

Launching a Podcast

Resources by Dan Moyle with The Storytellers Network

So you want to launch a podcast. Fantastic! It's a great community. I want to help you get started with a few tips. My way isn't the only way - far from it. I'm just here to offer one perspective and some resources. I believe in the power of podcasting, and I believe in the philosophy of reaching back to help others.

Equipment/software you will need:

I wrote this out as an answer for the Quora question [What are the essential pieces of equipment to start a podcast, both audio and video?](#)

Here's my set-up, for what it's worth. I record a weekly interview show called [The Storytellers Network](#). I do it over a hard-wired (not WiFi) high-speed internet connection - about 50Mbps.

Microphone: Audio-Technica AT2005 USB with a mic cover and a Dragonpad pop filter. I also have a simple mic arm for positioning.

Camera: Logitech HD webcam C615

Video/recording: Zoom - a free account allows you to record you and a guest with NO TIME LIMIT. If you have 2 guests, you're limited to 40 minutes. I record split audio so I have that if needed (rare).

Editing: I edit in Adobe Premier Elements (video editing) because I publish the video to YouTube. I also save the file as a medium quality mp3 to upload to my audi hosting site (referenced below).

Scheduling: I use [10to8 for free scheduling](#). I send a calendar link to potential guests, and connect it to my personal calendar as well as my work calendar (all in Google suite). You can also purchase booking software like <http://www.scheduleonce.com/> or <https://calendly.com/>

Media/audio hosting: I host my audio with [Blubrry](#). Other great options are [Libsyn](#) or the [video platform 23](#).

Website hosting: My website is built in Squarespace. The other option I'd suggest is WordPress.

And below is a photo of my set-up. Simple and effective. Make sure your room isn't empty - it will echo.



Planning:

Plan the year - or at least the first 20 episodes. Stats show that many shows don't make it past episode 8. If you can get to 20, you're well on your way. Define your mission. Why do you want to become a voice in the podcast space? Define success. What does success look like to you? Will you aim to monetize your show? Are you building an email list? Define your target audience. Who are they, what are they listening to and why would they listen to you.

If it's an interview style show, plan your guests and start reaching out. I'll include an example of a spreadsheet organization I used.

Also, before you name your show and get started on things like artwork, do a simple internet search for the name. If it already exists, find something new. It'll save you a headache!

Pre-production:

Think about a few things as you get ready to launch your show. Will you do all the editing, show notes, and publishing or will you outsource this? You'll find many podcast production companies out there.

Either create your audio intros and closes or have someone do this for you. It's critical that this is done professionally. This is the first and last thing a listener is going to hear when they tune into your show. You should have professional voice talent and legal music for your show.

Not sure about legalities? Follow [Gordon Firemark](#).

Create your show artwork (minimum size 1400x1400 up to 3000x3000). Great places to find freelance work are <http://fivver.com> or <http://99designs.com>. You can also use tools like Canva or look for an artist you know to help.

Pre-Launch:

Here are some of the steps you need to successfully launch your show.

If you have an "interview style" podcast, start booking your interviews. Reach out to friends, acquaintances and other people that are in the niche you are wanting to explore.

Create a podcast interview request email (see below for example), that you can send to potential guests and make it easy for them to book a time with you.

Create a pilot or teaser episode (often called Episode 000) for your show - this should be no more than 5 minutes in length and should answer the 5 W's for your show:

1. Who are you.
2. What is your show about
3. Where can listeners find your show
4. When are new episodes of your show published
5. Why should people listen to your show (state the benefits).

Create your first few episodes, get them edited and ready to go before you launch.

Create a "Podcast" page on your website. In some platforms, this will be a blog module. In others, it may be a podcast tool.

Your first post here should be titled something like "[YOUR SHOW] INTRODUCTION". This will be your episode 000. Create a new category in that post and name it "podcast." This is where

you will write your "show notes." Make sure to use the title of your post in the body of the show notes. This will help Google understand the importance of this post.

Distribution:

So many people think of just iTunes (or Apple Podcasts) for distribution. They often assume you have to "upload your show" to Apple. In reality, Apple is one of many distribution channels available. It's the biggest, but you'll have other options for getting your show out into the world. And no, you **do not** upload audio directly to Apple. This section will help you get multiple channels ready for your show.

Sign up for Spreaker (here are the instructions: <http://www.spreaker.com/connect/signup>)

Sign up for Stitcher (here are the instructions: <http://www.stitcher.com/content-providers>)

Sign up for iTunes (here are the instructions from [Blubrry](#) and [Libsyn](#))

Sign up for Google Play (copy/paste this url in your browser: g.co/podcastportal - click on publish to get started)

Currently, Blubrry can automatically get you into Spotify, and Libsyn into Pandora.

Once you have completed these steps, you are ready to go. It can take up to 10 days for your podcast to be approved by Apple, but it's usually less. And it's typically less for other platforms.

One common thought for getting exposure in Apple Podcasts is to ask for ratings and reviews. It's helpful in all platforms, showing social proof to potential listeners. This is why a podcast launch team is critical.

Build a launch team:

1. Talk to family, friends, and business colleagues and let them know about your show.
2. Create 3 emails that you are going to send to your email list (if you don't have one, send emails to everyone you know - the email templates are below).
3. The key to remember here is that you don't want to ask for too much too soon. Keep the your discussion brief with those you meet in person. It's important to create an interest and you do this by keeping it mysterious - "I'm launching a new podcast soon, would you be interested in being a part of it? Yes? Great. I'm not quite there yet, but I'll send you an email on how you can help. Can I count on you?"
4. Post on your social media
5. Share your artwork
6. Ask others to share your show

7. Create hype around a launch date.
8. When you are ready, send your first email, one day later the second and one day later the third.

If there is anything else I can help with, please let me know. While I do not offer services, I'm happy to give back to the community. My time is limited, but I'm interested in seeing this medium grow, and independent podcasters like us really shine. I've taken resources given to me over the years and put them together in template emails below to help you get started on your podcasting journey.

Email templates (make them your own!)

Podcast Guest Request Sample Email Template:

Hi <first name>,

My name is <your name> and I would like to invite you to be a guest on my show called <the name of your show>. After doing some research, my audience could learn a lot from you. Your experience in <name up to three items here>, are all things my audience wants to hear about.

My show is all about <short description of your show>.

My audience consists of <short description of the demographics of your listeners>.

Feel free to learn more about me and my show by visiting <your website>. You can book a time that works best for your schedule on my calendar here: <your scheduling link>

I look forward to hearing back from you soon and would be honored to have you as a guest on my show.

Sincerely,

Your Name

Host

Your Show (make this a link)

Launch Team Email #1 Template:

Hi <First Name>,

[greeting] I am getting ready to launch a new podcast and wanted to know if I can count on you to help be a part of my launch (it's easy). I am hosting my own show called <name of show>. I'll be sending another email tomorrow with a brief update.

Talk with you soon,
<Your Name>
<Your Show>

Launch Team Email #2 Template:

Subject: The Launch of The Storytellers Network

Hey again! I'm so excited about the launch of my show. Thank you for your willingness to help. This will be easy.

I'll be sending The Storytellers Network to Apple Podcasts and various other platforms soon, for a <launch date here> launch. Once there, getting reviews right away is vital. As I said in my initial email, I would give you some details. Here you go:

1. In order to maximize my exposure, I am looking for ratings and reviews in the first 10-14 days.
2. All you will have to do is go to iTunes and rate and review my show (I'll send that link later).
3. Share my show with your friends on social media.

That's it! I'll send you another email next week with the details and instructions. It won't take a lot of time, but it will help me immensely. Thank you again for your help in advance.

Talk with you soon,
<Your Name>
<Your Show>

Launch Team Email #3 Template:

Hi <First Name>,

Okay, it's that time. Thank you! I wouldn't have reached out to you if I didn't think you would help out. As promised, here are the details to help me launch my new show and get recognized in Apple Podcasts. I hope to get in front of a huge amount of potential listeners.

Step One:

Go to my iTunes link: <your iTunes Link>

Step Two:

Click on "View in iTunes" - this blue button is located just below my podcast art

Step Three:

Click on the "Subscribe" button just under my artwork to subscribe to the show.

Step Four:

Click on "Ratings and Reviews" - it's the link next to "Details"

Step Five:

Click on "Write a Review" - Add a Title, give me a five star rating (unless you think I'm not worthy, lol, I hope not), and then write a review. Click submit, and voila... that's it

Step Six:

Share my iTunes links with your friends.

See, I told you it would be that hard or take that much time. I can't thank you enough for helping me out during my launch. Glad to have you join me at the beginning of this journey. I look forward to bringing a lot of entertainment your way with my educational show.

Have a fantastic day!

Talk with you soon,

<Your Name>

<Your Show>

Show Release Prep (a few days before):

Subject!: Your episode goes live soon

Hey there [NAME]. Your episode goes live very soon. I'll be publishing Monday morning at 7am Eastern. I will also send you an email with information on where it's posted, the link to The Storytellers Website and some shareable content for you.

Thank you again for sharing your story with me and the listeners. I truly do appreciate it.

Dan Moyle

Host, The Storytellers Network podcast

269.330.4696

Show Release for Guest Email Template (day-of release):

Subject: Our episode is live [GUEST]!

Hey there GUEST!

I can't thank you enough for being a guest on [The Storytellers Network](#) and sharing your story with my listeners. Your show is now live and I'm promoting our talk.

The show came out great. Again, I can't thank you enough. Below are the links to the show notes and the media directories your episode will be submitted to, so you can share with your network if you'd like.

Show Notes (website): <https://www.thestorytellersnetwork.com/podcast/tsn605>

Directories your show has been syndicated to:

- [Apple Podcasts \(iTunes\)](#)
- [Spotify](#)
- [Stitcher](#)
- [Google Play](#)

I appreciate your consideration in sharing the episode with your network (social media, email, etc.) Of course, ratings and reviews mean the world to me. In addition, the more ratings, reviews, downloads and subscriptions your episode gets, the more exposure **your** story will get in Apple Podcasts. And if you like what you hear, I'd be grateful if you left a rating and review yourself as well!

I created links for you to easily share your episode:

- Twitter ([tap to tweet](#))
- Facebook ([tap to share](#))
- LinkedIn ([tap to post](#))

You can also share on Instagram. If you're not sure what to say on these posts, I've already written the copy for you so you don't have to.

I've also attached some podcast artwork so that you can add it to your website or share on social media to help you with your own marketing.

I look forward to hearing any feedback you have. If you have anything come up that I can help you with, please don't hesitate to reach out.

All the best,
Dan Moyle
Host, The Storytellers Network
269.330.4696

P.S. If you enjoyed our conversation, would you be willing to [leave a review on Apple Podcasts](#)? Feel free to mention that you were a guest if you'd like. I appreciate reviews – they help bring in new listeners!

NOTE - make sure to attach your artwork in your email

NOTE - This does NOT go in your email - you can use a free service called <http://www.sharelinkgenerator.com/> to generate pre-written social media messages so your guest only has to click on the link to share.

I talk about the craft of storytelling through social media (and more) with @danmoyle on this episode of @storytellersnw <https://www.thestorytellersnetwork.com/podcast/tsn605> #storytellers #listennow

Community:

One of my favorite parts to podcasting is the community. Connect with other podcasters, learn from those who have come before you, and enjoy the community. I'll share some resources below. I don't guarantee the current nature of any, that's up to you to find the right fits.

I would suggest always looking over the rules of groups and honoring them.

I would also suggest attending either Podcast Movement or Podfest Multimedia Expo if at all possible. They're the biggest conferences for podcasting. Local or regional events are great, too. But in-person events are one of the best ways to learn and connect.

Get involved with International Podcast Day – Sept. 30 - #podcastday
<https://internationalpodcastday.com/>

Podfest Multimedia Expo:
<https://podfestexpo.com/>

Podfest Community:
<https://www.facebook.com/groups/podfest>

Podcast Movement:
<https://podcastmovement.com/>

The Podcasters' Hangout:
<https://www.facebook.com/groups/podcastgroup/>

Podcast Movement Community - For Podcasters
<https://www.facebook.com/groups/podcastmovement/>

Podcasters' Support Group:
<https://www.facebook.com/groups/571436979623574/>

Podcast Discovery Center:

<https://www.facebook.com/groups/1646749628933648/1765695127039097/>

Podcaster's Secret Weapon:

<https://www.facebook.com/groups/podcastexchange/>

The Podcasters Guild:

<https://www.facebook.com/podcastersguild>

The Exchange Studio:

<https://www.facebook.com/groups/theexchangestudio/>

Podcast Guest Exchange:

<https://www.facebook.com/groups/podcastguestexchange/>

Podcast Exchange III:

<https://www.facebook.com/groups/PodcastExchangeIII>

Exchange Likes for Your Podcast Page:

<https://www.facebook.com/groups/464073910435823/>

Podcast Exchange Network:

<https://www.facebook.com/theexchangecrew>

Podcast discovery:

[ListenNotes](#) | [Podchaser](#) | [PodDB](#)

{Pssst... there's more down below!}

How I organized my first year of interviews:

	A	B	C	D	E	F	G
1	1 - Writers	2 - Podcasts	3 - Video Creators	4 - Social Media			emailed, waiting
2	David Meerman Scott	Kevin Miller	Niel Guilarte	Geraldine DeRuiter			said yes
3	Alison Kramer	Dr. Joey Faucette	George B. Thomas	Sam Mallikarjunan			scheduled
4	Dan Miller	David Hooker	Kevin Romeo	Michael Stelzner			recorded
5	Aaron Walker	Dave Jackson	Villy Wang	James Breakwell			published
6	Marcus Sheridan	Jeff Large	Rob Ciampa	Jeshua Lauka			
7	Al Getler	Danny Pena	Bill Krupka	Scott Monty			
8	Joe Dean	Tom Schwab	Rick Cesari	Alicia Smith			
9	John Liberty	Douglas Burdett	Rand Fishkin	Stephanie Casstevens			
10	Danielle Rhodes	Jaime Jay	Nick Nanton	Mike Adams			
11	Tammy Chupp	Kim Moffat	Sarah Hill	Park Howell			
12	Jennifer Luitwieler	Wally Carmichael	Dominick Domasky	Shawn Callahan			
13	Tammy Ortlieb	Southwest Michigan Fake Radio Show	Luke Rafferty	LAST STORIES PART 1			
14	Shawn Smucker	Jordan Harbinger	Mike Compton	LAST STORIES PART 2			
15	Derek Champagne	David Mead	Ed Kengerski				
16	Erik Weihenmayer						
17				Lindsay Moreno (YLEO)			
18			WISH LIST:	Yvette Nicole Brown			
19			James Gunn**	Wil Wheaton			
20			Watsky*	Chad Wiebesick			
21			Nas - Nas Daily**	INBOUND Studio Zoya Hussain (quit asking)			
22			Hank & John Green***	Laura Fitton (no thanks)			
23			Anais Granofsky - actress, director, etc. - https://torontolife.com/city/life/mom-welfare-dad-hippie-grandparents				
24			Rob Bliss				
25			Steve Hartman**				
26			Jim Berry				
27			*left a voicemail with his mgmt				
28			**FB message				
29			***YouTube message				

My planning document looked like this:

Want to see how I organized myself in the beginning? Like this.

The Storytellers Network - Podcast

Marketing - content, inbound, etc. - where I interview creators? Writers, podcasters, film, journalists... And it looks like <http://www.storytellersnetwork.com/> is available.

Mission:

Storytelling is as old as humanity. From cave drawings to stories around the fire, humans crave order among chaos, connection amid isolation. The Storytellers Network strives to help those storytellers, tell their stories. Marketing, entertainment, educational storytellers are all welcome.

Guest ideas:

Storytellers who are successful in their medium, in their niche.

- David Meerman Scott (writers/bloggers) {came true}
- Douglas Burdett (podcasts) {came true}
- Christopher Lochhead (podcasts)
- Aaron Walker (writers/bloggers) {came true}
- Payne Lindsey (Up and Vanished) (podcasts)
- Ian Garlic (podcasts)
- George B Thomas (video) {came true}
- Steve Garfield (video)
- Seth Godin (writers/bloggers) {came true}
- Hank & John Green / Vlog Brothers (video)
- Chris, Neil or John / The Messengers (video) {2 came true}
- Danny Pena (podcasts) {came true}
- Bill Krupka (video) {came true}
- Derek Champagne (writers/bloggers) {came true}
- Tom Schwab (podcasts) {came true}
- Erik Weihenmayer (books) {came true}
- Jennifer Luitwieler (writers/bloggers) {came true}
- Jen V / Boston Chow (writers/bloggers)
- Dan Grimes (social - FB)
- Jeff Goins (writers/bloggers)
- Pastors! (inspirational)
- Mike Compton (video) {came true}
- Kim Moffat (video) {came true}

Logistics:

20-30 minutes. Interview style.

Questions:

- Have you thought of yourself as a storyteller?
- How do you start?
- What's your goal?
- What defines a story?
- How does the multimedia world affect your storytelling?
- What's your favorite story?
- How do you consume stories?

Season Ideas:

12 episodes per season – based on 12 Week Year (this would be 2 years of content or we could combine some of them to have 4-6 12-week “recurring” seasons)

1: Writers / bloggers (|||| |||)

2: Podcasts (|||| ||)

3: Video creators (|||| |||)

4: Social media (Facebook, Instagram, Twitter, Snapchat) (|)

(maybe a second year of seasons)

5: Marketing/Advertising storytellers

6: Inspirational storytellers

7: Educational storytellers

8: ??

Here’s to making it happen!

Go out there and make magic, my friend. Tell your story. You’ve got this. If you need a supporter, find me in the world.

Dan Moyle

@danmoyle (Twitter, Instagram)

/danmoyle (LinkedIn)

/daniel.a.moyle (Facebook)

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TheStorytellersNetwork.com

**The
Storytellers
Network**

with Dan Moyle

www.TheStorytellersNetwork.com

