



PODCAST TO PLATFORM

*An introduction to the five-week podcasting course for
creatives, journalists & writers.*

Francesca Specter



Hello! I'm Francesca Specter, founder of the Podcast To Platform course, author of *Alonement: How To Be Alone & Absolutely Own It* and host of the Alonement podcast. I'm so excited to take you through this five-week course that shows you everything you need to create and launch a podcast around your unique niche, empowering you to establish your voice and connect with a like-minded audience.

When I launched my platform around the positive side of alone time in 2019, podcasting proved the most impactful medium, establishing me as a leading voice on my topic. I created this course to help you achieve the same, on the subject that you want to share with the world.

I can't wait to go on this journey with you! In this booklet, I've shared a few things to help you get started...

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WHAT YOU'LL LEARN

1. **PODCAST BRANDING BASICS (WEEK ONE)**
Defining your podcast concept; identifying your primary audience; deciding on your tone; naming your show; how to pick the right 'look' for your podcast material; creating artwork.
2. **GETTING TECHNICAL (WEEK TWO)**
The equipment and software you need to get started; finding the right recording environment; setting up for remote recording.
3. **PLANNING YOUR SHOW (WEEK THREE)**
Putting together your episode format; writing your intro and outro script; approaching potential guests.



WHAT YOU'LL LEARN

4. RECORDING AND EDITING YOUR FIRST EPISODE (WEEK FOUR)
How to brief your guests; setting up ahead of your recording; interviewing techniques; editing your podcast episodes.
5. DISTRIBUTING YOUR SHOW (WEEK FIVE)
How to sign up with Acast; how to get your podcast on Apple Podcasts, Spotify, Google & more; how to write your show notes.
6. GETTING SOCIAL (ALSO WEEK FIVE)
How to use social media to promote your podcast show; creating social media assets; sending follow-up emails to guests.



Want to get a head start? Here's your pre-course checklist... *

1. Purchase your microphone (see guide below)

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2. Source or buy wired headphones (see guide below)

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3. Download Audacity desktop app (audacityteam.org/download)

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3. Download Canva desktop app ([Mac](#) & [Windows](#) available)

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3. Sign up with [Descript](#) and download desktop app

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6. Download or update [Zoom](#)

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7. Fill in the 'Think About Your Podcast' section

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8. Re-listen to a couple of podcast shows that inspire you

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9. Make a wish list of potential future guests for your podcast

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10. Book out your Tuesday evenings for group workshops via Zoom (recordings also available if you miss it!)

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Which microphone to buy?

When formulating this course, I spent a long time researching which mics would best suit the needs of podcasting beginners, while also allowing for greater scope further down the line in your show's journey. After reviewing the options, considering my own experience (and mistakes!) and speaking to others in the industry, here's my ten cents...

The primary question to consider is: do you need a USB mic (simpler set-up and best-used for remote recordings, because it plugs directly into your laptop) or an XLR mic (more typically used for in-person recordings, which requires an additional piece of equipment called an audio recorder, or audio interface, to connect extra mics).

This course will focus on conducting remote recordings via Zoom, which require a simple USB mic. For transparency, I began my podcast as an in-person affair, recording the bulk of my first season 'in real life' – using an XLR and recorder set-up. However, unexpected obstacles *cough, the pandemic* meant I had to move over to Zoom recordings... and, right now, I have no intention of going back.

That said, never say never. To allow you to the option of recording in-person later down the line – I've found the perfect solution: the Audio-Technica ATR2100X-USB, an industry-favourite which allows both USB and XLR connections (this is a rare feat, people!).

I'll be honest: it's not the sexiest looking mic in the world. But, for our purposes, it's perfect – pairing both affordability with sound quality, durability and ease of use. Plus, it even comes with its own stand!

The Audio-Technica ATR2100X-USB is also a dynamic mic, which picks up sound directly close to it and drowns out background noise, like noisy flatmates, children & traffic sounds. Useful for those of us without the benefit of a home recording studio... so, all of us.

Unless you fancy recording under a duvet forever more, this is the mic for you.

BUY IT NOW



Which headphones to buy?

Do you need headphones? The simple answer is, yes – you really, really do. Otherwise, that feedback coming directly from your laptop speakers will mess up your recording, and that will be a b*tch to edit out (as you'll learn, this course's motto is 'prevention is better than cure', when it comes to producing editing audio!

While your AirPods or other bluetooth headphones are just about OK, wired headphones – just about any you find hanging about – are much better shout for this purpose. And if you really want to keep an ear on the audio quality levels, treat yourself to a pair of Audio-Technica ATH-M30X Professional Headphones – another affordable, industry-approved choice.

4 BRILLIANT ONLINE TOOLS



Canva

This is the application where you'll be creating all the visuals for your podcast, from your artwork to your social media posts.

Cost: Free! Or £8.30 a month for Canva Pro



Audacity

This is the most popular free podcast editing platform, where you can mix your intro and outro and easily cut down your episode length.

Cost: Free!

4 BRILLIANT ONLINE TOOLS



Descript

Another editing tool – which allows you to upload your podcast recording, transcribe and edit it in a text-based format. Magic, especially for wordsmiths.

Cost: Free! Or £8.74/month for premium



Zoom

Two years into a pandemic, it's likely you will have used Zoom a fair amount. Hopefully you're not too jaded, because this is where you'll be recording your podcast episodes remotely with guests.

Cost: Free!

Four Inspiring British Interview Podcasts



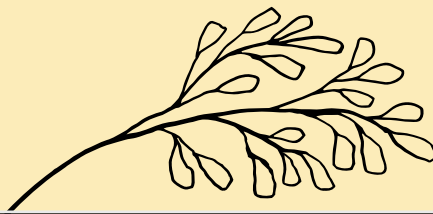
Think about your podcast concept...

This is where you can start planning your new show.

In two sentences max, what is your podcast about? e.g. 'This is a podcast about X, X, X. In every episode, I explore/discuss/ask guests X...'

In two sentences max, who is your target podcast listener? Consider age, gender, life stage, demographic, etc.

Do you know what you'd like your podcast to be called? Write it down, or use this space to brainstorm up to five names.



Workshop Tuesdays!

While Podcast To Platform provides plenty of course material for you to view and process in your own time, each week you'll have the opportunity to join a virtual group workshop in order to work through the latest modules, ask any pressing questions and meet fellow course members to share experiences.

The workshops will take place via Zoom, and will run for five weeks beginning Tuesday 11 January. Once you sign up, you'll receive a calendar link.

[SIGN UP TO JANUARY'S COURSE](#)