CourseMints

GUIDE

Podcast Launch Guide

Plan, Record and Grow Your Show

SELF-PACED PDF COURSE

COURSEMINTS.COM

CourseMints

Podcast Launch Guide

Plan, Record and Grow Your Show

COPYRIGHT

© 2026 CourseMints. Published by Morvex Corporation Limited, Studio No. 28, 2 Old Brompton Road, London, England, SW7 3DQ. Registry Nr: 17034959. info@coursemints.com

All rights reserved. No part of this guide may be reproduced, stored or transmitted in any form without written permission from the publisher, except as allowed by the license below.

YOUR LICENSE

This guide is licensed to the buyer for personal use. You may download it, read it on any of your devices and print as many copies as you need for yourself. Please do not resell, share, upload or redistribute it, in whole or in part.

DISCLAIMER

This guide is for educational purposes only. Results depend on your effort and circumstances, and no particular outcome is guaranteed. If you are dealing with a medical, legal, financial or mental health concern, please consult a qualified professional.

INSIDE THIS GUIDE

Contents

	How to Use This Guide	4
CHAPTER 1	Your Show Concept	6
CHAPTER 2	Choose a Format and Length	10
CHAPTER 3	Plan Episodes People Finish	14
CHAPTER 4	Find and Prepare Guests	19
CHAPTER 5	Recording Gear on a Budget	23
CHAPTER 6	Room Sound and Mic Technique	27
CHAPTER 7	An Efficient Editing Workflow	30
CHAPTER 8	Hosting, RSS and the Podcast Apps	34
CHAPTER 9	Artwork, Titles and Show Notes	38
CHAPTER 10	Your Launch Plan	42
CHAPTER 11	Grow Your Listeners	46
CHAPTER 12	Sponsorship and Other Income	50
CHAPTER 13	Staying Consistent	53

How to Use This Guide

Starting a podcast is easy. Making one that people finish, and come back to next week, takes a little more planning. This guide walks you through the whole process: shaping a show concept, choosing a format, planning episodes, booking guests, recording good audio on a modest budget, editing without losing your weekends, publishing to the main podcast apps, launching, growing your audience and, if you want to, earning from it.

It is written for first-time podcasters: business owners, creators, professionals, hobbyists and community groups. You do not need a radio voice, a studio or an existing audience. You need a clear idea of who the show is for, decent sound and a schedule you can keep.

How the guide is built

1. **Plan (Chapters 1 to 4):** your show concept, format, episode structure and guests.
2. **Produce (Chapters 5 to 7):** gear, room sound and an editing workflow.
3. **Publish (Chapters 8 to 10):** hosting and RSS, artwork and show notes, and your launch.
4. **Grow and last (Chapters 11 to 13):** finding listeners, earning income and staying consistent.

How to get the most from it

1. **Work in order the first time.** Decisions in the early chapters (who it is for, the format) shape everything after them.
2. **Fill in the exercises as you go.** By Chapter 10 you will have a show plan, an episode template, a guest kit, a production checklist and a launch calendar.
3. **Record a test episode early.** Chapters 5 to 7 make far more sense with your own audio in front of you.
4. **Keep the production tracker** from Chapter 13 once you are publishing.

CAUTION

Apps, hosts and rules change

Podcast apps, hosting companies and their features change often. This guide was written in 2026, and where something depends on a specific service, setting or requirement we say “at the time of writing”. Check each service’s own help pages before you rely on a detail. The craft (clear concepts, clean sound, good structure, consistency) changes much more slowly.

TIP

About the examples

The podcasters in the example boxes are fictional composites created to show the ideas in action. Their results are illustrations, not promises. How a show grows depends on its topic, its timing, its hosts’ effort and many factors nobody controls.

KEY TAKEAWAYS

- A podcast people finish starts with a clear listener and a clear promise.
- Work through the chapters in order and fill in the exercises.
- Record a test episode early; it makes the production chapters practical.
- Check service-specific details on each provider’s help pages.

CHAPTER 1

Your Show Concept

01

Most podcasts that struggle have the same problem: the hosts know what they want to talk about, but not who it is for or why that person should press play instead of the thousands of other shows in their app. A clear concept fixes that before you spend anything.

Why a concept matters

A listener chooses a podcast in a few seconds, from a title, a square of artwork and a line of description. They keep listening if each episode gives them what the show promised. A clear concept makes both easier: easier for the right listener to recognize the show as theirs, and easier for you to decide what belongs in an episode and what does not.

It also protects you. A show with a clear purpose is much easier to keep making, because you never sit down wondering what this week's episode should be.

The concept sentence

Write your concept as one sentence:

[Show name] helps [specific listener] [get a result or feel something] through [format and angle].

- "Night Shift helps newly qualified nurses survive their first year through honest interviews with nurses a few years ahead of them."
- "Small Plot helps people with tiny gardens grow food all year through short weekly episodes on one crop or problem at a time."
- "Lost Streets tells the stories behind the forgotten buildings of one city through researched, narrated episodes and local voices."

The listener is specific. The result is something they want. The angle is why your show rather than another.

How to shape your concept

1. **Name your listener.** Who are they, what situation are they in, and when do they listen (commuting, walking the dog, at the gym, doing chores)? Listening context matters: a show for commuters can be 25 minutes; a show for long drives can be longer.
2. **Name the result.** What will they get from an episode? Practical help, inspiration, company, entertainment, insider knowledge, a laugh?
3. **Name your angle.** Your experience, your access to people, your location, your humor, your format. “Two teachers who have both quit and returned” is an angle.
4. **Check what exists.** Search Apple Podcasts, Spotify and YouTube for your topic. Listen to two or three episodes of the top shows. What do they do well? What do listeners say is missing in reviews and comments? A crowded topic is fine if your listener or angle is different.
5. **Write 20 episode ideas.** If 20 come easily, you have a show. If you struggle at eight, narrow or widen the concept until you can fill a season.
6. **Decide your goal.** Is the podcast for your business, your career, a community, a creative project or fun? Your goal decides how you measure success later (Chapter 11).

Naming your show

A good podcast name is easy to say, spell and remember after hearing it once. Two common approaches work:

- **Descriptive:** says what the show is about (“The Small Garden Podcast”). Easier to find in search.
- **Brandable:** a memorable phrase with a clear subtitle (“Small Plot: Growing Food in Tiny Spaces”). More distinctive, and the subtitle does the explaining.

Search the main podcast apps and the web for your name before you commit. Avoid names used by other shows or that include someone else’s brand or trademark. Check that a matching website domain and social handles are available if you want them.

EXAMPLE

Narrowing a concept

Priya wanted to start “a podcast about careers”. Her first 20 ideas were scattered: résumés, burnout, salary, remote work, retirement. When she named her listener, she realized the person she understood best was someone like her former self: a lab scientist wanting to move into an industry job but not knowing how. Her new concept: “Bench to Business helps lab scientists move into industry jobs through interviews with people who made the switch.” She listed 32 episode ideas in one evening, and every one had an obvious guest.

EXERCISE

Your show concept

1. My listener (who they are, their situation, when they listen):

2. What they get from each episode:

3. My angle (why this show rather than another):

4. My concept sentence: