THE ULTIMATE

PODCASTER

IMPACT45

Welcome!

You're about to dive into something that can completely change how you show up, share your message, and make a bigger impact—starting your own podcast.

But not just any podcast—a show that can get you on the iTunes Top 50 chart, build credibility in your industry, and attract the right guests and listeners.
I've been where you are today so I know what it's like to have an idea but be overwhelmed by where to even begin.

This guide is designed to take you step-by-step through everything I learned while creating my own podcast, "Inside Influence," which grew from zero to an iTunes Top 50 podcast in multiple countries.

I'll be breaking down the key elements—from choosing the right name to setting up your equipment, from finding your unique voice to getting those all-important guests.

Think of this as the ultimate source, filled with all the strategies, tech tips, and behind-the-scenes insights that I wish I had known when I started.

By the end of this training, you'll have everything you need to confidently launch your podcast—whether you're flying solo, co-hosting with a partner, or inviting guest experts.

More than that, you'll have a roadmap for how to keep showing up, even when life throws curveballs, and how to make the absolute most of your content without burning out.

This guide isn't about perfection. It's about getting started, staying consistent, and most importantly, creating something that feels real, human, and impactful.

So, buckle up. We're about to turn your podcast dream into reality.

GUIDE TO SETTING UP YOUR PODCAST

Before you dive into podcasting, there are a few key decisions that will set you up for success. Think of this as laying the foundation of your show—the better planned your podcast is, the easier it will be to stay consistent and grow over time. Here's where to start:

1. NAMING YOUR PODCAST

Choosing the right name for your podcast is more important than you might think. Your name should reflect your unique space in the podcast world and give listeners a sense of what they can expect.

- **Keep it simple:** Aim for a name that's clear and memorable. You don't need to be overly clever; instead, focus on being clear about your show's content and purpose.
- **Align with your mission:** The name should align with the core topics of your podcast and your audience's needs. For example, if your podcast is about productivity, make sure that idea is immediately clear in the name.
- **Check for availability:** Before committing to a name, check if the domain, social media handles, and podcast directories are available. This will ensure consistency across all platforms.

2. DEFINING YOUR MISSION

Your podcast's mission is the heart of what you do. It gives you direction, keeps your episodes focused, and helps you connect with your audience on a deeper level. Without a clear mission, it's easy to lose sight of why you started podcasting in the first place.

- **Ask yourself these questions:**
  - Who is your audience?
  - What problem are you solving for them?
  - What unique perspective do you bring?

- **Craft your impact statement:** This is a quick summary that defines your podcast's purpose and why listeners should care. For example, my mission with "Inside Influence" was clear: "In this podcast, we explore what it takes to own your voice and amplify it to drive an industry, conversation, or movement."
- **Revisit your mission regularly:** As your podcast evolves, your mission might shift. Keep it fresh by checking in periodically to ensure your content aligns with your core goals.

PODCAST FORMATS: FINDING WHAT FITS YOUR VOICE

Your podcast format is the backbone of each episode, shaping how you engage listeners. The goal is to find a style that feels natural for you and resonates with your audience. Here's a breakdown of popular formats to explore:

Solo Episodes – You and the Mic
- **Pros:** Full creative control; no need to coordinate with guests; lets you connect personally with your audience and share unique insights.
- **Cons:** It's all on you – keeping the energy up can be challenging
- **Tip:** Aim for 20-30 minutes to keep episodes punchy

Duo Episodes – You and a Co-Host
- **Pros:** Adds dynamic energy and conversation flow, with both hosts bringing different perspectives.
- **Cons:** Scheduling conflicts and alignment on tone and mission are essential
- **Tip:** Outline key discussion points but allow for organic conversation. Sometimes the best moments happen unscripted.

Guest Interviews – Bringing in Experts
- **Pros:** Guest interviews add authority, fresh perspectives, and can help grow your audience as guests often promote the episode to their followers.
- **Cons:** Scheduling can be tricky, and not every guest may be a natural fit.
- **Tip:** Preparation is key. Research your guest thoroughly and plan questions that go beyond the usual, leaving room for follow-ups to explore unexpected insights.

A Mix of Formats – Keep It Fresh
- Alternating between solo episodes, co-hosted chats, and interviews keeps content varied and interesting for listeners.
- **Tip:** Create a predictable schedule (e.g., solo one week, interview the next) to build listener trust. This keeps them coming back, knowing what to expect.

Hybrid Episodes – Combining Formats
- Blend different styles within a single episode (e.g., start solo, transition to an interview, then wrap up with reflections) to keep content engaging.
- Tip: Use transitions to guide listeners between sections. Signposting keeps the episode flowing and helps with listener engagement.

The beauty of podcasting is its flexibility. Whether it's solo talks or dynamic interviews, the key is to find a rhythm that feels right for you and serves your audience well. Play with these formats, experiment, and enjoy the journey.

ESSENTIAL EQUIPMENT & SOFTWARE TO GET STARTED

When it comes to starting a podcast, you don't need to overcomplicate things. The biggest myth out there is that you need a fully decked-out studio and the most expensive gear to launch a top-tier podcast. Here's the truth: all you need is a few reliable pieces of equipment and the right software to make everything run smoothly.

This section is your go-to guide for getting set up, whether you're flying solo or interviewing guests. We'll cover the essential tools—from mics to editing software—and, most importantly, how to use them effectively without burning yourself out.

1. MICROPHONE: THE NON-NEGOTIABLE

The first and most important piece of equipment you'll need is a quality microphone. This is your sound's foundation, and your audience will appreciate clean, clear audio over anything else.

Recommendation: I recommend the **Audio-Technica ATR 2100 USB** microphone. It's durable, delivers professional-grade sound quality, and is incredibly easy to use—just plug it into your laptop via USB, and you're ready to record.

- **Why it works:** It offers excellent sound without the price tag. It's also a great mic for both beginners and seasoned podcasters alike. Whether you're recording at home or on the go, this mic can handle it.

2. squadcast RECORDING SOFTWARE

If you're recording remotely (especially with guests), you'll need software that can handle quality audio across distances. You want software that's easy to use, reliable, and capable of capturing high-quality audio, regardless of Wi-Fi connections.

Recommendation: Squadcast is an excellent choice for remote recordings. What sets Squadcast apart is its ability to record your audio locally—meaning your sound is captured directly from your device, not through the internet. Even if your connection is shaky, your audio will still be crystal clear.

Why it works: It's easy for both you and your guests. Simply send them a link to join the session, and Squadcast handles the rest. The audio files are saved in separate tracks, making editing much easier.

3. **descript** - EDITING SOFTWARE: KEEPING IT SIMPLE

Editing can be one of the most time-consuming parts of podcasting, but with the right tool, you can make it easier on yourself. No need to get overwhelmed by complicated editing software—there are user-friendly options out there that get the job done efficiently.

Recommendation: Descript makes editing as simple as editing a document. It transcribes your podcast, and you can literally edit the audio by deleting text from the transcript. No need to deal with complex audio timelines or waveforms—just cut the parts you don't need, and Descript handles the rest.

Why it works: Descript is perfect for podcasters who want a streamlined editing process. It also comes with features like Overdub, where you can recreate your voice if you need to fix a small mistake without re-recording the entire segment.

4. **acast** ® - HOSTING PLATFORM: GETTING IT OUT THERE

Once your episode is recorded and edited, you'll need a place to host it. Your hosting platform is where your podcast will live, and it will also distribute your episodes to major listening platforms like Apple Podcasts and Spotify.

Recommendation: I use Acast. It's a reliable platform that makes it easy to upload your podcast, distribute it to all the necessary channels, and even provides in-depth analytics so you can see how your episodes are performing.

Why it works: Acast handles the heavy lifting by distributing your show to all the major platforms. It also offers monetization options if you decide to monetize your podcast in the future.

5. Calendly - SCHEDULING AND STAYING ORGANIZED

Managing guests, episodes, and deadlines can get hectic quickly. Having a scheduling tool that streamlines this process is a lifesaver, especially if you're interviewing guests from different time zones.

Recommendation: Calendly is a fantastic tool for scheduling guest interviews. It syncs with your calendar, allows guests to pick a time that works for them, and sends automatic reminders, ensuring you never miss a session.

Why it works: It takes the guesswork out of scheduling and eliminates the back-and-forth email chains. Plus, it accommodates time zone differences, making it easier to book international guests.

6. Canva - PROMOTION AND REPURPOSING YOUR CONTENT

You've done all the hard work of recording and editing—now it's time to get your podcast in front of as many people as possible. The best way to do this is by creating promotional materials that make your episodes stand out on social media.

Recommendation: Use Canva to design eye-catching graphics and audiograms to promote your podcast episodes. Canva's intuitive interface and built-in templates make it easy to create professional-looking visuals, even if you don't have design experience.

Why it works: Canva allows you to create branded visuals that fit your podcast's theme. You can quickly generate graphics for each episode, add quotes, or create audiograms to share snippets of your podcast on platforms like Instagram or LinkedIn.

IN SUMMARY

With these tools, you'll have everything you need to create a high-quality podcast that not only sounds great but also reaches a wider audience.

From recording and editing to hosting and promotion, your tech stack should support your workflow, not complicate it. The goal here is simplicity and efficiency—allowing you to focus on what really matters: delivering valuable content.

HOW TO GET GUESTS AND WHERE TO FIND THEM

Finding and booking the right guests can elevate your podcast from good to great. Here's a step-by-step guide to consistently attract valuable guests:

1. BUILD YOUR HOT LIST

Start by listing dream guests whose work aligns with your podcast's mission. Include people whose insights would benefit your audience, such as:

- Authors of books you admire
- Speakers at notable conferences
- Industry experts active on social media
- Thought leaders with unique perspectives

Tip: Don't limit yourself to A-listers. Up-and-coming experts are often more accessible and bring fresh energy.

2. LEVERAGE LINKEDIN

LinkedIn is an excellent tool for direct outreach. Send personalized messages that show genuine interest in their work and explain how they'd add value to your show. Here's a simple message structure:

- Reference something specific about their work.
- Mention your podcast's focus, showing alignment with their expertise.
- Request a short, specific time commitment.

Tip: Follow up politely a week later if you don't get a response; people often miss messages.

3. REACH OUT DURING PROMOTION CYCLES

Timing matters. The best time to approach a potential guest is when they're promoting something new, such as:

- A book launch
- A major event or conference appearance

Stay updated on these cycles by following industry newsletters and social media.

Tip: Reaching out during these times increases your chances, as they're actively seeking platforms to share their message.

4. STRATEGIC COLLABORATIONS

Each guest you interview has connections that could become your next guest. After a successful interview, ask your guest if they know anyone else who might be a good fit.

Tip: Building relationships with guests can lead to long-term collaboration opportunities, such as them sharing your episode or introducing you to others in their network.

5. MAKE THE ASK IRRESISTIBLE

Make it easy for potential guests to say yes. Here's how:

- **Be clear about the value:** Explain how being on your podcast will benefit them, whether it's exposure to a new audience or the chance to discuss their latest project.
- **Keep it simple:** Provide only essential details upfront to avoid overwhelming them.
- **Offer flexibility:** Show that you're willing to work around their schedule.

Tip: Create a guest page or PDF outlining what guests can expect, your audience demographics, and logistical details. This reassures them and makes the process smooth.

By following these strategies, you'll be able to build a lineup of insightful, engaging guests who bring credibility and value to your podcast. Start with your hot list, personalize your outreach, and use timing to your advantage!

HOW TO PROMOTE YOUR PODCAST

Recording a great episode is only the first step—now it's time to get the word out. Here are effective strategies to promote your podcast and grow your audience:

1. LEVERAGE YOUR EXISTING AUDIENCE

Use your current followers on email and social media to boost your podcast's reach.

- Email Newsletter: Announce the podcast to your email list with episode links and encourage them to subscribe.
- Social Media Teasers: Share short clips or audiograms to spark interest.
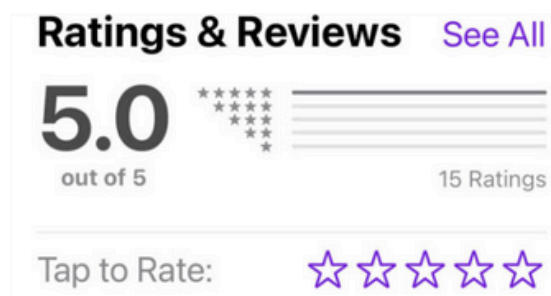
Tip: Encourage your audience to leave reviews, as ratings boost visibility on platforms like Apple Podcasts.

2. REPURPOSE CONTENT ACROSS PLATFORMS

Maximize each episode by creating diverse content for different platforms.

- Audiograms: Use snippets from episodes as shareable audiograms on Instagram and LinkedIn.
- Blog Posts: Turn episodes into detailed blog posts to enhance SEO and shareability.
- Quote Graphics: Post memorable quotes or takeaways as visuals on social media.

Tip: Plan your promotions in advance for consistent visibility.

3. COLLABORATE WITH YOUR GUESTS

Your guests' audiences are valuable. Make it easy for them to share the episode.

- Provide Ready-Made Assets: Send them links, social posts, and graphics to share.
- Tag and Engage: Tag guests in posts and engage with their followers in comments.

Tip: Publicly thank guests to show appreciation and encourage engagement.

4. TAP INTO PODCAST COMMUNITIES

Join online communities to connect with listeners and creators.
- Facebook Groups: Participate in groups discussing podcasts, but contribute meaningfully, not just to promote.
- Reddit: Use subreddits like r/podcasts to share episodes and find potential collaborators.

Tip: Networking often leads to cross-promotion with other podcasters.

5. PROMOTE ON PODCAST DIRECTORIES

List your podcast on multiple directories to reach wider audiences.
- Key Platforms: Google Podcasts, Stitcher, TuneIn, and Podcast Addict.

Tip: Use relevant keywords in your description to improve search visibility.

6. RUN A GIVEAWAY OR CONTEST

Engage listeners by incentivizing subscriptions and shares.
- How: Offer prizes for subscribing, reviewing, or sharing your podcast.

Tip: Choose prizes relevant to your audience for higher engagement.

7. GET FEATURED ON OTHER PODCASTS

Appear on other podcasts in your niche to reach a similar audience.
- How: Pitch yourself to hosts by highlighting your unique expertise and value.

Tip: Promote your guest episodes on your own channels to keep cross-promotion active.
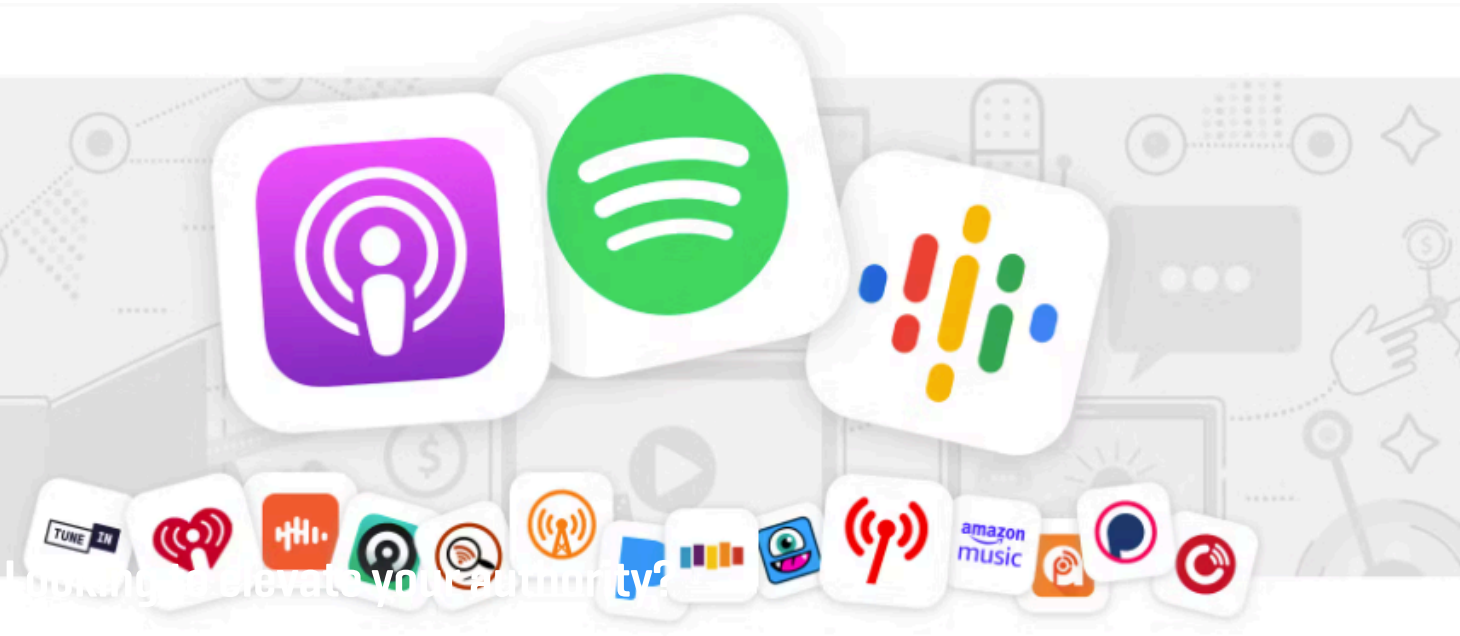
HOW TO PROMOTE YOUR PODCAST

Repurposing your podcast is an efficient way to expand reach and engage your audience across various platforms. Here's how to transform each episode into a versatile content ecosystem:

1. TURN EPISODES INTO BLOG POSTS

Convert each episode into a blog post to reach readers and boost SEO.
- **How:** Use a transcript as a base, clean it up, add headings and visuals, and embed the audio player.
- **Tip:** Place the podcast player at the top for easy listening.

2. CREATE AUDIOGRAMS FOR SOCIAL MEDIA

Audiograms are short, visual clips ideal for capturing attention on social media.
- **How:** Use tools like Headliner to create audiograms with a compelling quote or soundbite.
- **Tip:** Keep them under 60 seconds for platforms like Instagram.

3. BREAK EPISODES INTO SOCIAL MEDIA POSTS

Share key insights or quotes as standalone social media posts.
- **How:** Pull 3-5 quotes or tips and design shareable graphics.
- **Tip:** Use a mix of post types—text, images, video—for variety.

4. CREATE SHOW NOTES AND GUIDES

Detailed show notes or downloadable guides add value and improve SEO.
- **How:** Summarize main points and include links or resources in a PDF or website post.
- **Tip:** Use relevant keywords to help with search engine visibility.

5. TURN MULTIPLE EPISODES INTO A SERIES OR COURSE

Bundle related episodes into a series for added value.
- **How:** Group episodes on a common theme and create a landing page or mini-course.
- **Tip:** Offer the series as a free or paid email course to keep the audience engaged.

6. REPURPOSE INTO AN EMAIL NEWSLETTER

Summarize episodes in a newsletter for email subscribers.
- How: Send key highlights and quotes with a call-to-action to listen.
- Tip: Include exclusive content to keep subscribers interested.

7. TURN AUDIO INTO VIDEO FOR YOUTUBE

Republish episodes as videos to reach a broader audience on YouTube.
- How: Use static images or animations for audio-only episodes.
- Tip: Optimize titles and descriptions with keywords to improve searchability.

8. COLLABORATE AND CROSS-PROMOTE

Expand reach through collaborations and cross-promotion.
- How: Partner with other creators to share each other's content.
- Tip: Participate in guest posts or social media takeovers to gain visibility.

HOW TO KEEP YOUR PODCAST ACTIVE ON HOLIDAYS

Taking a break doesn't have to mean silence for your podcast. Here are effective strategies to keep your content flowing while you recharge:

1. BATCH RECORD EPISODES AHEAD OF TIME

Record multiple episodes in advance to maintain consistency while you're away.
- **How:** Set aside time to record several episodes at once, covering your absence.
- **Tip:** Create evergreen episodes that remain relevant anytime.

2. REPURPOSE OLD CONTENT

Re-release valuable past episodes to keep the feed active.
- **How:** Add a new intro to reintroduce popular episodes as a "Best Of" series.
- **Tip:** Create a themed series, such as productivity tips for the holiday season.

3. USE MINI EPISODES

Produce short, quick-to-record episodes focusing on single insights or tips.
- **How:** Record 5-10 minute reflections or quick tips relevant to past episodes.
- **Tip:** Tease upcoming content to keep listeners engaged.

4. INVITE A GUEST HOST

Bring in a guest host to keep content fresh and introduce new perspectives.
- **How:** Ask someone in your network to host an episode on a relevant topic.
- **Tip:** Guest hosts can introduce new voices or interview someone from their network.

5. SCHEDULE YOUR EPISODES IN ADVANCE

Use scheduling tools on podcast platforms to automatically publish episodes.
- **How:** Upload and schedule episodes to release while you're on break.
- **Tip:** Schedule social media and email promotions with tools like Buffer or Hootsuite.

6. COMMUNICATE WITH YOUR AUDIENCE

Let your listeners know about your break and what to expect.
- **How:** Announce your break a few weeks in advance and outline the content lineup.
- **Tip:** Build excitement by hinting at upcoming content for after your return.

By repurposing your podcast content, you create more opportunities for engagement and make your message accessible to a wider audience across different platforms.

SHOW NOTES AND SEO OPTIMIZATION

One of the most overlooked aspects of podcasting is the importance of show notes. Show notes provide a written summary of your episode, helping listeners quickly grasp the content and boosting SEO (Search Engine Optimization), which can increase your podcast's discoverability.

WHY SHOW NOTES MATTER

Show notes may not seem glamorous, but they serve multiple purposes:
- Give listeners a quick episode summary.
- Offer actionable takeaways or resources (e.g., books, tools, guest info).
- Improve search engine rankings, making it easier for new listeners to find you.

For SEO, show notes are a valuable tool to drive organic traffic. Including relevant keywords, links to resources, and a thoughtful description can improve your ranking on podcast platforms and in Google searches.

HOW TO WRITE EFFECTIVE SHOW NOTES

Keep show notes concise but informative. Here's a simple structure:
1. **Title:** A compelling, SEO-friendly episode title.
2. **Episode Summary:** A 2-3 sentence hook.
3. **Five Key Takeaways:** Summarize main points or tips.
4. **Resources:** Link to books, tools, or studies mentioned.
5. **Calls to Action (CTAs):** Guide listeners on next steps (e.g., "Download the ebook").

SEO TIPS FOR SHOW NOTES

- **Use Keywords:** Include relevant search terms in your title and description.
- **Link Building:** Add links to high-authority sites, like tools or studies mentioned in the episode.
- **Optimize for Mobile:** Ensure notes are easy to skim and read on mobile devices.

By enhancing your show notes, you can boost your podcast's discoverability and help more listeners find your content through search.

BRINGING IT ALL TOGETHER

Creating and promoting a podcast takes dedication, but with a few smart strategies, you can make the most of your content, reach new listeners, and keep your audience engaged —even when you need a break. From batch recording episodes and repurposing old content, to crafting show notes that boost SEO and engaging with your audience on social media, each step helps build momentum and grow your show.

Remember, podcasting is about building connections. By planning ahead, repurposing content across platforms, and using tools like audiograms, blog posts, and guest collaborations, you're creating an ecosystem where your podcast can thrive.

With thoughtful show notes and steady promotion, you're making it easy for new listeners to find and enjoy your episodes. So, keep it consistent, keep it creative, and let your podcast reach its full potential!

ABOUT JULIE MASTERS

Julie Masters specializes in elevating experts into trusted authorities. With over 20 years of experience, she has helped develop some of the industry's top professional speakers and now consults for global brands such as Salesforce, KPMG, AON, and the Direct Selling Association, guiding them in becoming trusted authorities in their markets.

Julie is the host of the iTunes Top 50 business podcast, Inside Influence, where she explores the strategies behind some of the most powerful communication techniques in the world.

She is also the creator of the Impact 45 framework, an online training program designed to help female business leaders and entrepreneurs who are experts in their fields, transition from feeling unheard and overwhelmed by the competition to standing out and being recognized as trusted authorities in their industries.

Her mission is to help leaders, change-makers, and passionate professionals cut through the noise and create the influence necessary to drive the change they want to see in the world.