



## 5 Things to Know Before Starting a Podcast

### 1. Know your niche.

It may seem counter-intuitive, but the more specific and detailed your niche, the better. Sure, podcasts on parenting do well—but there are already tons of existing pods on parenting. Think about what specialized “segment” or “market” of people you want to reach.

### 2. Know your time commitment.

Starting and maintaining a consistent podcast is a lot of work. From planning, recording, editing, producing, and distributing, one episode of a podcast can easily take 5 hours or more. Before you dive in, be sure you have the time to commit. Consistency is the name of the game. Putting out regular, consistent content is the best path to success.

### 3. Know your format.

Not all podcasts are the same. Different pods have different formats such as storytelling, long-form interviews, and solo commentary. Each format requires different amount of pre-planning and preparation. Consider what you have time for and what fits you best.

### 4. Know your audience.

Who do you think will listen? Or, perhaps more appropriately, who do you hope will listen? What do your listeners want to hear—or what do you want them to hear? Think about who you will be talking to and what will work best for them.

### 5. Know your budget.

From hardware to software, subscriptions to hosting, and microphone and computer, the costs of starting a podcast can add up quick. Know what you can afford—and what you can't. A podcast doesn't have to be expensive, but it will cost you. Know what your getting into before you get started.

**Don't know it all? – Resonate Media is here to help!**