

5 Tools

to Launch a Professional Podcast for Less Than \$50



Bonnie Groessl

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Bonnie Groessl, MSN

I began sharing my message on live internet radio networks a few years ago before transitioning to pre-recorded shows through podcasting because of the ease and flexibility it offered.

Podcasting allows me to reach people all over the world at the listener's convenience, since different time zones are no longer an issue. I love the freedom it gives me. Podcasting not only grew my online presence, it opened up so many additional business opportunities. It is the best form of networking I have ever found.

In just two short years my weekly podcasts are reaching about **1 MILLION** people in more than 50 countries on 6 continents!

I have developed relationships with some amazing people from all over the world through podcasting – people I truly consider experts in their fields and had followed for quite some time. Now we are friends and I collaborate with many of them.

I was able to create my first tele-summit (recorded shows packaged as a single product) featuring amazing experts who I connected with because of podcasting. I also know I could have never produced such a quality tele-summit without my previous experience in podcasting. From approaching speakers, to the comfort level I developed interviewing them, to all of the technology I now use, podcasting really primed the pump!

Now I want to share my experience and favorite resources with you to help shorten your learning curve. It might surprise you to learn it doesn't take a huge investment to create a quality podcast and get your voice out into the world. I know you have a message to share!

~ Bonnie

1. Microphone

To get the best recording possible, use a headset or microphone. When you rely on your computer's mic alone, the sound is much lower quality. The Logitech Clear Chat microphone is a good place to begin. It is inexpensive and improves your sound quality significantly.

Microphone \$22-\$27 for Logitech Clear Chat

https://www.amazon.com/dp/B000UXZQ42/ref=dp_cerb_3



The next step up is an ATR-2100, which also can be found on Amazon.com.

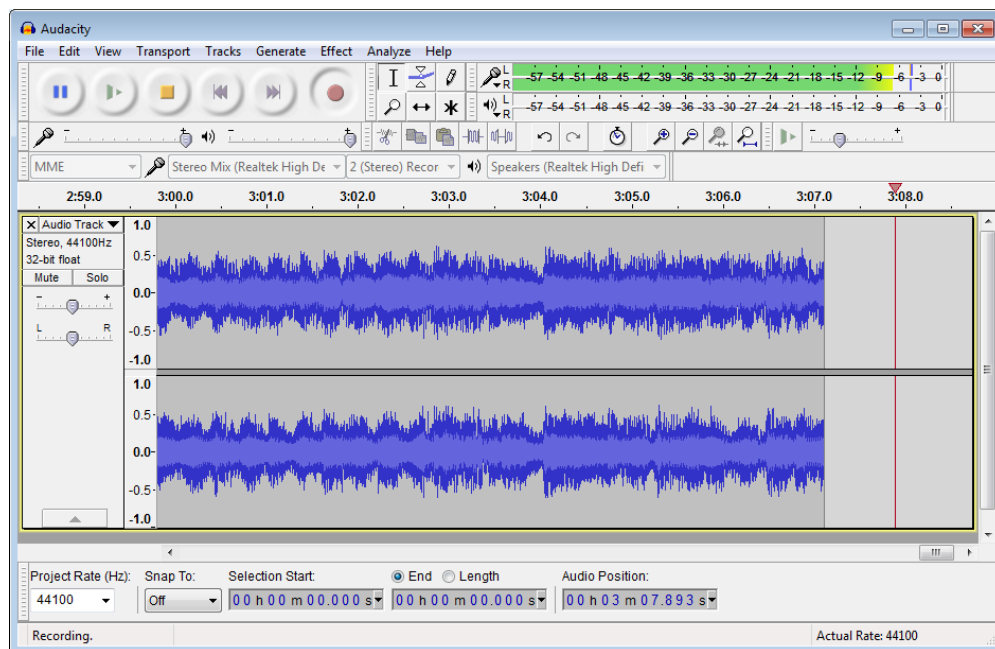
2. Recording Software

Audacity

This free software is available for PC and Mac. It is easy to use and there are many video tutorials available online. Audacity allows you to record, edit and mix your audio without investing in expensive equipment or having advanced computer skills.

Note: If you are a Mac user, GarageBand is a program that can serve the same function.

<http://www.audacityteam.org/>



Outsourcing to Save You Time

3. Professional Artwork

To be listed on iTunes, you will need an eye-catching banner that is easy to read in a thumbnail image and meets iTunes's specifications.

You can have professional-level artwork designed for as little as \$5 on www.fiverr.com.

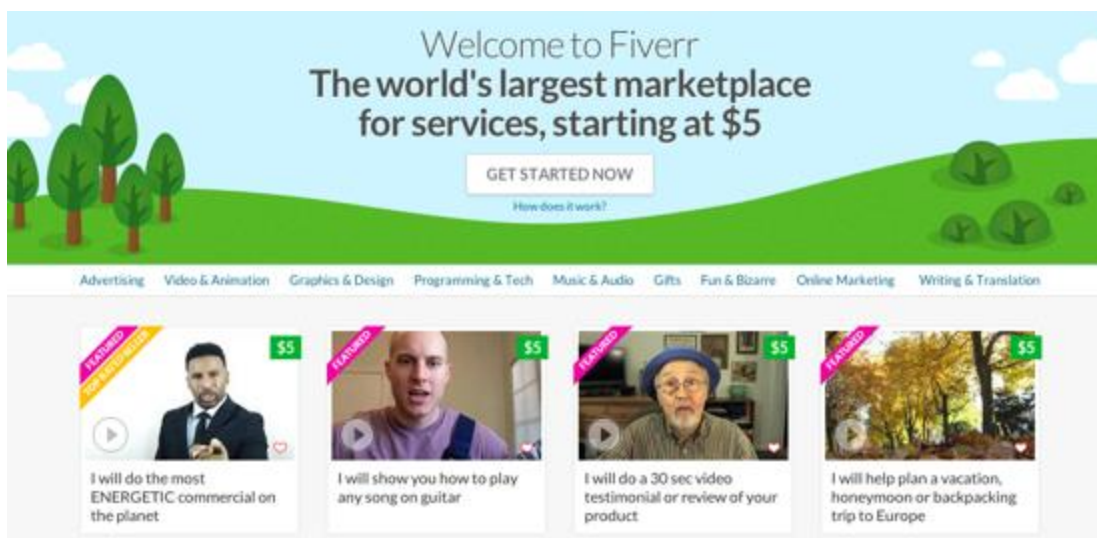
4. Professional Podcast Introduction

Adding a professional announcer's introduction for you as the host will add credibility for you and your show. These professionals also can add some music under their voiceover track at your request. Simply write up what you'd like them to say and they will make it sound great.

Professional voiceover: From \$5 at www.fiverr.com

How to use www.fiverr.com:

Search the "Graphics & Design" or "Music & Audio" topics in the headings. You can refine your search in the left hand column. I encourage you to read some reviews and check out their work examples before ordering. You might be surprised how good these people are for such a small investment. In fact, it's so inexpensive you may want to consider having more than one designer or voiceover professional provide a final product so you can choose your favorite.



5. Publish and Distribute Your Podcast

Libsyn (as little as \$5/month)

<https://www.libsyn.com/>

Everything you need to publish and distribute your podcast can be done with this hosting company. Libsyn is a one-stop solution for everything you need to start podcasting, get your podcast in iTunes and other directories, and even turn your show into an app.

Features include publishing tools, media hosting and delivery, RSS for iTunes and other destinations, a website, statistics, and a platform that has your back as you grow as a producer.

You can even schedule social media marketing to go out on platforms such as Facebook and Twitter when the podcast becomes live right from your Libsyn dashboard.



You can do this, podcasting is easier than you think!

Sign up for a FREE Discovery call with me at <http://www.meetme.so/BonnieGroessler>

Share Your Message!

Bonnie Groessler

<http://bonniegroessler.com/>