

Workbook

CREATE A PODCAST



Name

Part I

RESEARCH & PLAN



BEST PODCAST FORMATS



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Choosing the right podcast format

HOW TO START A PODCAST


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Learn how to start your own podcast



MAKE YOUR PODCAST SUCCESSFUL

buzzsprout 



What does it take to make a successful podcast

HOW TO NAME YOUR PODCAST

5MM
FIVE MINUTE MONDAYS



Learn how to come up with the perfect podcast name

RESEARCH PODCASTS

Start by researching some podcasts you like. In the space below, **add photos** of the artwork and quick information about your top three podcasts. This will help you think of ideas for your own show and how you might want to structure it. Remember, your podcast will be educational, so try to find examples that belong to an appropriate genre.



Name Title

Genre Type

What's it about? Outline



Name Title

Genre Type

What's it about? Outline



Name Title

Genre Type

What's it about? Outline



Before you start to think of the content for your podcast, you will need to choose the type of podcast you want to create. From the list below, read the advantages and disadvantages of each podcast type to inform your choice. **Tick a box** to indicate your show type.



The Interview Podcast



Invite a guest to interview on your show.

Advantages Rich conversations make your content exciting and engaging. You can ask your guest about his/her views and they can tell their story.

Disadvantages Researching the guest may take a long time. Also, you are dependent on the guest to make the interview as engaging as possible! The quality of the show is out of your hands.



The Solo Podcast



Just you, a microphone and your audience on the other end.

Advantages Editing the podcast is easier because you only have one voice to deal with. You can develop a deeper connection with your audience.

Disadvantages It is difficult to stay motivated when working solo. Also, you will have nobody to bounce ideas off during a show. You need to have a strong personality to go solo.



The Panel Podcast



The show includes a host and a number of guests.

Advantages A panel show keeps things interesting and takes the pressure off the host. An effective way to focus on current affairs and different points of view.

Disadvantages Organisation is tough. Depending on how many people are on your panel show it can get tricky to book everyone in. As a host, it can be hard to steer conversation where you want.



The Co-hosted Podcast



Conversational podcast between two hosts.

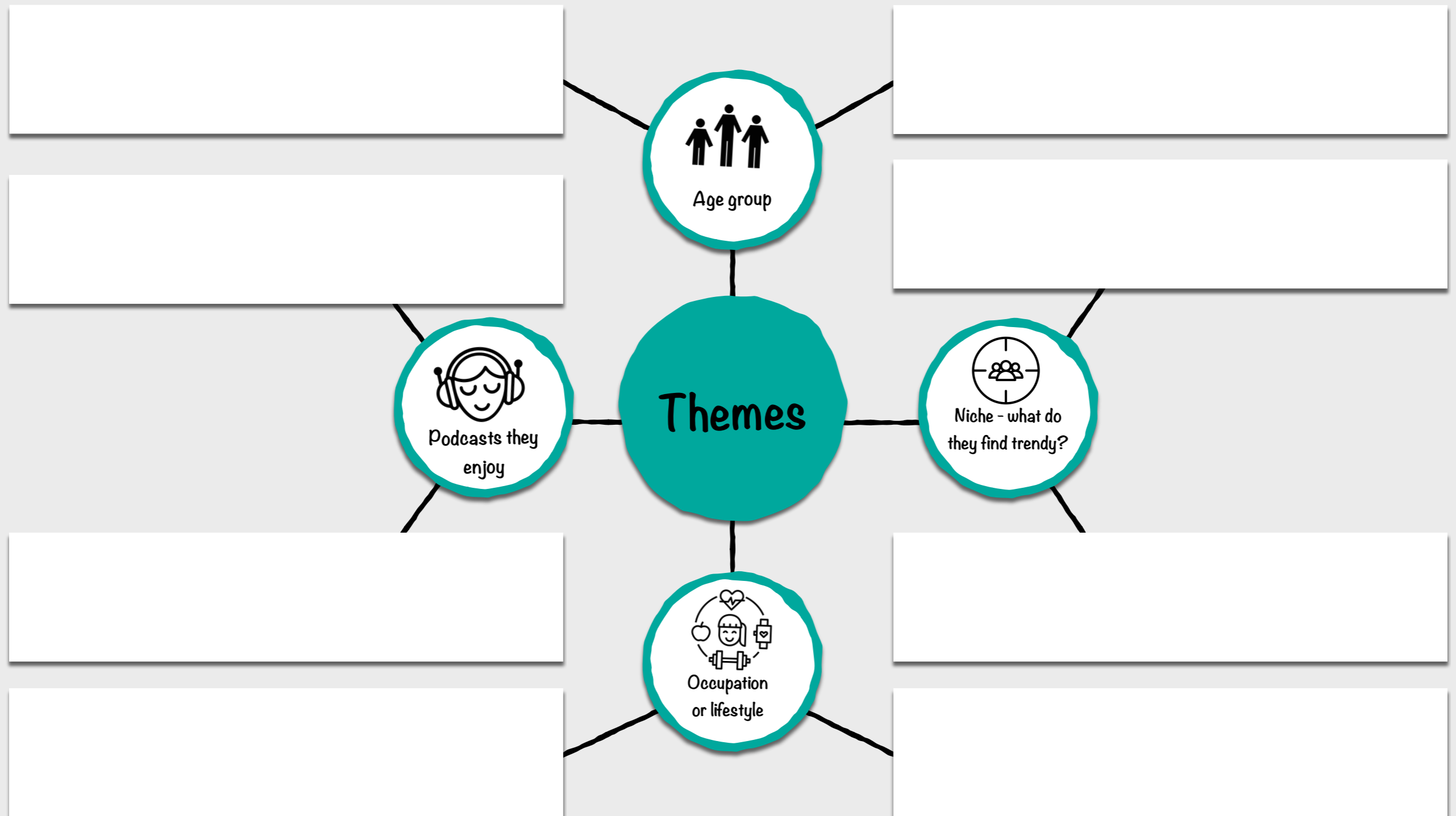
Advantages A fun podcast type that you can do with your friends. You can bounce ideas off each other and keep your show entertaining with engaging interactions.

Disadvantages It can be harder to edit when a show is more conversational as hosts can talk over each other. All hosts need to know the theme / focus for the show to keep standards high.

TARGET AUDIENCE



When it comes to podcasting, planning is key. Next, you need to think about the people who you want to listen to your show. **Add text** to the mind-map below to brainstorm the demographic, interests and connected content that would appeal to your chosen group of people. You can make the circles bigger if you need to add more text.





Podcast segments can be separate from the main show's format and be something different and surprising. At the very least, a segment can just be a part of the show where the hosts don't have to hold themselves to any of the guidelines they set in the rest of the show and just do whatever they want. Look at the ideas below and **add text** in the box to outline three potential segment ideas for your show.



Fun Segment Ideas

A podcast show is divided into different parts - some ideas for show segments are listed below:

Topical News Recent or breaking news related to your show.

Recommendation Give a website, book, product, movie for your listeners to look up. Explain how it relates to your show.

Helpful Tips Include tips and tricks for dealing with and issue or some problem related to your podcast episode.

Little-known Facts Take a deep dive into your show's subject matter in a segment dedicated to facts, trivia, and bite-sized educational tidbits.

Segment Title	Content Notes
Name	Explain



You must think about and plan the structure of your show. This means considering the timings and order of segments in your podcast to make sure your listeners are engaged. Successful podcasters break their show up into a clear structure before they begin to record. Look at the example structures below and **tick the box** of the structure you like.



Structure A

This structure works well for The Solo Podcast type.

1. Introduction
2. Topic A
3. Transition
4. Topic B
5. Summary
6. Outro



Structure B

This structure works well for The Interview Podcast.

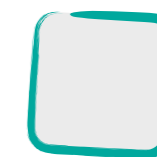
1. Introduction
2. Introduce guest
3. Discussion
4. Takeaways
5. Summary
6. Outro



Structure C

This structure works well for The Panel Podcast.

1. Introduction
2. Catch-up
3. Topic A
4. Transition
5. Topic B
6. Summary
7. Outro



Further Format Ideas Audience Questions, Topic Discussion, Fun Segment, Flashback to previous show.

MY SHOW STRUCTURE

Once you have chosen a structure for your podcast, map out initial ideas on timings and content you will include in your first show. This only needs to be dot-pointed at this stage. Remember, you can make up your own structure if you want! **Add text** to the table below to build your show.



Segment	Timing	Content Notes
Introduction	2 minutes	
Outro	2 minutes	

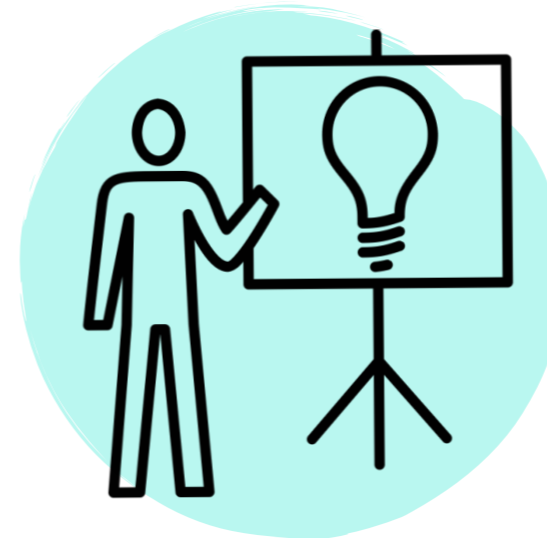
You need to have a focus for your podcast. This means it must be based on a theme, subject or idea. On this page, speak about your proposed show and explain some segment ideas you have. Please note, this might change as you continue through the different stages of this workbook. **Add an audio** recording on this page.



Record your Pitch

Record audio explaining the content of your show and its main focus. Use the sentence openers below to help you:

- My show title is...
- The podcast type is...
- My show is focused on the topic...
- My target audience is... because...
- People will listen to it because...
- I will include segments like... to...

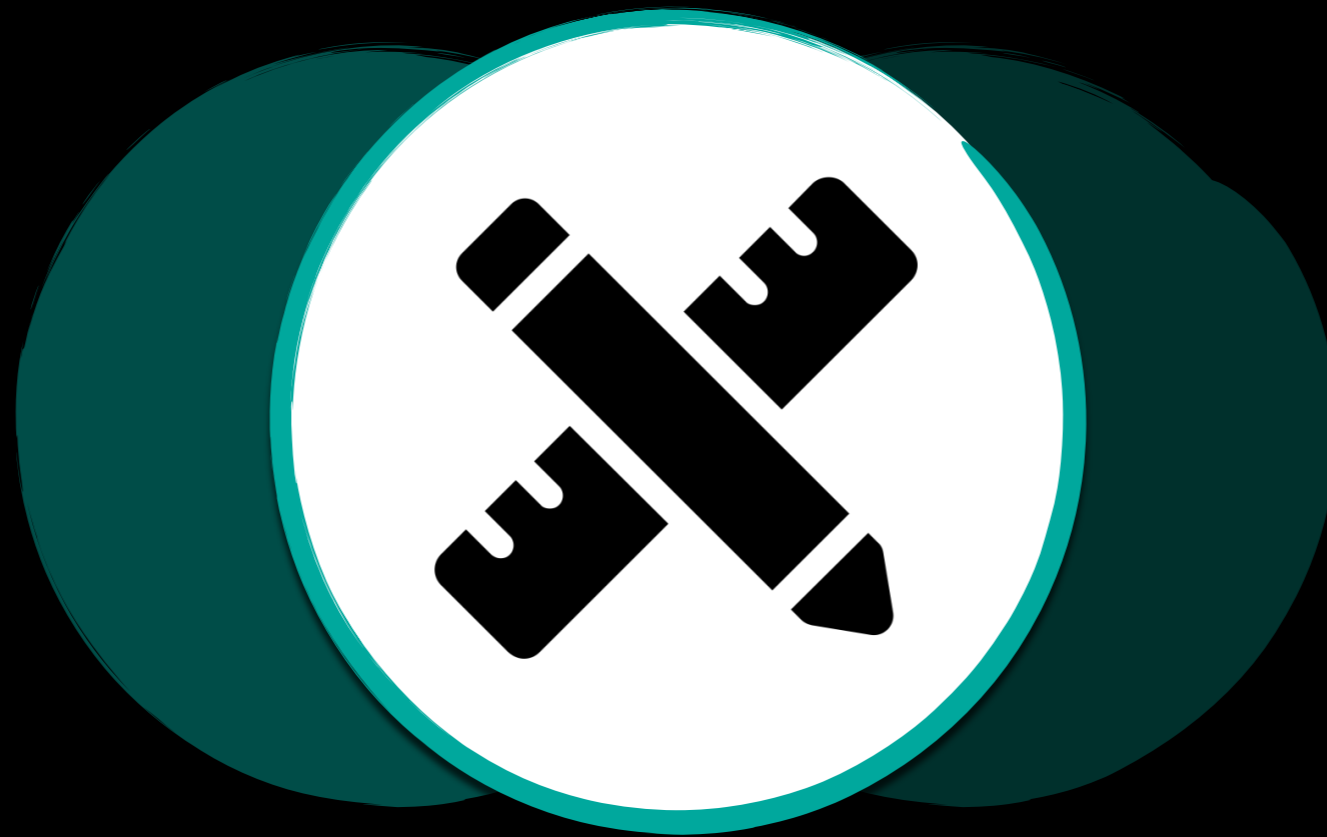


Add recording here



Part 2

DESIGN & CREATE



CREATE PODCAST ARTWORK



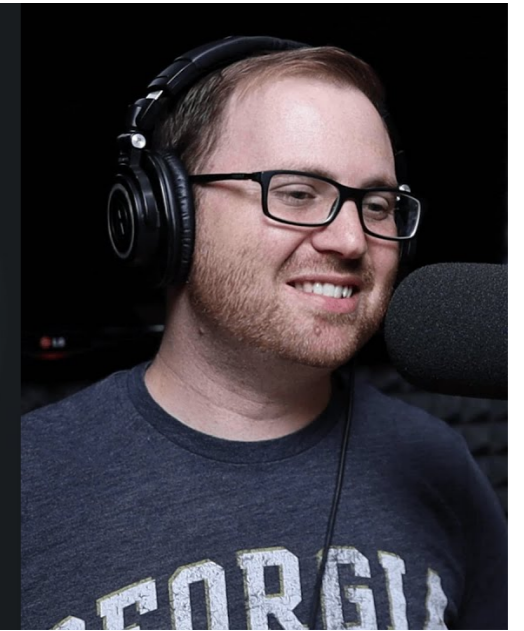
buzzsprout 



Creating stunning podcast artwork

SHOULD YOU SCRIPT YOUR PODCAST?

5MM
FIVE MINUTE MONDAYS



To script or not to script? That is the question

Make Your Dream Intro!



How to make a an awesome podcast intro



Setting up a podcast on GarageBand on iPad

Now your podcast needs a title and some artwork to grab the listener's attention. In Keynote, use a 1400 x 1400 size slide and use colours, shapes and / or draw the graphic for your artwork. Your artwork must symbolise and be linked to ideas presented in your show. When you're finished, export your artwork as an image and **add the photo** to the placeholder below.



Podcasters sometimes shy away from the word "script" or "outline" thinking it might make their show sound too formal, or that the process of writing a script will stifle the creative process. For most hosts, this couldn't be further from the truth, and all those podcasters who appear to breeze through their words are often doing so because of good preparation and quality scripting. Look at the script types below and **add a tick** next to the style that suits you.



The Dot-point Approach

A bullet-pointed outline to give a clear structure.

Advantages Requires less preparation than other methods and allows improvisation.

Disadvantages Less structure so that hosts may forget important points or ramble on too long in a segment.



The Word-for-Word Script

A script that is read word-for-word

Advantages This type of script is good for solo and more advice-orientated shows. It gives the host confidence that they will cover all content and produce a professional show.

Disadvantages Less authentic and more robotic. Listeners may not be able to sense the host's personality.



The Detailed Episode Outline

A more detailed outline with more structure.

Advantages Provides flow and structure and ensures the host covers the main topics planned.

Disadvantages This approach takes more time and can run the risk of sounding less 'rehearsed'.



WRITE A PODCAST SCRIPT

Based on your chosen script type, begin to draft the script the introduction for your first episode below by **adding text** in the space. You can finish the full script in a Pages document so that you can use Presenter Mode when recording your episode.



Show Name Title

Episode 1 Name

A series of horizontal dashed lines for writing, starting below the 'Show Name Title' and 'Episode 1 Name' labels and extending across the width of the page.

SET UP A PODCAST PROJECT

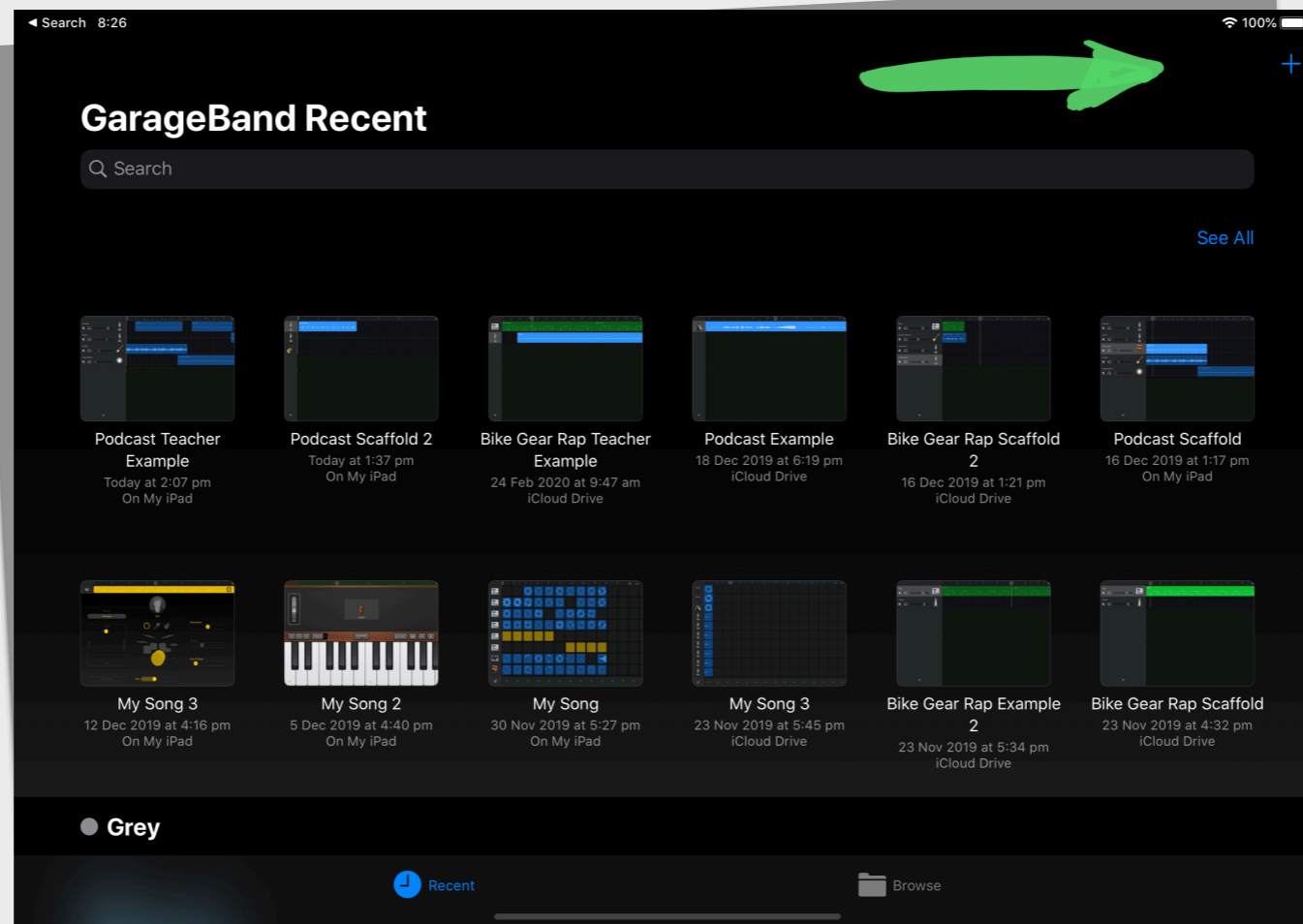
In order to start your podcast, you need to set up a new project in GarageBand on your iPad. Follow the points below to create a simple project that includes two audio tracks and a single track for your introduction music.

Swipe through the Image Gallery below to see how to do it!



New Project

Set up a blank project in GarageBand by tapping the + icon.



Record Button
Tap the record button to record your selected instruments.

Live Loops
Tap the select instrument icon to go back (see A)

Audio Recorder

Select the 'Voice' option under Audio Recorder.



Track View

Tap the track view icon at the top to see the view in the image.

Select Instrument

Tap the select instrument icon to go back.

New Project

Before creating your own podcast music, research some real examples. Find three more popular podcasts on Apple Podcasts and listen to the introduction music used. How long is the music? What mood is created by the music and how does this give the listener an insight into the genre and content of the show? **Add photos** to the placeholders below.



Podcast Name Title

Intro Music Length Duration

Music Mood Describe



Podcast Name Title

Intro Music Length Duration

Music Mood Describe



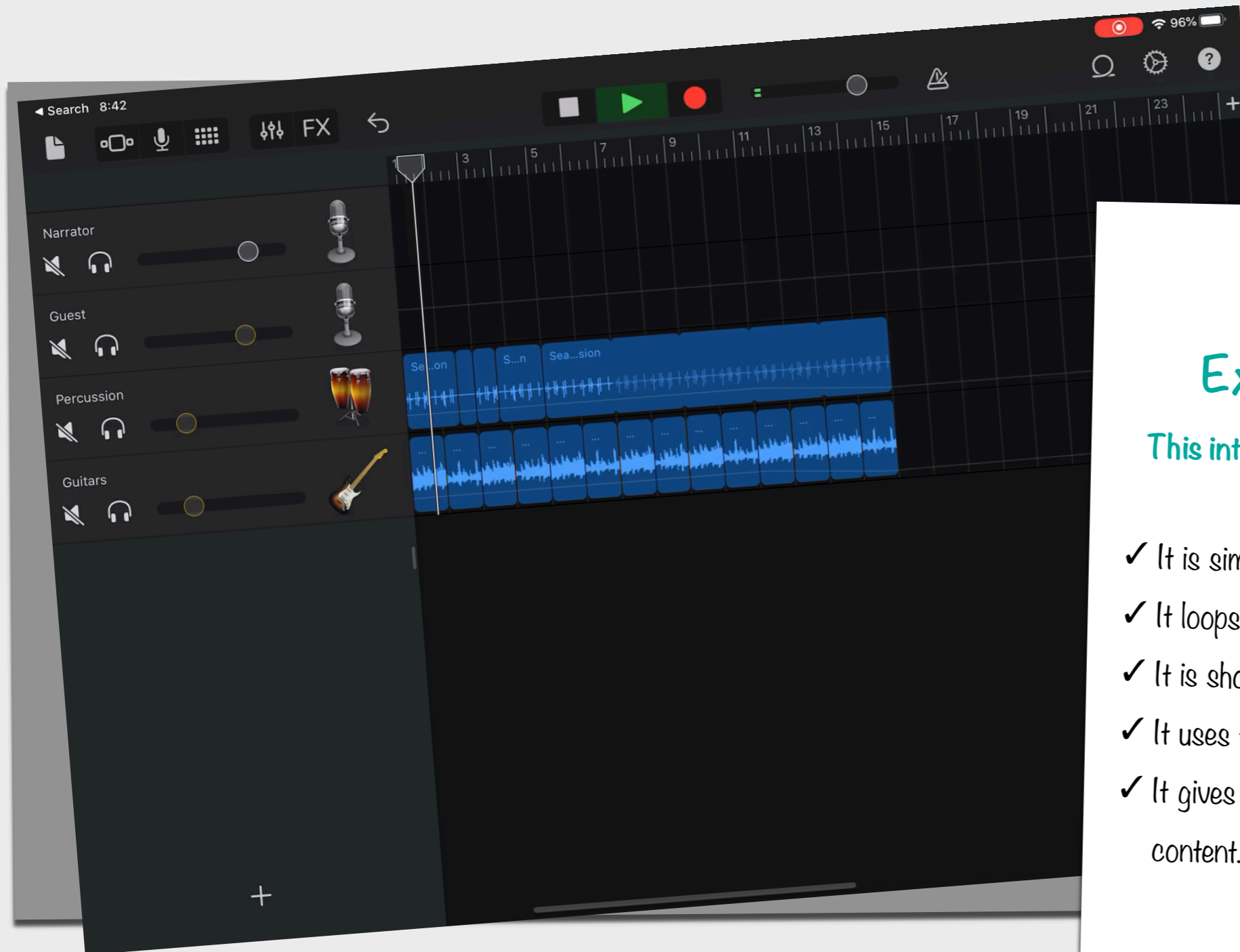
Podcast Name Title

Intro Music Length Duration

Music Mood Describe



Listen to this example podcast introduction music to get an idea of how it's done. Remember, you can use Live Loops or record individual instruments to make your introduction appealing and reflect the theme of your show. See the checklist below to see why this example is effective.



Example Intro Music

This introduction music works because:

- ✓ It is simple and easily created.
- ✓ It loops only two instruments.
- ✓ It is short (about 10 seconds is best).
- ✓ It uses the 'Automation' tool to fade out.
- ✓ It gives an impression of the show's content.



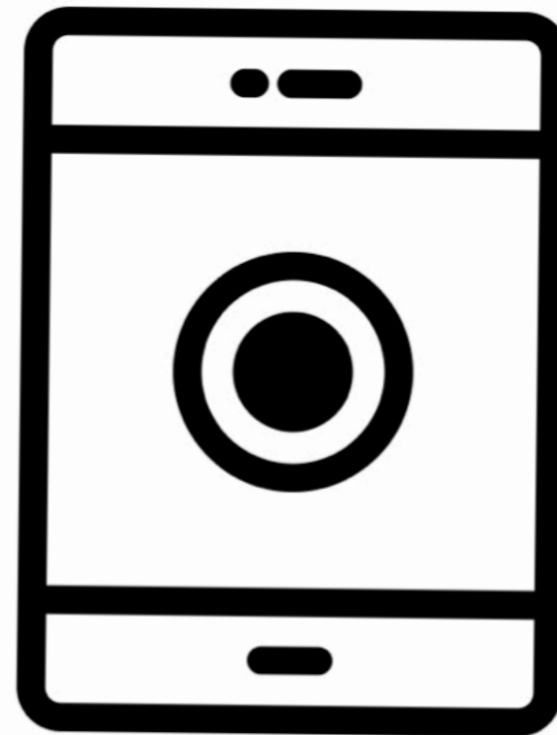
Capture a screen recording of your introduction music in GarageBand and **insert your video** in the placeholder below. On the checklist opposite, tick off the elements your introduction music must include to make it sound professional.



Intro Music Checklist

Does your introduction music...

- Reflect a specific mood related to your show's main theme?
- Use a few simple instruments?
- Last up to 10 seconds maximum?
- Fade out at the end?
- Sound professional and fitting with the podcast genre?



You can now start to record your show using Voice Recorder! It is recommended that you use different tracks for different voices - you will learn how to split the track in the next few pages. For now, select voice recorder and follow the top tips below - you can **swipe through** the Image Gallery to see how it is done.

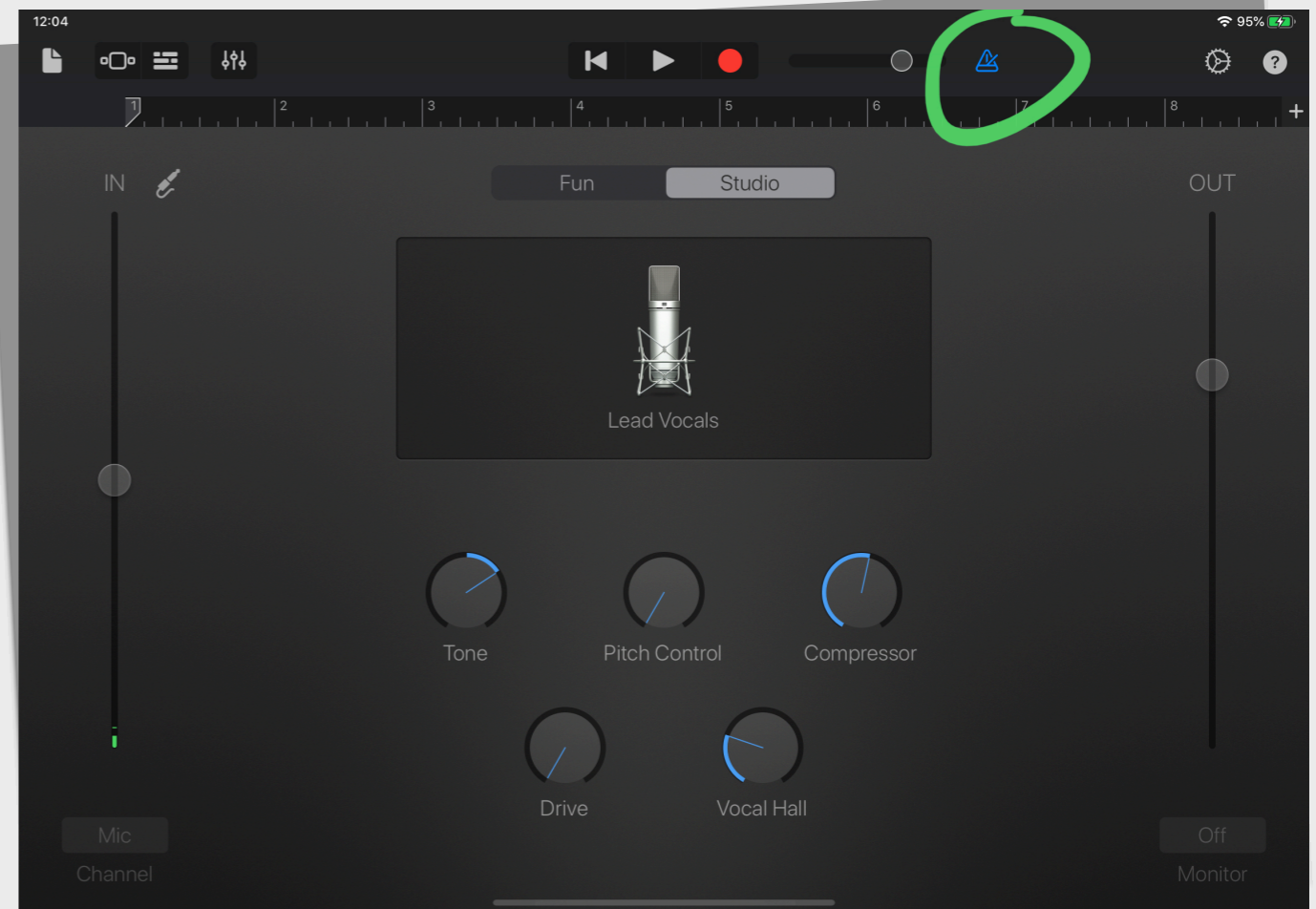


Voice Recorder



Top tips for recording your show...

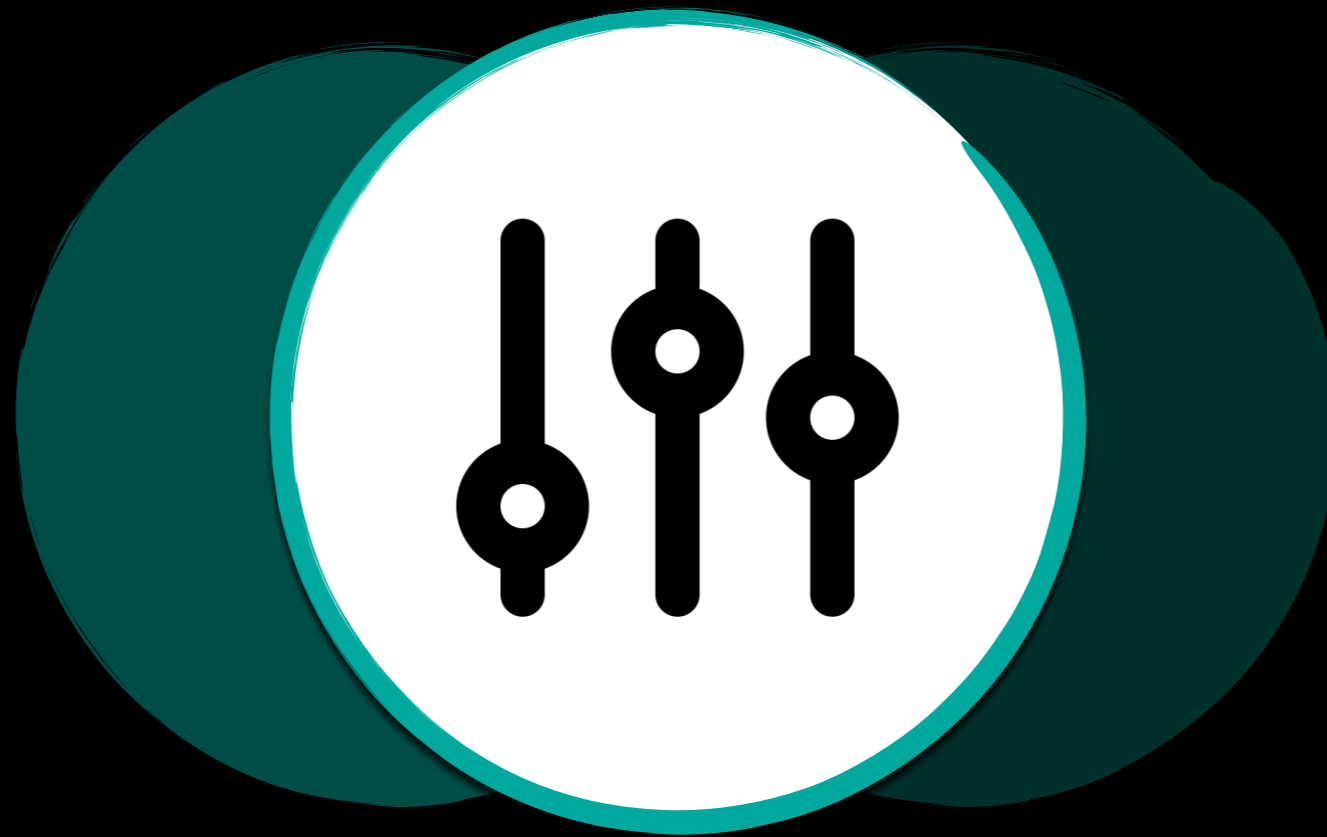
1. Always use earphones when recording.
2. Turn off the metronome so it doesn't distract you.
3. Tap the + and set 'Song Sections' to 'Automatic' so you can record for longer than 8 bars.
4. Turn Vocal Hall setting right down to avoid echo.
5. Make sure your sound levels are in the green for optimum volume.



Turn off metronome

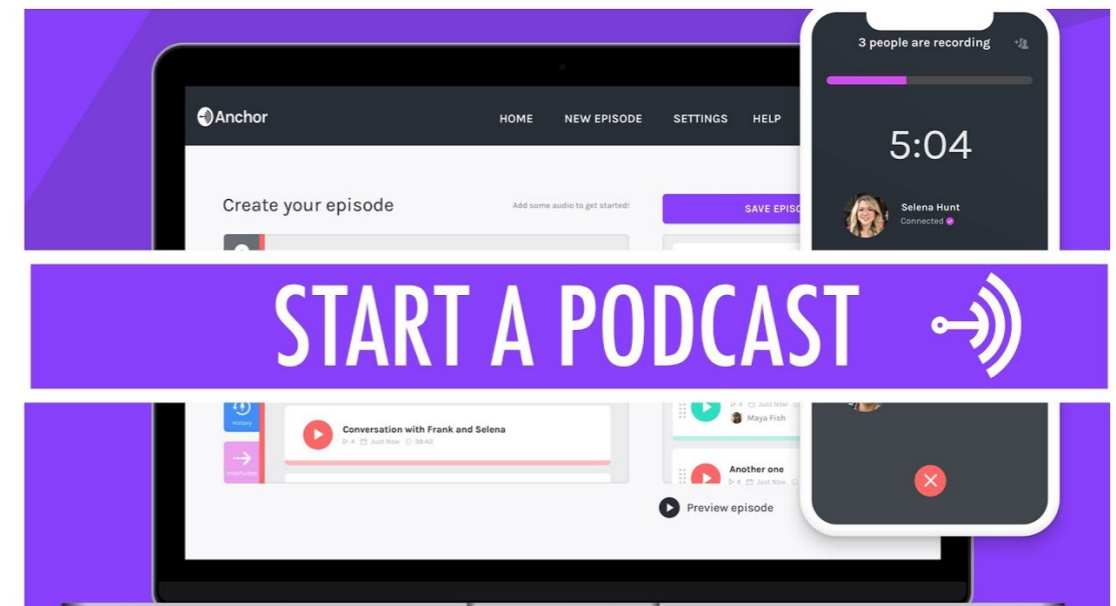
Part 3

EDIT & PUBLISH





Interview recording and exporting tips.



Tutorial on how to use Anchor



A tutorial on how to edit in GarageBand



A tutorial on how to create a great intro

There are various ways to edit audio in GarageBand. The easiest way, is to record all audio on a single track and then chop it up to separate different voices into different tracks. **Swipe through** the Image Gallery below to see how to do this. If you want to get more high-tech, you can record separate tracks at the same time using a mixer - the Rodecaster Pro is an excellent choice!



Menu

Tap the track once to bring up the black menu bar.



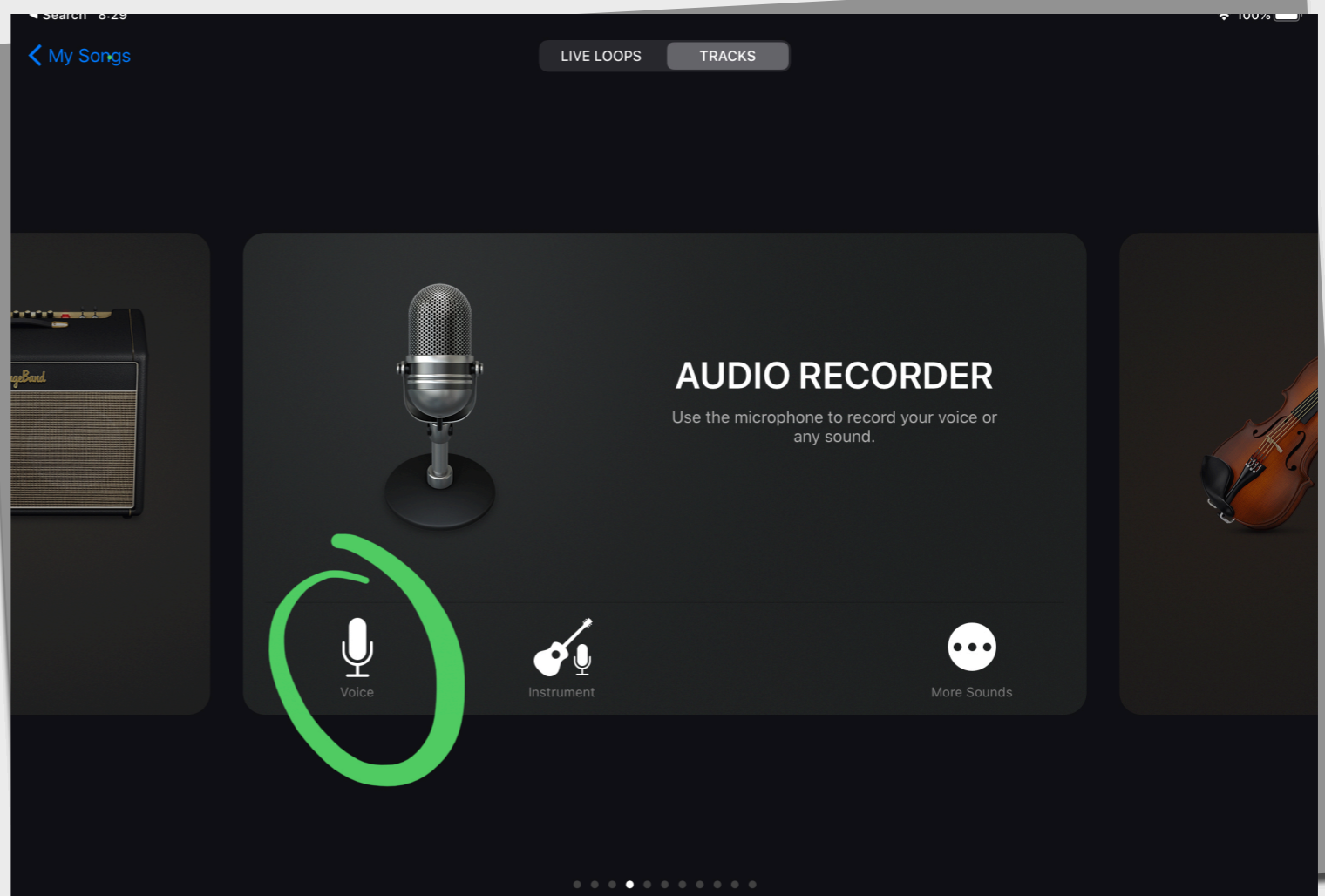
Scissor Tool

Used to 'Split' tracks - tap on the track and select it from the black menu bar.



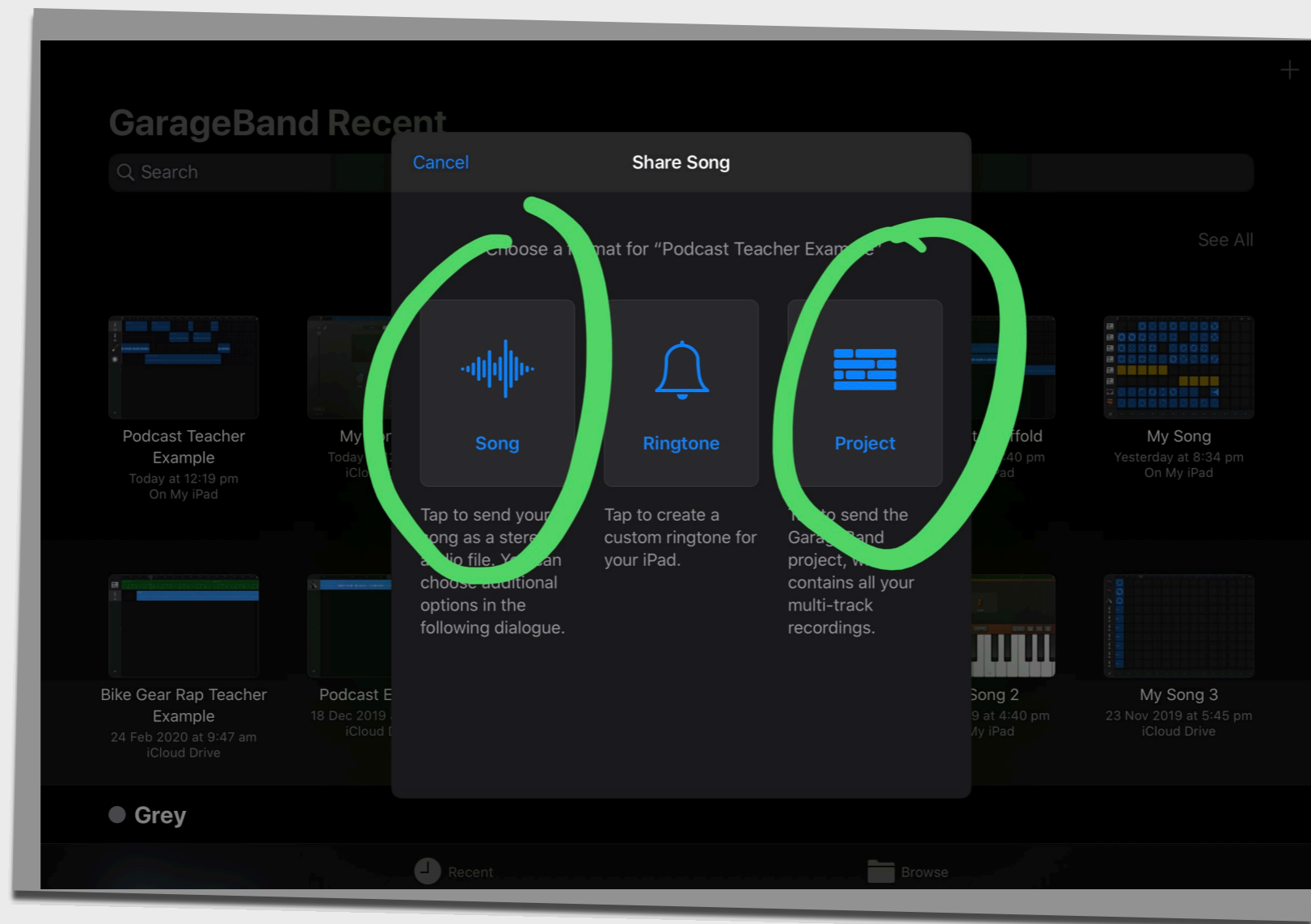
Drag Tracks

Use your finger to separate the different voices onto different tracks.



1. Add more tracks

When you are happy with your music, voice recording and editing, you are ready to save the podcast episode. You can do this by exiting to your GarageBand project screen - tap on a project to bring up the menu and tap 'Share'. It is recommended that you save your podcast as a 'Project' file and a mp4 'Song' file. **Swipe through** the Image Gallery below to see how it is done.



Click 'Share' and choose file type



Files Organise your projects and podcast episodes in the Files app.

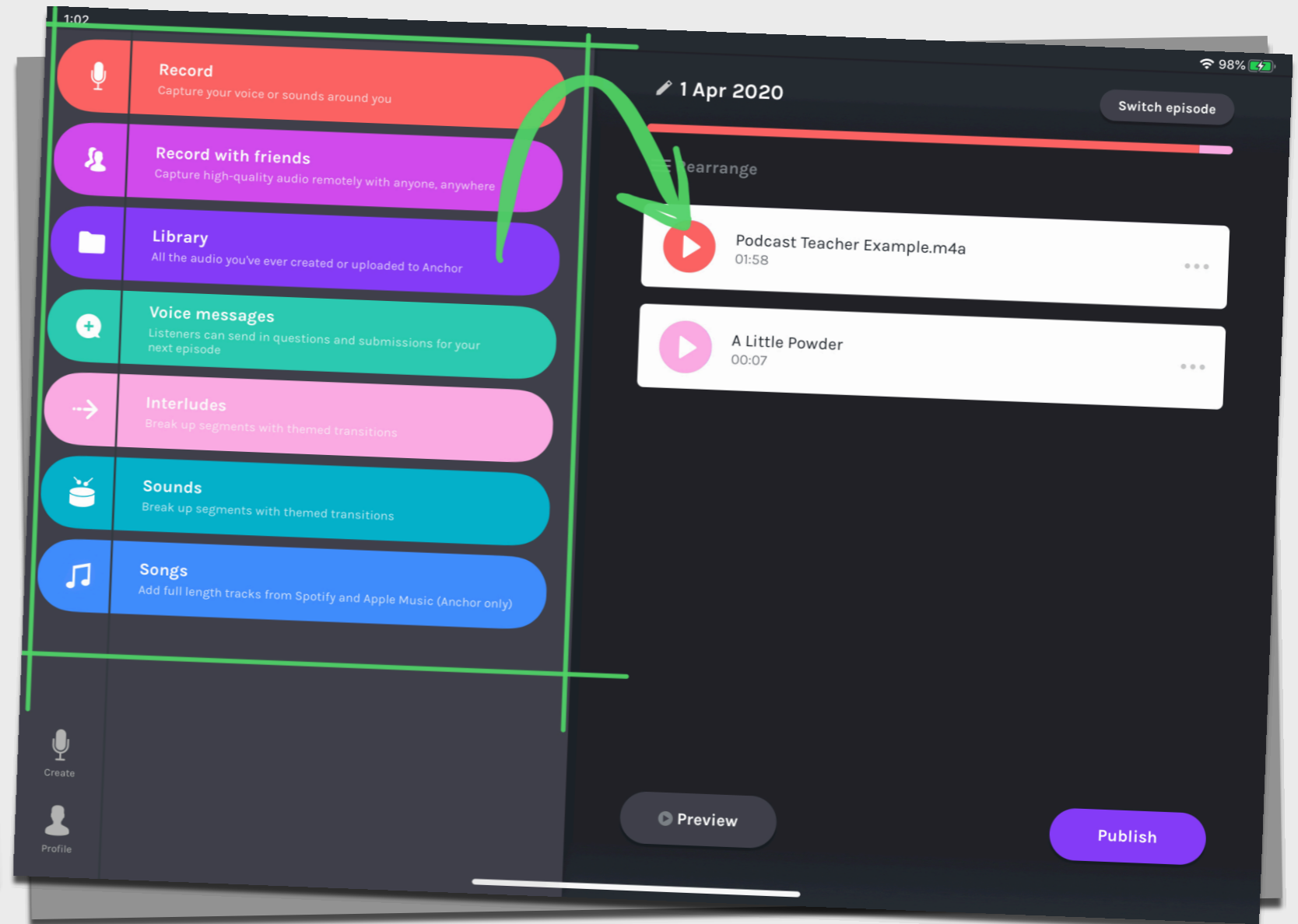
Congratulations, you are ready to publish your podcast to the world! There are lots of hosting apps and websites to help you do this but no doubt, the best one is Anchor. This app makes life a lot easier (and cheaper) when it comes to podcasting. Find out more about publishing your show and **uploading files** to the app by reading the checklist below and exploring the Anchor website. Good luck and happy podcasting!



Publish with Anchor

What is the Anchor app?

- ✓ All-in-one platform where you can create and distribute podcasts.
- ✓ It is 100% free for hosting and distribution.
- ✓ Sign up with your email and upload your GarageBand project or mp4 files.
- ✓ Build your show with blocks like in the example opposite!



Learn More Find out how to upload and publish your podcast to the world with Anchor by [tapping here!](#)



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