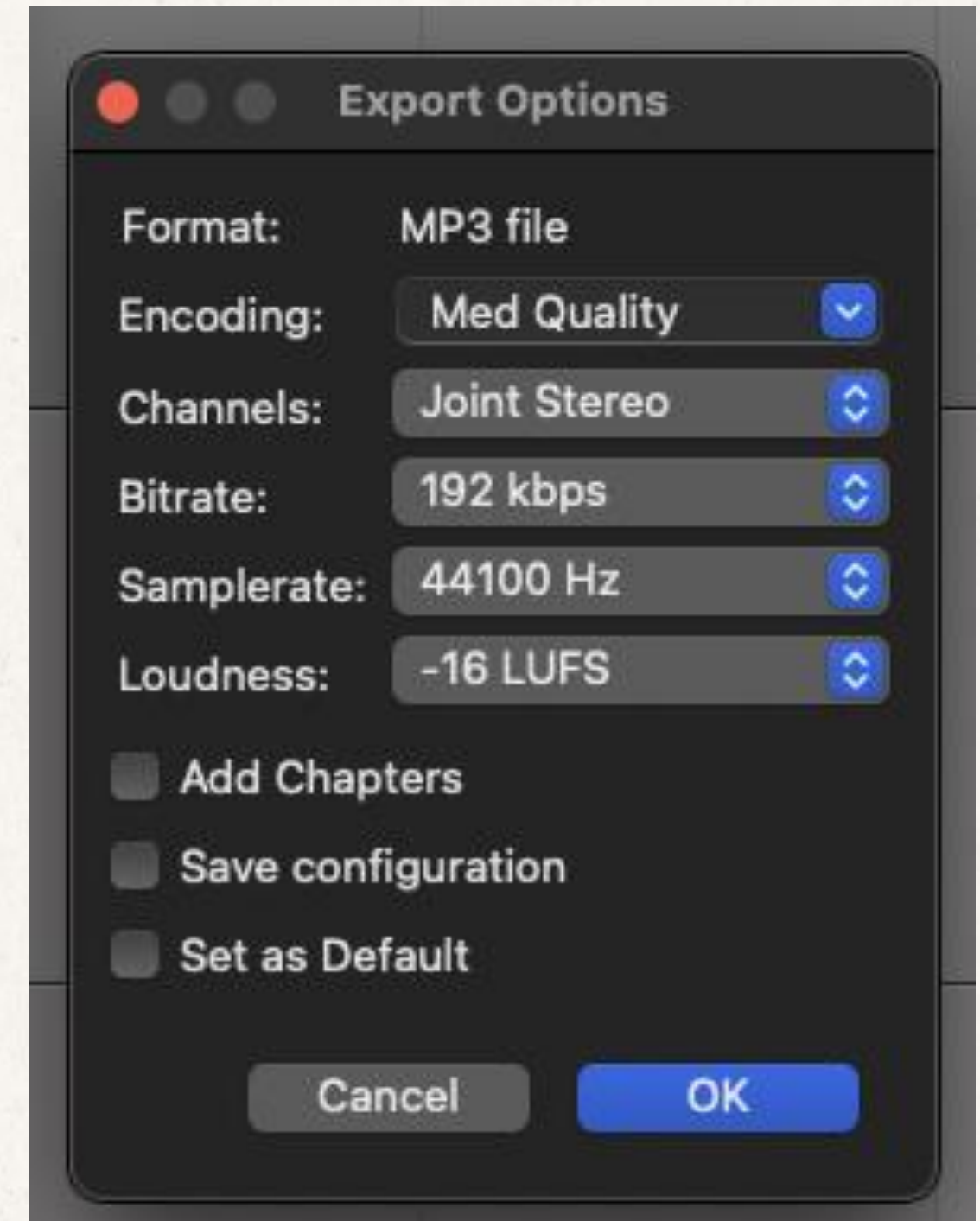
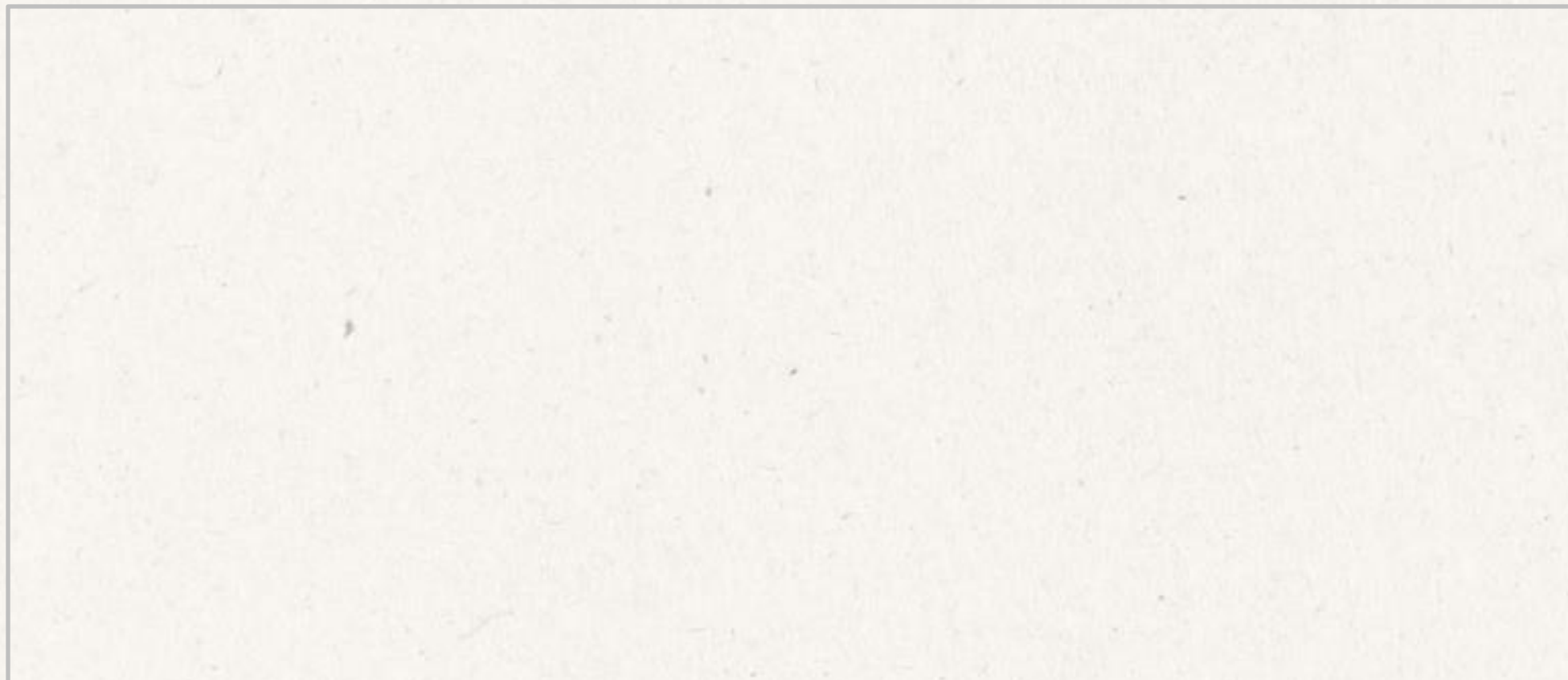


WORKBOOK

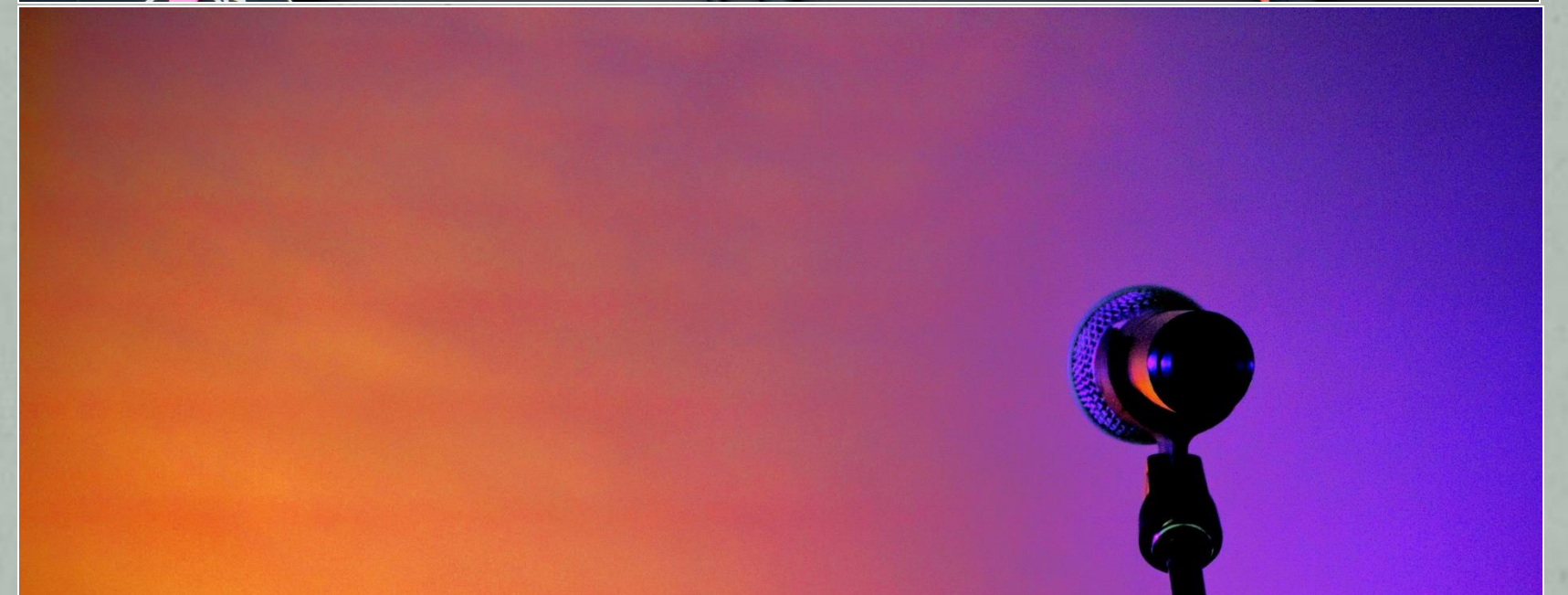
DIY Test: Export

Final step! Export your finished audio file.

- Find the “export” option in your software.
- Set up your file with industry standard size and loudness levels.
Here’s a cheat sheet of these details:
- If you hit a roadblock, just make a note below. This will be your list of things to research or experiment further.



How'd it go?



What help is available?

If DIY editing and assembly feels a little overwhelming, production partners are available to help. Options include:

| | | An online recording and editing tool like Riverside.fm or Descript | An a la carte editing service, like We Edit Podcasts, Resonate, and Podigy | A full-service podcast agency, like Podfly or Vested | An independent podcast producer |
|------------------|-------------------------|--|--|--|---------------------------------|
| Roadmap Elements | Research | | | ✓ | ✓ |
| | Branding | | | ✓ | ✓ |
| | Editorial Planning | | | ✓ | ✓ |
| | Recording and Scripting | ✓ (just recording) | | ✓ | ✓ |
| | Editing and Assembly | ✓ (limited) | ✓ | ✓ | ✓ |
| | Marketing | ✓ (some) | ✓ (some) | ✓ | ✓ |
| | Metrics and Analysis | | | ✓ | ✓ |
| Total Costs | | \$24 per month | \$200+ per episode | Can reach \$3500+ per episode | \$500-1000 per episode |

A note on music

Music can be something you just add at the start and end of your episodes, or a tool to help you tell your story.

And there's sites dedicated to helping you source royalty-free music to use in your show.

Here's two options:

Epidemic Sound

Full songs made just for royalty-free use. You can get a subscription with unlimited access for \$9/month.

Landr

Samples which you can use on their own or weave together. Subscription for \$5/month.



NEXT STEPS

Keep exploring your editing and assembly tools!

In our next section, we'll explore how the audio file gets to listeners, and how to promote the show.

