

LESSON TWO  
THE GROWTH UNIVERSITY

# **Business Growth Through Podcasting.**

# LESSON TWO

1 - THE EQUIPMENT

2 - THE SOFTWARE

3 - HOSTING PLATFORMS

4 - SECURING AN RSS FEED

5 - PODCAST GUESTS

# **EQUIPMENT & SOFTWARE**

**Podcasting with NO budget :**

**Zoom or Instagram live**

**iMovie / Garage to clip audio (APPLE)**

**Audacity (PC)**

**Audio Extractor - Extract sound from video online**

**<https://audio-extractor.net>**

# EQUIPMENT & SOFTWARE

*Podcasting with a budget:*

**Rodcaster Pro - €499**

**Rode PodMic - €109**

**Adobe Audition - €25 per month**

[https://www.thomann.de/ie/rode\\_rodcasters\\_pro\\_bundle\\_1.htm](https://www.thomann.de/ie/rode_rodcasters_pro_bundle_1.htm)

# HOSTING PLATFORMS

1. Soundcloud
2. Podbean
3. Buzzsprout
4. Anchor
5. Speaker
6. Audioboom

# PLATFORMS

## Add your podcast to see stats

### 1. Link to your RSS feed

This way, your podcast will be on Spotify, and future episodes will appear automatically. No need to upload anything.

### 2. Get stats, updated daily

Once your podcast is on Spotify, see how it's performing and learn more about who's listening, and from where.

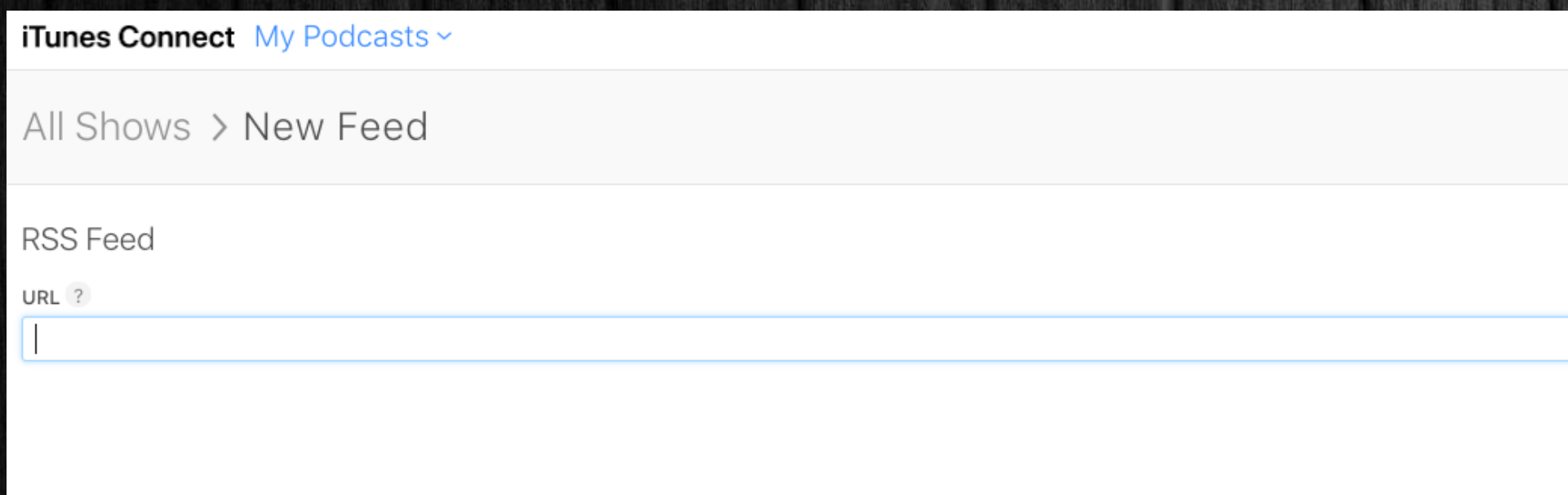
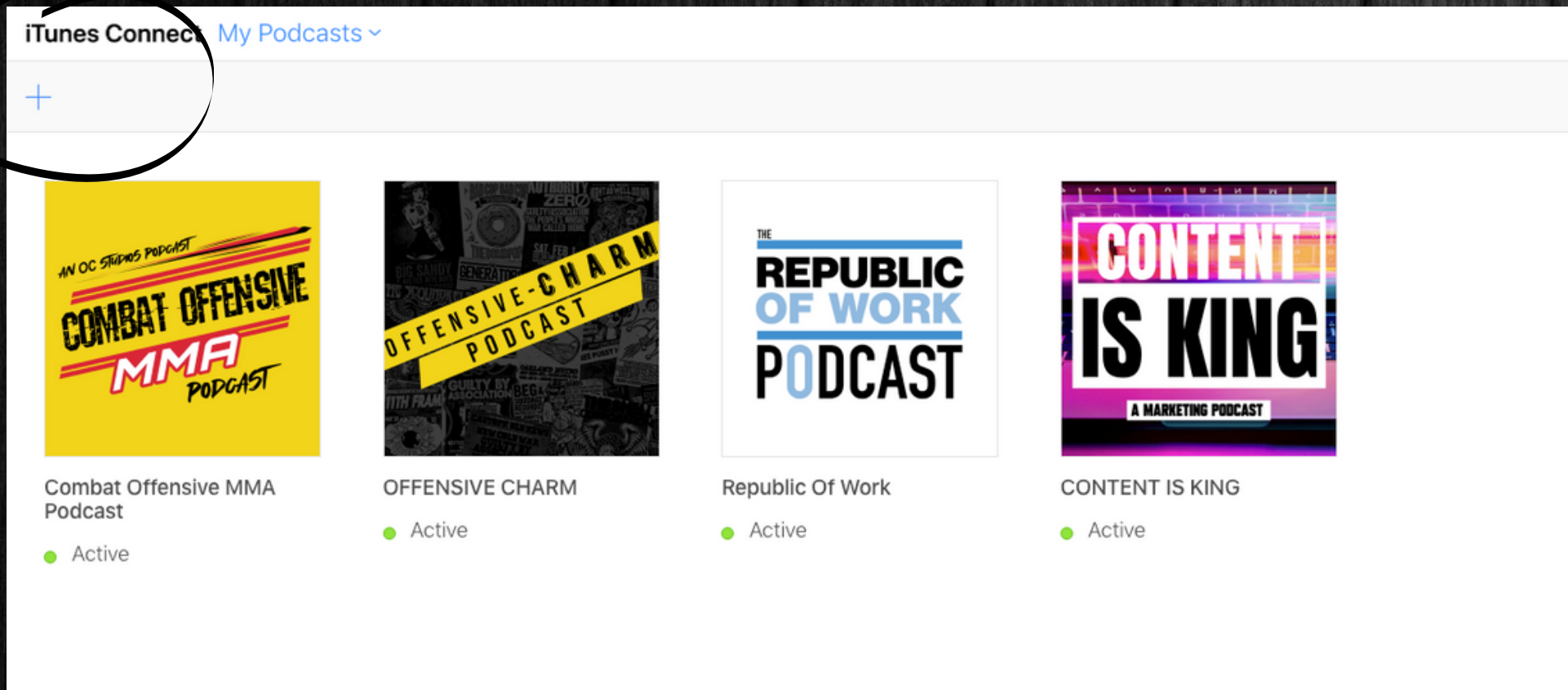


GET STARTED



<https://podcasters.spotify.com/submit>

# PLATFORMS



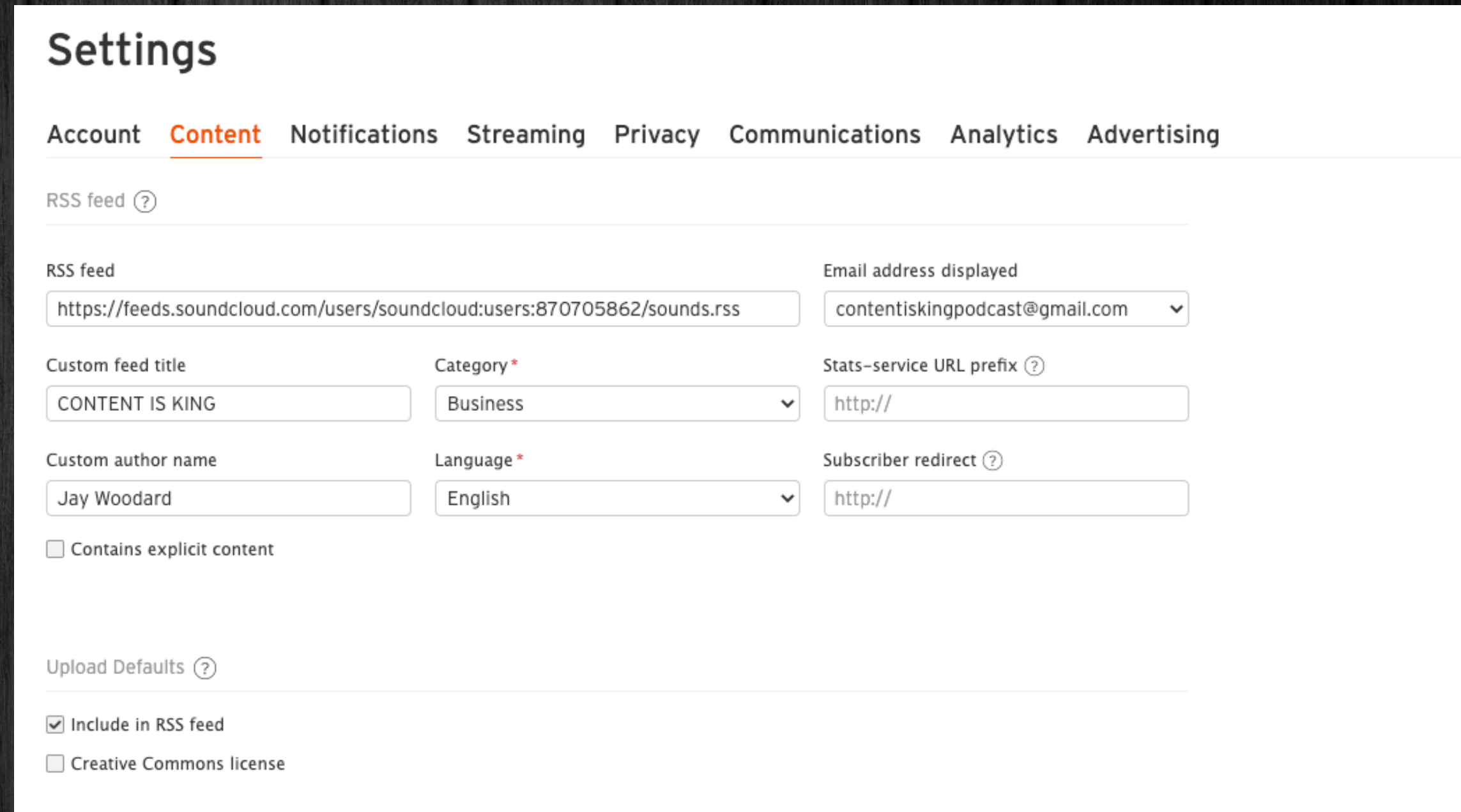
<https://podcastsconnect.apple.com/>

# WHAT'S AN RSS FEED?

An RSS feed is an essential piece of technology that powers every podcast.

A podcast RSS feed contains information about your show and its episodes.

It then passes that information to podcast directories, like Apple Podcasts or Spotify, each time a new episode is published.



**Settings**

Account **Content** Notifications Streaming Privacy Communications Analytics Advertising

RSS feed [?](#)

RSS feed  Email address displayed

Custom feed title  Category\*

Custom author name  Language\*

Stats-service URL prefix [?](#)

Subscriber redirect [?](#)

Contains explicit content

Upload Defaults [?](#)

Include in RSS feed

Creative Commons license



# PODCAST GUESTS

It's important to make sure that you actually want this person on your show / podcast. The world is full of forced interviews and people have grown accustomed to ignoring them.

You want your listeners engaged but how are they gonna be engaged if you're not engaged with the guest.

It's such an intimate relationship between a listener and a podcast, you have their undivided attention so they will know if you're not interested and I would almost guarantee they will shut off too.



**THANK YOU**

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