



10 Podcast Tips

What defines a good podcast? Make no mistake -- there's a difference between a good podcast and a not-so-good podcast. A high-caliber podcast is much more than just decent content. The sound quality and the way a podcast is recorded will impact the value of the podcast as well. Podcast structure and pre-planning are also important; do not skip on the production, as it too can make or break a podcast.

Use these tips to help produce a quality podcast that will be distinguished above other related pod casts:

1. Invest In A Good Microphone

Poor quality podcasts are not going to be tolerated and listeners will simply unsubscribe rather than being subjected to a poor quality recording. There are a variety of microphones available and different types are designed for specific use. Find a microphone that suits your recording environment. Sound quality really does matter.

2. Distance Matters

Maintain a consistent distance from the microphone while recording -- this will ensure the recording volume is consistent throughout. If you find this challenging, you may wish to consider a microphone that is on a headset, as that will help insure a consistent distance during the recording.

3. Inflections

Use voice inflections to show emotion and to emphasize points and opinions. The inflections can add character and humour to broadcasts. Listeners will catch on to any enthusiasm but will often tune-out monotones.

4. Polish It

Add an image and background music to your podcast to make it stand out. Those small additions will help distinguish your podcast in the directories.

5. Use Editing Software

Use audio editing software to remove any recording defects or errors. Remove any long pauses or sound artefacts that might occur during the recording.

6. Minimize Background Noise

Find a secluded spot to record your show; this will help minimize background noises. Use the same spot to record each show, which will result in continuity in recordings.

7. Test

Prior to recording, conduct an audio test to make sure that the sound quality is acceptable and background noise is minimal.

8. Break It Up

Record longer clips in short segments; this will make the final editing process easier.

9. Add Transitions

Use software to add transitional sound effects between show segments. Additionally, add background music, theme music or overlays between the show segments to spice up the podcast.

10. Format

Each show in a podcast series should follow a prescribed format. All shows in a series should be similar in length. Try not to stray too far from the pre-planned format, as listeners will come to expect it.

Podcasting is becoming more and more popular. In order to differentiate your podcast and make it stand out from others in the same sector, use these top 10 tips.

