

Equipment Check List

Launching a podcast is relatively straightforward, and you don't need much to get started. You can start with just a microphone, headphones, recording and editing software and a publishing platform to share your work. We recommend you build your reach before getting fancy but the mic to is something you can't skimp on. The quality of your audio will affect your listenership but if you are taking your road on the show you will need a tool box of gear and software to make it all happen.

1. A good microphone

Audio is one area that you won't want to cut corners with. Your audience will be able to overlook a number of issues with your podcast -- but poor audio is generally regarded as unforgivable. The mic that comes built into your computer isn't adequate so instead, opt for something like the Rode Podcaster that has a USB connection. Or, you could spend a bit more and choose a dedicated XLR microphone, and a mixer, for superior quality and better control over the sound. If you choose this option, don't forget to grab an XLR cable to connect the mic to the mixer and a SD micro card.

2. Headphones

Listening as you record your podcast through headphones is vital. It enables you to assess your tone, projection and the ambiance of the room. They don't have to be top of the line, but you will want something that's up to the job. You'll need to hear what your guests are saying if you're doing Skype interviews, so choose some good, on-ear headphones and if using a headphone and mic combos make sure it's a USB connection so not to interrupt the transmission.

3. A pop filter

When talking directly into the microphone, your b's and p's will sound amplified. To avoid this speak into the side of your mic, rather than directly into it, or get yourself a pop filter. They're cheap priceless.

4. A boom

These aren't necessary when you're first starting out, a Rode suspension boom sets you back around \$130 but it's designed to hold your mic. As you become a podcasting pro a boom is great for sound quality, as you won't have to worry about the mic drifting away from you as you speak into it. You can position it and move around it and it injects that radio presenter feel.

5. A Skype account

If you're going to be doing interviews on your show at some point, you'll want to use Skype. This program has excellent sound quality, plus it's free,

which also helps. If your guests don't already have a [Skype](#) account, it's easy enough for them to set one up.

6. Recording and editing software

You'll need a way to edit your audio. You can start with a free program if you'd like. [Audacity](#), [Adobe Audition](#) or Garage Band are outstanding software tools which gives you a lot of options for post-production.

7. ID3 Editor

Most podcast and recording software will allow you to tag your podcasts using ID3 tags, but if not, you can easily do it with an [ID3 editor](#). This will allow you to store important information such as the title, track number and artist in the podcast -- and will allow the album art to appear when people download it.

8. A podcast hosting account

Don't worry about podcasts eating up your bandwidth; you don't have to host on your website. There are a number of extremely affordable media hosts that you can use instead. [Whooshkaa](#) is one of the more popular hosting and publishing options, although you can also check out [Soundcloud](#) and [PodBean](#).

9. Design software

Cover Art! This is the photo that people will see when browsing through shows or listening to yours. Whilst it's not completely necessary it is a very good idea. A good looking image is a great way to attract attention and extend your podcast's reach when listed on iTunes. [Buzzsprout](#) offers some great tips on how to create an awesome image, including size constraints, copy and colour suggestions, as well as referrals to find quality images. If you're not able to do your own design, you can always hire a graphic designer or [Upwork](#) to do it for you.

10. A vanity URL

If you're serious about growing your podcast, you'll want to make it easy for listeners to leave you reviews. One of the best ways to do this is to snatch up a vanity URL, discussed at sites like [this one sponsored by Apple](#). [Vanity](#) URLs are links that you can use to redirect to your podcast's reviews section on iTunes. This will save you from having to give out a long and complicated website address, simplifying the process for your listeners.

When it comes to starting a podcast, you really can spend as much or as little money or time as you'd like to get started. Set your budget up-front, spend the time planning and then get your gear together and record. The magic is in the moment you create the content, and only then can you tell if it will be of any value. .