



STARTING A PODCAST

A BEGINNER'S CHECKLIST

JENNIFER HENCZEL

WWW.WOMENPODCASTERS.COM



Jennifer Henczel

I love creating opportunities for people to connect and collaborate in meaningful ways

Hi, my name is Jennifer Henczel. I'm a Podcaster, Author, Encouragement Coach, and Founder of the Women Podcasters Network, Awards and Show. My mission is to elevate women's voices globally and in the podcasting industry. I was able to turn my side gig into a full-time income by using the very strategies I now teach — building communities around my message and ultimately turning my passion into my purpose. Now, I show others how to do the same! I've created supportive communities where you can find encouragement and connection, plus gain access to my tools, templates, and trainings to elevate your life and boost your business.

I've been creating digital products and online courses since the early days of online business. I hold a Provincial Instructor's Diploma — which in my region means I'm qualified to create curriculum and instruct adults.

But success came when I finally learned to build and serve communities. I turned my assets — such as books, workbooks, journals, guides, systems, funnels, frameworks, blueprints, and roadmaps — into membership magnets.

I also have two podcasts, and I love podcasting! 🎙️🎧

You can do it too! Let me help you...

**JOIN ONE OF MY
COMMUNITIES TODAY:**

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What You'll Learn Today:

- ✓ What a podcast really is.
- ✓ How podcasting supports your brand or business.
- ✓ The steps and tools to start with confidence.

You'll find all the links mentioned today in the show notes at www.WomenPodcasters.com



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Why Start a Podcast?

Podcasting offers unique opportunities for **personal growth** and professional development. It helps build **confidence**, enhances communication skills, and expands your network. By sharing your voice, you can connect with like-minded individuals and establish yourself as an authority in your niche.



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Why Start a Podcast?

Podcasts are a great way to build a genuine connection with your audience

- Reach your niche audience.
- Gain authority & credibility.
- Your personality shines!
- Worldwide audience.
- Monetize your message.
- Ease of access to audio.
- Content goldmine.
- Reach all learning styles.



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What is a Podcast?

A podcast is an on-demand audio show that people can stream or download anytime. It's different from blogs or video — because it's portable and personal. Your voice becomes part of their daily life while they drive, walk, or cook dinner.

NOTE: A podcast requires an RSS feed to syndicate. Your podcast host handles that for you.



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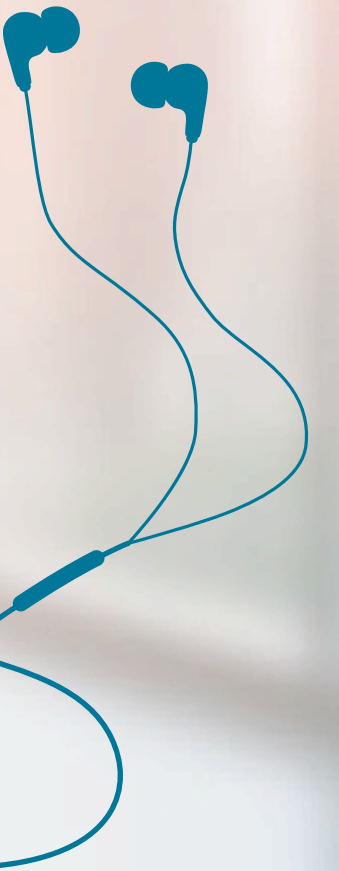




Planning Your Podcast

Essential steps to launch your show

To create a successful podcast, begin with a solid plan. Identify your target audience, choose your podcast format, and outline episode topics. This foundational work will guide your content and help you develop a loyal listener base.





Planning Your Podcast

Before you record, ask yourself:

- What's your "why"?
- What topic or theme lights you up?
- Who's your ideal listener?
- What makes your voice unique?
- What's your show format? (solo, interviews, mixed)
- Episode length? (10, 30, or 60 minutes?)
- How often will you release episodes? (Just stay consistent)



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Tools & Tech

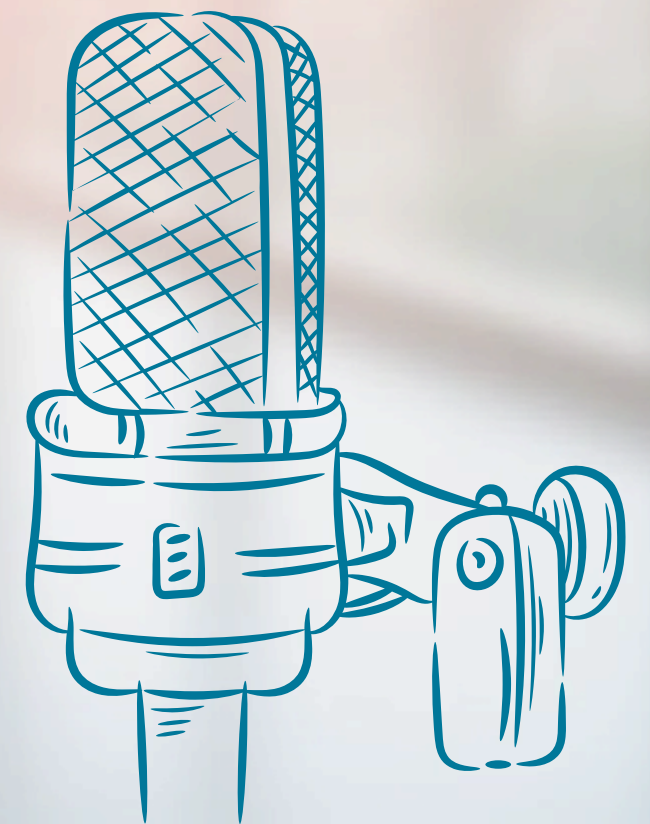
Let's make this easy. You don't need fancy gear to get started. In fact, your phone and earbuds can work for your first few episodes.

The most important thing is to just get started!



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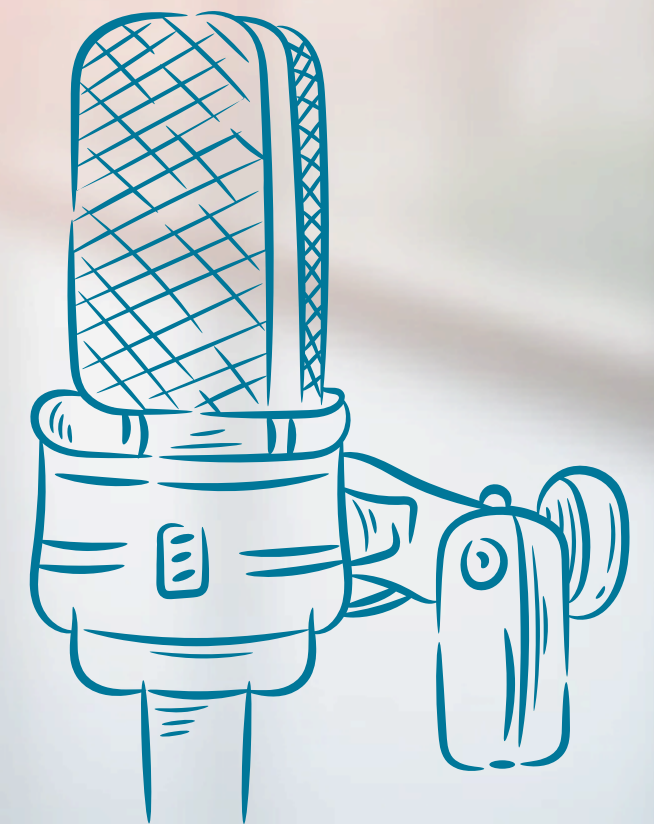




Let's talk about Microphones

There are mainly two mic types:

- Dynamic – great for podcasting, less background noise
- Condenser – higher quality but picks up everything





Let's talk about Microphones

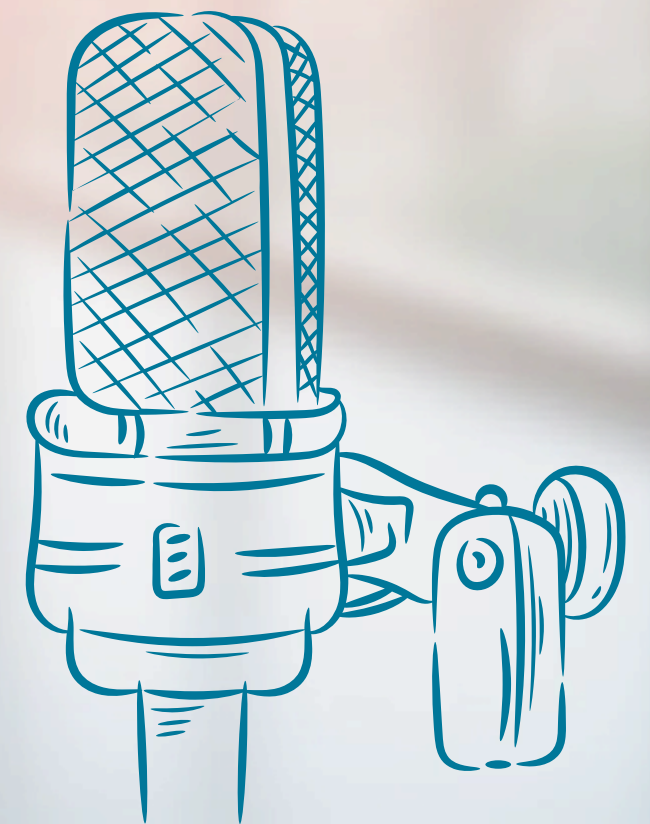
USB vs. XLR

- USB plugs right into your computer — simple and beginner-friendly
- XLR mics require a soundboard like the RodeCaster Pro



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Hyper X Microphone and Boom Arm

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Recording Software

- Audacity (free)
- GarageBand (Mac)
- Adobe Audition (Audio only)
- Adobe Premiere Pro (Audio + Video)

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Podcast Hosting

A podcast host is where your episodes live. It stores your files and creates your RSS feed so your podcast appears on platforms like Apple and Spotify.

Host Examples:

- Captivate << this is the one I use and I love it!
- Libsyn
- Buzzsprout

NOT RECOMMENDED: Do not use free hosting if you're wanting to grow or monetize.





Cover Art



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Your cover art is going to show up very small on all the platforms

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Cover Art Tips

- Make it 3000x3000 pixels
- Keep it readable as a small thumbnail
- Include your name and show title
- Make it reflect the emotion and topic of your show
- Avoid common mic/headphone graphics, unless your podcast is actually about audio, video, broadcasting or podcasting.



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Intros & Outros

- Use short bumper music at the beginning and end of each episode.
- Find royalty-free music on **Envato** or **AudioJungle**
- Hire a voiceover on Fiverr or record your own.
- Include a strong CTA in your outro.



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Show Format

Everyone's podcast is different, but if you don't know where to start, here is a general outline that works for me:

- Vary your episode openings. Don't always start with "Welcome to my xyz podcast..."
- Begin each episode with a compelling question or quick story about the topic — that helps search engines and listeners alike.
- After your short music bumper, introduce yourself and your show.
- Close with a clear call to action like visiting your site or downloading your freebie.





Record the first 3-5 episodes:

1. Your story + what listeners can expect
2. A powerful teaching or signature topic
3. A guest interview (if it fits your format)
4. Use a script or outline to stay focused



Upload and Distribute

1. Export each episode as an MP3.
2. Upload to your podcast host.
3. Set up free accounts with Apple and Spotify to connect them.
4. Apple: podcasters.apple.com
5. Spotify: podcasters.spotify.com
6. Your host will guide you through connecting everything else.



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Launch Tips

- Soft Launch: Upload quietly to test things out.
- Big Launch: Promote with a countdown, giveaway, or launch party.

Promote to:

- Email list
- Social media
- Podcasting communities
- Facebook groups
- Ask for reviews
- Send out a press release





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Be encouraged...

I want to encourage you — don't wait for perfect. Don't wait 10 years like I did. Start messy, start small, just start. Your voice has value, and someone out there is waiting to hear what only you can say. Podcasting is more than content — it's connection, impact, and growth. And you're more ready than you think.

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FREE

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- Rise Reach Results Roadmap
- Customizable Template Bundles
- AI Business Bots Bundle
- Systeme io PLR

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GETTING STARTED FAST!

I created these tools, templates and trainings to help you get started today!

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Want support?

Join the Women Podcasters Network to access our templates, training, and tools for only \$5/month:

www.womenpodcasters.com/join

Or join the Time to Monetize Mastermind:

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