

WHAT EQUIPMENT DO YOU NEED TO START A PODCAST



There are countless ways record, launch, and release episodes for a podcast. The equipment you need can be as little as the cost of a smartphone with a voice recorder, or as much as thousands of dollars to build out a studio. This list has some of the most common items that podcasters use to create incredible content for their audience. Use what works best for you, and *keep podcasting!*

THE MINIMUM

More than a smartphone with a voice recorder, but gets you going with minimal investment: (*\$100-200 & \$15-20 monthly*)

- **Computer** - any current Mac or PC will do great
- **Headphones/microphone combo** (approx. \$20) - typical wired earbuds as shown below (make sure it has 3.5mm plug for your computer)
- **Recording software** - there are lots of easy free options, here are two:
 - *Audacity* (free) - www.audacityteam.org
 - *Zoom Basic* (free) - www.zoom.us
- **Hosting platform** - details on this below



WHAT EQUIPMENT DO YOU NEED TO **START A PODCAST**

RECOMMENDED

More quality in the audio and adds a video element as well. It will require a little more investment: (\$300-500 & \$40-60 monthly)

- **Computer** - any current Mac or PC will do great
- **USB microphone** - these plug straight into your computer:
 - *Blue Yeti* (\$115) - this mic has a built in stand, can last for years, and is very versatile for any audio needs on a computer
 - *Shure MV7* (\$249) - this mic is a higher quality and has both USB & XLR plug in capabilities



- **Headphones** - you'll need so be able to plug into your mic to hear:
 - *wire earbuds* - same as above in 'Minimum'
 - *over-ear headphones* (approx. \$20) - like the ones shown below (make sure it has a 3.5mm plug to go into your USB mic)



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RECOMMENDED

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- **Pop filter** - this is to keep the any fast moving air from your words from disrupting the microphone and audio recording, there are two types:
 - *screen* (\$10) - this attaches to a mic or boom arm
 - *cover* (\$12) - this goes over the top of the mic



- **HD webcam** - so that you can record both audio and video during your podcast, you'll want to add a high-quality webcam, here are two options:
 - *Logitech C920x* (\$85) - this is a great all-around HD webcam, but has limitations when it comes to frame rate or replacing your background
 - *Logitech BRIO* (\$159) - this one will do almost anything, and rivals the clarity of some handheld cameras



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RECOMMENDED

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- **Ring light** - now that you're on video, you want to make sure you are well lit, there are many options to choose from, this is just one recommendation:
 - *10.5" desktop ring light* (\$40) - this light has an extendable stand, the ability to brighten and dim, as well as a USB plug instead of an outlet



- **Paid recording software** - while free options are great, they come with a few limitations, so to up your game and quality, try one of these:
 - *Zoom Pro* (\$15/mo.) - www.zoom.us - allows more attendees, has cloud storage and multiple recording/integration features
 - *Riverside* (Standard / \$15/mo.) - www.riverside.fm - think of this like Zoom on steroids, and specifically designed for podcasts
 - *StreamYard* (Basic / \$20/mo.) - www.streamyard.com - great for podcasts that want to stream live on social media
- **Hosting platform** - details on this below

This 'Recommended' set-up can have infinite variations, but these options are ones that our team (or people we've collaborated with) have used or still use.



WHAT EQUIPMENT DO YOU NEED TO **START A PODCAST**

ADVANCED

For people who take podcasting *seriously*. This probably isn't for beginners, and some items aren't even needed for seasoned pros. MME podcast doesn't use some of these, but we wanted to share them with you anyway. Use the 'Recommended' set-up and choose items from this list to upgrade as you go. The investment for a set-up like this: (\$1,500-5,000+ & \$200-500/mo.)

- **Computer** - any current Mac or PC will do great
- **XLR microphone** - these mics have the traditional XLR audio plug; they are great quality, but require an interface to use them for podcasting (below)
 - *Shure MV4* (\$249) - just like in the 'Recommended' list, this mic has a ton of capability and has quickly been a podcaster favorite
 - *Shure SM7B* (\$399) - probably the most popular high-end podcast mic, it's claim to fame is that the entire Michael Jackson "Thriller" album was recorded on it; you've probably seen people like Joe Rogan & Gary Vee use this mic.



- **Headphones** - same as above in 'Recommended'
- **Pop filter** - not needed for these two, but may for other XLR mics

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ADVANCED

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- **Audio interface** - this provides the means to connect XLR microphones to a computer via USB, without the need for a mixer or other sound board
 - *Focusrite Scarlett 2i2* (\$179) - the Scarlett is the most popular interface for podcasters; this one has two inputs, but is available with one input



- **Mixer or sound board** - this is for those who plan to run more than two mics, do a live show with audio effects, or need a ton of mixing capability
 - *Rodecaster Pro* (\$599)



- **Digital Camera** - webcams are good, but high-level content creators use cameras designed to record *great* video; with many great articles on what to use, we're simply sharing the one we use:
 - *Sony ZV-1* (\$749) - it has both recording and streaming capabilities, and is the choice of many professional YouTubers



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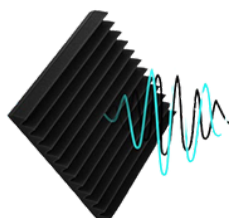
- **Lighting** - ring lights are the standard for most video creators, but we wanted to provide another great option (get more than one):
 - *Elgato Key Light Air* (\$109) - the light has both color temperature and brightness adjustments, and Bluetooth capability to adjust from an app



- **Swing arm or shock mount** - the Blue Yeti comes with a stand that is built-in, but keep in mind that it will pick up noise if you hit whatever it sits on; you will also need one of these with most other USB & XLR mics:
 - *Standard boom arm* (\$19)
 - *Boom arm w/XLR cable* (\$109)
 - *Shock mount* (\$18)



- **Acoustic treatments** - these types of panels provide sound control to lower echo and improve sound quality; these panels are (\$20) for 12-20 per pack



ADVANCED

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- **Recording software** - again there are lots of great options out there to find
 - *Any from the 'Recommended' list*
 - *Adobe Audition (\$22/mo.)* - this is one of the better audio editors out there, but takes quite a bit more skill to use than some of the others
- **Hosting platform** - details on this below

This 'Advanced' set-up can have infinite variations, but this will hopefully give you some ideas about a few options available to you.

HOSTING PLATFORMS

What is a podcast hosting platform? This is where you will manage your podcast. It is essentially a website that allows you to store your media files (episodes) and distribute them to places that listeners can find them. Think Apple, Spotify, Google, Stitcher, etc. You can add your show notes, track your downloads, and manage where your show is syndicated to.

Like every other section, there are a LOT of choices, but these four were selected because we have used them or know people who do. Most have a similar cost based on average podcast needs (\$12-20/mo).

- **Buzzsprout** (free to \$24/mo.) - Has quickly become one of the favorites among podcasters because of its ease of use and seems to be recommended the most in recent years.



HOSTING PLATFORMS

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- **Libsyn (\$5/mo. to \$40/mo.)** - One of the largest hosting platforms and has integration capabilities with dozens of other websites. It's not as user friendly as some others, but has by far more capability.
- **Captivate (\$17/mo. to \$90/mo.)** - A new up-and-coming platform created using podcaster feedback very similar to the two already mentioned.
- **Anchor (free)** - Completely free option that was recently purchased by Spotify. It has an app that can be used to upload content too, making it a favorite for those on a budget and/or using less equipment.

OTHER

- **Pick a show name** that represents your brand and appeals to the audience that you are trying to reach.
- **Claim your name** by making sure to register all social media handles, website domains, and anything that you may want to use for your podcast, even if it's not for right now.
- **Calendly** - use this or a similar service to make it easy on potential guests to schedule a time to be on your show. Also use it to collect information about your guest like bio, headshot, or anything you need to prepare.
- **One-pager** - create something to send to potential guests or anyone who wants to know more about your show. You can make it in Canva, Word or you can build a landing page, but definitely have a way to share info.



OTHER

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- **Prepare** - if you plan to have a guest, make sure you take time to look into their background and know beforehand the type of questions you will ask.
- **Re-purpose content** - one episode has tons of content that you can use to post on social media to help build your audience. These sites can help:
 - *Headliner* (free to \$20/mo.) - www.headliner.app
 - *Repurpose.io* (\$15/mo. to \$125/mo.) - www.repurpose.io
 - *Lately* (\$39/mo. to \$350/mo.) - www.lately.ai
- **Outsource** - utilize professionals that can help you quickly, efficiently, and cost-effectively edit, re-purpose, and make your podcast the best it can be. When you reach out, make sure to tell them Phil Treadwell sent you!
 - *Audio Editing* - Pro Podcasting Services - JoelSharpton@me.com
 - *Content Compounding* / Kyle Draper - kyle@contentcompounding.io
- **Basic episode flow** - this is a basic overview of what our episode process looks like from scheduling through release:
 - *Scheduling* - guest schedules a recording time with Calendly; it can also provide a spot for bio, link for headshot, and any topics they'd like to discuss; Zoom can be integrated to automatically go out with the invite
 - *1-2 days before recording* - do research on guest for intro & questions
 - *Recording* - record the conversation through Zoom
 - *1-2 days after recording* - send audio to editor to add intro/outro music and add file to hosting platform; send video file to Content Compounding for video clips & content creation/repurposing
 - *1-2 days before release* - choose clip(s) and write copy for social posts
 - *Release* - promote episode on social media & email the guest links to content/video clips & the actual episode for them to share as well



OTHER

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MME podcast / Phil Treadwell equipment list - we've had many people ask what we use, so here is the list:

- Currently use:
 - HP laptop
 - Shure MV7 USB & XLR microphone
 - Shure MV7x XLR-only microphone
 - Gator Frameworks boom arm w/integrated XLR cable
 - On-Stage DS7200B adjustable desktop mic stand
 - Apple earbuds - standard wired
 - Focusrite Scarlett 2i2 audio interface
 - Sony ZV-1 digital camera
 - Logitech BRIO UHD 4K webcam
 - Elgato Key Light x2
 - 1x12x12 foam panel acoustic treatments
 - Zoom Pro recording software (\$15/mo.)
 - StreamYard live streaming platform (\$20/mo.)
 - Libsyn Basic hosting platform (\$15/mo.)
 - Content Compounding for re-purposing
- Previously (or less frequently) used
 - Blue Yeti USB microphone
 - Auphonix pop filter screen
 - Logitech C920 HD webcam
 - Zoom Basic
 - Photography Lighting Kit 1250W w/daylight umbrellas
 - Audacity editing software
 - Headliner.app
 - Lately.ai

