

Let's get your voice out there

The world and your
future customers are
waiting! 🔥



The Zero-Cost Podcast Blueprint: Launch, Record, Publish Like a Pro

A Step-by-Step Guide for Business Owners,
Coaches & Entrepreneurs

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Why Every Business Needs a Podcast

- **Build Trust & Authority:** Sharing your voice helps build a personal connection with your audience.
 - **Content that Converts:** Turn your insights into evergreen content for SEO, social media, and client education.
 - **Cost-Effective Marketing:** Unlike ads, podcasts live forever and keep bringing in leads.
 - **Expand Your Reach:** Be discovered on platforms like Spotify, Apple, and YouTube by new potential clients.
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Planning Your Podcast

- **Name Your Show:** Make it clear, catchy, and related to your niche.
 - **Craft Your Hook:** Why should people listen? What problem do you solve?
 - **Title Your First Episode:** Make it timely, relevant, and click-worthy.
 - **Select a Format:** Solo, co-hosted, interview-style, or mixed?
 - **Choose a Topic Niche:** Focus on your expertise and what your audience cares about
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Creating & Preparing Content

- Write a short **intro script** (who you are, what listeners will get).
 - Develop a **list of interview questions** or talking points.
 - Prepare an **outro** with a CTA (call to action).
 - Create a **thumbnail graphic** for your podcast.
 - Build a **one-pager** of tools & resources you'll mention.
 - Optional: Use AI tools to help you write your script or generate questions.
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Choosing the Right Guest or Co-Host

- Look for someone who:
 - Brings energy and insight
 - Aligns with your audience
 - Can help promote the episode
 - Schedule a quick pre-call to align expectations.
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Prepping to Record Like a Pro

- **Decide on Format:** Audio-only or video + audio?
 - **Gear Checklist:**
 - USB Mic (e.g. Samson Q2U or Blue Yeti)
 - Webcam or phone with HD video
 - Headphones (no echo!)
 - Quiet room with soft surfaces
 - Lighting kit or window light
 - Proper camera framing (eye level!)
 - **Final Touch:** Test your setup before you hit record!
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Recording Your Episode

- **Tools to Use:**
 - Zoom (easy, reliable)
 - Riverside.fm (video-friendly)
 - Zencast, StreamYard, or Squadcast (podcast-specific tools)
 - Always hit record early — better to have extra than miss the gold.
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Post Production Options

- **DIY Editing Tools:** Audacity, GarageBand, Descript
 - **Hire Help:** Use Fiverr, Podcast4Free, or Upwork editors
 - **What to Edit:**
 - Remove “ums,” awkward silences, tech issues
 - Add intro/outro music and your CTA
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Publishing & Distribution

- **Core Platforms:**
 - YouTube (video or audio w/ visuals)
 - Apple Podcasts
 - Spotify
 - Your business website
 - **Must-Haves:**
 - Show Notes with summary and timestamps
 - Episode title and description
 - Transcript or bullet points
 - Links to tools or mentions from the show
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Marketing & Promotion


- **Free Tactics:**
 - Share clips on social media
 - Post quotes or takeaways
 - Email your list
 - Embed the episode on blog posts or landing pages
 - **Paid Tactics:**
 - Boost posts on Facebook/Instagram
 - Run YouTube ads to targeted keywords
 - Partner with micro-influencers
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Next Step: Let Us Do Your First Episode For Free!

 Want a shortcut to launch?

 Book a free call with [Podcast4Free](https://www.podcast4free.com) and let our team:


- Help you prep and plan
- Record and edit it for you
- Publish it across platforms

 Your first professional episode—100% FREE!

 **Call us now at 201-380-2554 or visit [www.Podcast4Free.com](https://www.podcast4free.com) to book a zoom call get started today!**



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