

**DOUBT YOURSELF,
DO IT ANYWAY:**

LAUNCH YOUR **PODCAST** WITH CONFIDENCE

**A Free Guide by Patrick Casale,
Host of the All Things Private Practice Podcast**



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Introduction: You Don't Need to Be Ready — You Just Need to Start



When I launched *All Things Private Practice*, I had no idea what I was doing. I doubted myself, overthought everything, and procrastinated for months. But here's what I learned: clarity comes from action. *I believe in Building The Plane As You Fly It*

This guide will help you get your podcast out of your head and into the world — imperfectly, authentically, and successfully.

Step 1: Define Your “Why”

Before choosing a mic or platform, ask:

- What do I want to talk about?
- Who is my audience?
- What do I want them to feel, learn, or do after listening?
- Why does this conversation matter?

“Your why fuels you when downloads are low or you're tired of editing.”

Step 2: Choose Your Podcast Name & Theme

Your name should reflect your tone and mission.

- Keep it short, memorable, and searchable.
- Avoid overly clever titles that hide your niche.

Examples:

- All Things Private Practice — clear, inclusive, mission-driven.
- Divergent Conversations — highlights identity and neurodivergence.

Tip: If you're stuck, brainstorm 10–15 names, then test them out loud or with trusted peers.

Step 3: Pick Your Format

Decide how you'll share your message:

- **Solo episodes:** Great for storytelling and thought leadership.
- **Guest interviews:** Builds relationships and audience crossover.
- **Panel/conversational:** Fun, dynamic, and relatable.
- **Hybrid:** Combine all three (my personal favorite).

Keep episodes between 30–60 minutes unless you have a deeply engaged audience.

Step 4: Choose the Right Tools

You don't need a fancy studio — just consistent quality.

Recording Tools

- *Beginner-friendly:* Zoom, Riverside.fm, or Zencastr.
- *Intermediate:* Adobe Audition, Audacity, GarageBand.

Hosting Platforms

- Buzzsprout (simple + analytics)
- Podbean (great for monetization)
- Spotify for Podcasters (free and integrated with Spotify)
- Captivate (easy team collaboration)

Microphones

- *Budget:* Samson Q2U or Blue Yeti.
- *Pro:* Shure MV7 or Rode PodMic.

Do not overthink this. Just buy a mic. You can always improve your technology as you go.

Step 5: Your Launch Sequence

Here's a tried-and-true process:

1. Plan 5–10 episode ideas.

(Record at least 3 before launch.)

2. Design your cover art.

Use Canva — keep it bold, readable, and brand-aligned.

3. Write a short, powerful intro/outro.

Record it yourself or hire a voice artist on Fiverr.

4. Submit to major platforms.

(Apple, Spotify, Google, Amazon Music.)

5. Promote everywhere.

- Create audiograms on Headliner.
- Repurpose content into blog posts, Reels, or newsletters.

Step 6: Monetize Authentically

Podcasting isn't about quick cash — it's about trust and longevity.

Ways to Monetize:

- Sponsorships (like my partnerships with Jane App and Headway)
- Coaching, retreats, or products mentioned organically
- Patreon or listener support
- Affiliate links for tools you already use
- Cross-promotions with other creators

“Build your audience first. Monetization follows consistency and connection.”

Step 7: Get Out of Your Own Way

Here's what I wish I'd known before starting:

- **You'll cringe at early episodes. That's normal.**
- **You don't need perfect audio. You need real stories.**
- **Stop comparing your Day 1 to someone else's Year 5.**
- **You can edit, rebrand, and pivot later.**

The real secret:

Every successful podcaster started with self-doubt — and did it anyway.

Bonus: Lessons from *All Things Private Practice*

After 1.5 million downloads, here's what worked for me:

- **Consistency > perfection.** Weekly episodes built momentum.
- **Authenticity converts.** Vulnerable, unscripted conversations connect deeply.
- **Community matters.** Listeners become clients, retreat attendees, and friends.
- **Collaborate.** Invite guests who inspire you, not just those who “fit a niche.”
- **Track analytics.** Know your audience — then serve them better.

Final Words: Doubt Yourself, Do It Anyway

You'll never feel fully ready — and that's the point.
Your voice deserves to be heard, messy and real.
So grab a mic, hit record, and start talking.
The world needs your story.



*Don't be afraid to just be YOU.
Life is too short to worry
about what everyone else
thinks and feels.*

***Doubt Yourself Do It Anyway—
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Connect with Me

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Podcast: "Doubt Yourself, Do It Anyway."

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