

A Guidebook for Starting Your Podcast.

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Hi, I'm Ronald!

As a physician with a postgraduate degree in clinical anatomy and health informatics, I have always had a strong interest in the nexus between technology and healthcare. I have seen firsthand the amazing possibilities of using cutting-edge technology and creative ideas to enhance patient care and expedite medical procedures during my career. But I've also come to understand how important it is to look into alternate career options and to highlight the variety of opportunities that exist within the healthcare sector.

I made the decision to start a new project: the health and career podcast Behind The Scenes in Health with Dr. Ron. I did this because I wanted to share my expertise and experiences with others. This platform gives me an inside view at the workings of the healthcare industry and lets me explore the exciting realm of alternative healthcare jobs. I hope to motivate and inspire listeners to follow their passions and forge rewarding careers in healthcare through thought-provoking guests and lively debates.

Having successfully negotiated the complexity of starting and growing a podcast over the past two years, I am aware of the difficulties and doubts people have while thinking of starting a podcast. For this reason, I've made it my goal to compile a thorough how-to manual for novice podcasters. By offering helpful guidance, insider secrets, and first-hand accounts, I intend to give prospective podcasters the information and self-assurance they need to start their own podcast. Together, let's make the most of storytelling's ability to inform, encourage, and elevate people in the rapidly changing healthcare industry and beyond.





Introduction to Podcasting

What is Podcasting?

Podcasting describes the production and dissemination of digital audio or video material that consumers can download or watch on their devices, subscribe to, or both. Podcasts are often episodic and available on-demand, allowing listeners to absorb content at their convenience, in contrast to traditional radio or television broadcasts. By creating specialty communities and involving viewers in thought-provoking dialogues, the format allows content producers to delve into a broad range of subjects, from news and entertainment to education and personal growth. Podcasts cover various niches these days from music, fashion to cooking not leaving out healthcare.

Podcasting has gained popularity as a means of sharing knowledge, telling stories, and interacting with listeners across the globe as smartphones and high-speed internet become more widely available.

A Brief History of Podcasting.

The inception of podcasting dates back to the early 2000s, when Dave Winer and Adam Curry created the idea of "audioblogging," which enabled anyone to produce and share audio material on the internet. When Apple's iTunes 4.9 was released in 2004 and included built-in functionality for downloading and subscribing to podcasts, the term "podcasting" first appeared. By enabling people and organisations to independently make and disseminate their shows, this breakthrough democratised content creation. Podcasting has grown rapidly over the years because to the spread of mobile devices, the diversification of content genres, and technological advancements. Currently, millions of podcasts are accessible across several platforms, appealing to a wide range of interests and listeners worldwide. This makes podcasting an effective medium for sharing knowledge, amusement, and fostering community.

Why Start a Podcast?

Podcasting offers an opportunity to express your voice and interact with listeners on a more profound level. Through podcasting, you may share your knowledge and experiences, express your creativity, and cultivate a devoted audience around your specialized hobbies or areas of competence. Additionally, podcasts provide a special means of building authority, broadening your network, and reaching new audiences. They also promote brand awareness and cultivate deep relationships with your community. Anyone wishing to express themselves and make a difference can find great satisfaction in beginning a podcast, which has low entry hurdles and the potential to reach and impact large audiences.



Preparing to Start Your Podcast

1. Identify your Niche

Choosing a theme or niche for your podcast is the first step in creating one. Think about your interests, experience, and the information you wish to impart to your audience. Select a niche that fits your interests and expertise, whether it be in technology, business, entertainment, or health and wellness. You may stand out in the crowded podcasting industry and draw in a targeted audience by narrowing down your niche. I thought long and hard before I was able to narrow down my niche which is focused majorly on alternative careers for healthcare professionals and things happening in the healthtech space.

2. Define your Audience

Once you have identified your niche, define your target audience. Consider who will be interested in your podcast content and what demographic they belong to. Understanding your audience's preferences, interests, and needs will help you tailor your content to resonate with them. Conduct market research, surveys, or engage with potential listeners on social media to gather insights into their preferences and expectations. For my own podcast, my audience consists largely of healthcare professionals who are looking to get into other alternative careers.

3. Research other podcasts in your Niche

To understand the competitive landscape before launching your podcast, check out other podcasts in your niche. Examine well-known podcasts' content, structure, and methods for engaging their listeners. Determine the possibilities or holes that you can fill with your special insights or viewpoints. You may improve your content strategy and set your podcast apart from competitors by researching popular podcasts. When I did undertake this step, I became more convinced that my content would resonate with my target audience.

4. Choose a Podcast Format

Next, pick a podcast format that fits the tastes of your audience and your content. Formats for podcasts that are popular include storytelling, panel discussions, solo monologues, interviews, and narratives in the style of documentaries. Think about your broadcasting abilities and the kind of material you wish to create. Try out a variety of forms to see which one best conveys your unique style and holds the attention of your audience. On my podcast, I use a mix of interviews, panel discussions and narratives.

5. Choose a Name and Branding

To draw in listeners and establish a recognizable brand identity, your podcast's name and branding are essential. Pick a name that captures the essence of your brand, your style, and your intended market. Make it succinct, memorable, and easy to grasp. After you've decided on a name for your podcast, come up with a logo and other branding components that appeal to your target audience. Having a consistent brand across your website, social media accounts, and podcast artwork will assist build credibility and brand recognition.

You can engage the services of a graphic designer on the branding element or if you know what you want, you do your design on [Canva](https://www.canva.com). I did mine on Canva and when I had some money, I engaged a designer to improve my branding. Branding cost me N15,000 back then.



Behind The Scenes in Health With Dr.Ron

My Logo

6. Plan your Podcast Episodes

Last but not least, schedule your podcast episodes by determining in advance the subjects, special guests, and episode styles. To plan out your episode ideas and the dates of recordings and releases, make a content calendar. To maintain consistency and keep your audience interested, think about the duration of each episode, how often it is published, and the overall framework. To guarantee easy recording sessions and smooth segment transitions, prepare thorough episode plans or scripts. Making a plan in advance can help you stay on task, keep up the momentum, and provide your audience with excellent material.



Setting Up Your Podcast

1. Equipment

To start your podcasting journey, acquiring the necessary equipment is essential. Invest in a high-quality microphone to ensure clear audio recordings, as audio quality significantly impacts listener experience. Consider options like USB microphones for ease of use or XLR microphones for professional-grade recordings. Additionally, quality headphones are crucial for monitoring audio levels and ensuring accurate sound reproduction. Choose recording software that suits your needs and budget, whether it's free options like Audacity or professional software like Adobe Audition.

These are the things you should think of:

- Audio (microphones)
- Video
- Lighting
- Editing
- Hosting Platform
- Carry Kit

I use a USB microphone alternating with a blue tooth microphone. and a wireless laval microphone depending on where I am.

My microphones include:

- [Boya by M1 Professional Microphone](#)
- [Lekato Lavalier Microphone](#)
- [Wireless Lavalier Microphone](#)



2. Recording & Editing

It's time to start recording and editing your episodes after your equipment is set up. To get the best recording conditions, find a place that is calm and has little background noise. I typically tend to record at night when everyone is asleep. If you have access to a proper studio, then no need to worry about this. Try different settings and locations for the microphone to get the best possible sound. Speak confidently and concisely while recording, and if you want to keep on topic, think about utilizing an outline or script. Utilize editing tools to eliminate any errors, pauses, or background noise after recording. You can also improve the audio quality by using effects like equalization and compression. I use Capcut for video editing.

3. Create Podcast Artwork

Attracting listeners and building your brand identification are largely dependent on the artwork and branding you use for your podcast. Create visually striking imagery that captures the essence of your podcast's topic, tone, and intended listenership. Add the name of your podcast, your logo, and any graphics or images that are pertinent and convey the spirit of your programme. Building brand recognition and trust across all channels is facilitated by consistent branding. To produce artwork that looks professional and sticks out in podcast directories, think about working with a graphic designer or using design apps like Canva. I used Canva myself when I was just getting started before I outsourced my artwork designs to a graphic designer for a fee.

4. Choose a Hosting Platform

Choosing the best podcast hosting platform is crucial for managing and distributing your episodes. To monitor the success of your podcast, choose a hosting company that provides sophisticated statistics, limitless storage, and dependable uptime. Libsyn, Podbean, and Anchor are a few well-known hosting platforms that provide a range of capabilities and price options to meet diverse demands. Before choosing, weigh features like RSS feed customisation, distribution to popular podcast directories, and monetization choices. I personally use Anchor and I have not had any regrets. Anchor was recently purchased by Spotify. The new name is Spotify for Podcasters.

5. Set Up Your RSS Feed

The foundation of your podcast distribution is your podcast RSS feed, which enables listeners to subscribe and access your episodes on several platforms like Apple Podcast, Google Podcast, and Amazon. Once you've selected a hosting platform, configure your RSS feed according to the instructions provided. Put relevant metadata, including as episode names, descriptions, and artwork, on your feed to make it more search engine friendly and draw in listeners. Make sure your feed is compatible with well-known podcast directories and operating properly by giving it a test.

6. Submit your Podcast to Podcast Directories

When your podcast is organized and your episodes are prepared, it's time to submit your show to podcast directories in order to get the most exposure possible. To get started, use Apple Podcasts Connect to submit your RSS feed to Apple Podcasts, the largest podcast database. Submit your podcast to more prominent directories such as Google Podcasts, Spotify, Stitcher, and TuneIn after that. Then, wait for approval according to each platform's submission criteria before making your podcast accessible to listeners everywhere. To keep your audience interested and draw in new listeners, be sure to frequently add new episodes to your podcast listings.



Launching Your Podcast

1. Plan Your Launch Strategy

Creating a thorough launch plan is essential before you start producing podcasts. For your podcast launch, start by defining precise goals and targets, such as getting a certain amount of downloads or subscribers within the first month. Describe the preparations you' will take for the launch, such as the content production, marketing campaigns, and engagement tactics. Take into account elements like as scheduling, episode frequency, and marketing strategies to get the most out of your podcast's exposure and influence right away.

2. Create Teaser Episodes & Trailers

A teaser episode or trailer builds anticipation for your podcast's formal launch by offering listeners a sneak peek at what's to come. Create introductory episodes that provide fascinating details about the subject matter, structure, and general tone of your podcast. To draw listeners in and keep them interested, use brief excerpts of interesting talks or the best parts of upcoming episodes. Make eye-catching trailers that highlight the special selling point of your podcast, combining appealing music, graphics, and audio samples to produce an engrossing listen.

3. Launch Your Podcast on Social Media

Social media sites are excellent resources for podcast promotion and audience expansion. Create a well-thought-out social media strategy that involves releasing trailers, behind-the-scenes videos, promotional visuals, and teaser episodes in the run-up to the debut. Use social media sites like Facebook, LinkedIn, Instagram, and X (Twitter) to promote the launch of your podcast, interact with listeners, and entice them to subscribe and share. I share my podcast episodes on X (Twitter), LinkedIn, WhatsApp, Facebook and with my newsletter subscribers.

To increase your reach and draw in new listeners, you could also investigate alternative channels like YouTube, Reddit, and specialized internet forums.

4. Tell Family and Friends

The success of your podcast might be greatly enhanced by your personal network. Make a request of your friends, family, and business associates to help your podcast by subscribing, checking out episodes, and providing favourable ratings and reviews on podcast distribution sites such as Apple Podcasts. Your podcast's visibility and legitimacy can be improved with positive reviews and ratings, which will draw in additional listeners. Provide rewards to your inner circle for their support and involvement, such as shout-outs or access to special content.

5. Leverage Your Network

To increase your audience and establish connections with like-minded people, take advantage of already-existing networks and groups pertaining to the specialty of your podcast. Engage in debates and conversations by joining industry associations, Facebook groups, and relevant online forums where your target audience hangs out. When appropriate, interact with community members, offer insightful commentary, and discreetly advertise your podcast. To reach a wider audience and promote each other's shows, team up with influencers, podcasters, and industry professionals. Over time, cultivating genuine connections and positioning yourself as a reliable resource within these communities can greatly increase the visibility of your podcast and draw in devoted listeners.



Maintaining Your Podcast

1. Have a Consistent Schedule

Maintaining audience engagement and fostering trust require a regular publishing schedule. Whether you decide to publish episodes every week, every two weeks, or every month, consistency is essential. You may set expectations for your audience and make it easier for them to anticipate new episodes and incorporate your podcast into their routine by creating a consistent schedule. Maintaining consistency also shows that you are dedicated to providing high-quality content, which will eventually draw in and keep listeners.

2. Engage Your Audience

To build a solid relationship, you must interact with your audience on multiple platforms, including social media, email newsletters, and community forums. You may establish rapport, get feedback, and gain a deeper understanding of your audience's preferences by engaging with them actively. You can build a feeling of community around your podcast by interacting with listeners on social media sites like Facebook, Instagram, and Twitter, sharing behind-the-scenes information, and promoting upcoming episodes.

3. Improve & Hone Your Skills

To stay current and engage your audience, you must always be refining your podcasting techniques. Investing in skill development can improve the calibre of your content, whether it's improving storytelling skills, honing interviewing techniques, or learning how to use audio editing tools. You can improve your podcasting skills and progress as a podcaster by getting feedback from listeners, working with other seasoned podcasters, and taking part in seminars or online courses.

4. Monitor Your Analytics

You can evaluate the success of your efforts and pinpoint areas for development by keeping an eye on podcast analytics and performance indicators. You may obtain important insights into what appeals to your audience and modify your content strategy by examining data like download counts, listener demographics, and engagement rates. Monitoring analytics also helps you track the results of advertising campaigns and gradually increase the audience and efficacy of your podcast.

5. Use Feedback to Improve

Your dedication to fostering a listener-centric podcasting experience is demonstrated by your response to evaluations and comments from listeners. Engaging with listeners' comments, whether it be through answering questions, mentioning suggestions, or expressing gratitude for their support, demonstrates your value for their opinions and your commitment to provide them with content that suits their interests. Engaging in proactive feedback collection via surveys, social media polls, and direct questions can yield insightful information that can help you improve your podcast.

6. Collaborate

In the podcasting community, collaborating with other podcasters and having guests on your show can improve the quality of your content, reach a wider audience, and create deep connections. Experts, influencers, and other podcasters may provide a variety of viewpoints, connect with their already-existing audiences, and spark interesting discussions that your listeners will find compelling when you invite them as guests. Collaborative endeavours offer prospects for knowledge-sharing, guest appearances on other podcasts, and cross-promotion, all of which can enhance the expansion and prosperity of your podcast.



Growing Your Podcast

1. Expand Your Content

Adding more content to your podcast than just episodes will give it more depth and diversity and keep listeners interested. Think about producing unique content, special series, or bonus episodes just for your subscribers. Extra content that enhances your main episodes, such as lengthier interviews or behind-the-scenes looks, can be found in bonus episodes. Exclusive content, such as ad-free episodes or access to a secret forum, can be made available to members as a premium incentive. Special series can go deeply into particular subjects or include guest experts.

2. Monetize

When your listenership and engagement expand, monetizing your podcast is a logical next step. One popular way to make money is through sponsorships, in which companies pay to promote their goods or services during your shows. Other ways to make money include selling podcast-related goods, providing premium memberships with special advantages, or even holding live events or workshops. By varying your sources of income, you may provide your podcasting endeavour consistency and sustainability while providing value to your listeners.

3. Promote Your Podcast

In order to attract new listeners and keep hold of current ones, growing your audience involves effective marketing and promotion initiatives. Increased exposure and the attraction of new listeners can be achieved through targeted marketing campaigns, influencer partnerships, email campaigns, and social media advertising. You can expand your audience by using SEO strategies to make your podcast easier to find in directories and search engines. Furthermore, you can increase listener loyalty and word-of-mouth referrals by interacting with your audience through interactive content, competitions, and community-building events.

4. Outsource or Build a Team

You can improve the efficiency of your podcasting workflow and free up time for other parts of content development and planning by outsourcing specific duties, including as editing, show notes, and social media administration. Consistency and excellent production standards between episodes can be guaranteed by hiring virtual assistants or professional editors. Providing thorough explanations and timestamps for every episode through show notes writing outsourcing can improve accessibility and audience participation. Maintaining a strong online presence and encouraging community interaction can be achieved by assigning social media management activities including posting content, replying to comments, and interacting with followers.

5. Build Partnerships

Creating alliances and working together with companies or other podcasts can help your show gain more exposure and reputation while also creating new avenues for expansion and revenue. Collaborating with relevant brands for co-branded content, endorsements, or sponsorships can yield exposure to their audience networks and financial support. Working together on joint initiatives, guest appearances, and cross-promotional efforts with other podcasts can help you reach new listeners and promote information sharing throughout the podcast community. Developing trusting connections with businesses and artists who share your values can open up profitable doors for cooperation and growth.

CONCLUSION



Embrace Your Journey

Keep in mind that every step you take towards your podcasting goals, no matter how tiny, will put you closer to your destination. Accept the learning curve, enjoy the journey, and acknowledge and applaud your small successes. It is true that podcasting is a long-term endeavour that calls for perseverance, patience, and commitment. The journey—the development, the relationships formed, and the effect made along the way—is more important than the final destination.

Remain faithful to your voice, your vision, and your enthusiasm despite the highs and lows. Your biggest strengths are your genuine narrative and distinct perspective. Have faith in your capacity to change, grow, and get better with every episode. Be in the company of encouraging people, ask for help when you need it, and never undervalue the importance of tenacity.

So keep recording, keep telling your tales, and keep motivating people. Although the path ahead may be difficult, if you are persistent and determined, your goals of being a podcaster will come true. Never forget that every experience is a new step on your incredible path.

Cheers to your accomplishments and the amazing journeys that lay ahead!

**- RONALD KELECHI IKPE
(DR. RON)**

N.B If you want to have a chat with me, book a session here: [Podcast Consultation](#)

Platform List

| Category | Name | Platform/Website | |
|---------------------------|-----------------------------|----------------------------|----------------|
| Podcast Recording | Zencastr | Zencastr | |
| Platforms | SquadCast | SquadCast | |
| | Riverside.fm | Riverside.fm | |
| | Cleanfeed | Cleanfeed | |
| | Cast | Cast | |
| | Ringr | Ringr | |
| | Zoom | Zoom | |
| | Descript | Descript | |
| | Skype | Skype | |
| | Hindenburg Journalist | Hindenburg | |
| | Podcast Editing Software | Audacity | Audacity |
| | | GarageBand (for Mac users) | GarageBand |
| | Adobe Audition | Adobe Audition | |
| | Reaper | Reaper | |
| | Logic Pro X (for Mac users) | Logic Pro X | |
| | Hindenburg Journalist | Hindenburg | |
| | Pro Tools | Pro Tools | |
| | FL Studio | FL Studio | |
| | Ocenaudio | Ocenaudio | |
| | Adobe Premiere Pro | Adobe Premiere Pro | |
| Podcast Directories | Apple Podcasts | Apple Podcasts | |
| | Spotify | Spotify for Podcasters | |
| | Google Podcasts | Google Podcasts | |
| | Stitcher | Stitcher | |
| | Tuneln | Tuneln | |
| | iHeartRadio | iHeartRadio | |
| | Pandora | Pandora | |
| | Overcast | Overcast | |
| | | Pocket Casts | Pocket Casts |
| | | Podcast Addict | Podcast Addict |
| Podcast Hosting Platforms | Anchor | Anchor | |
| | Libsyn | Libsyn | |
| | Podbean | Podbean | |
| | Buzzsprout | Buzzsprout | |
| | Transistor | Transistor | |
| | Simplecast | Simplecast | |
| | Blubrry | Blubrry | |
| | Spreaker | Spreaker | |
| | Captivate | Captivate | |