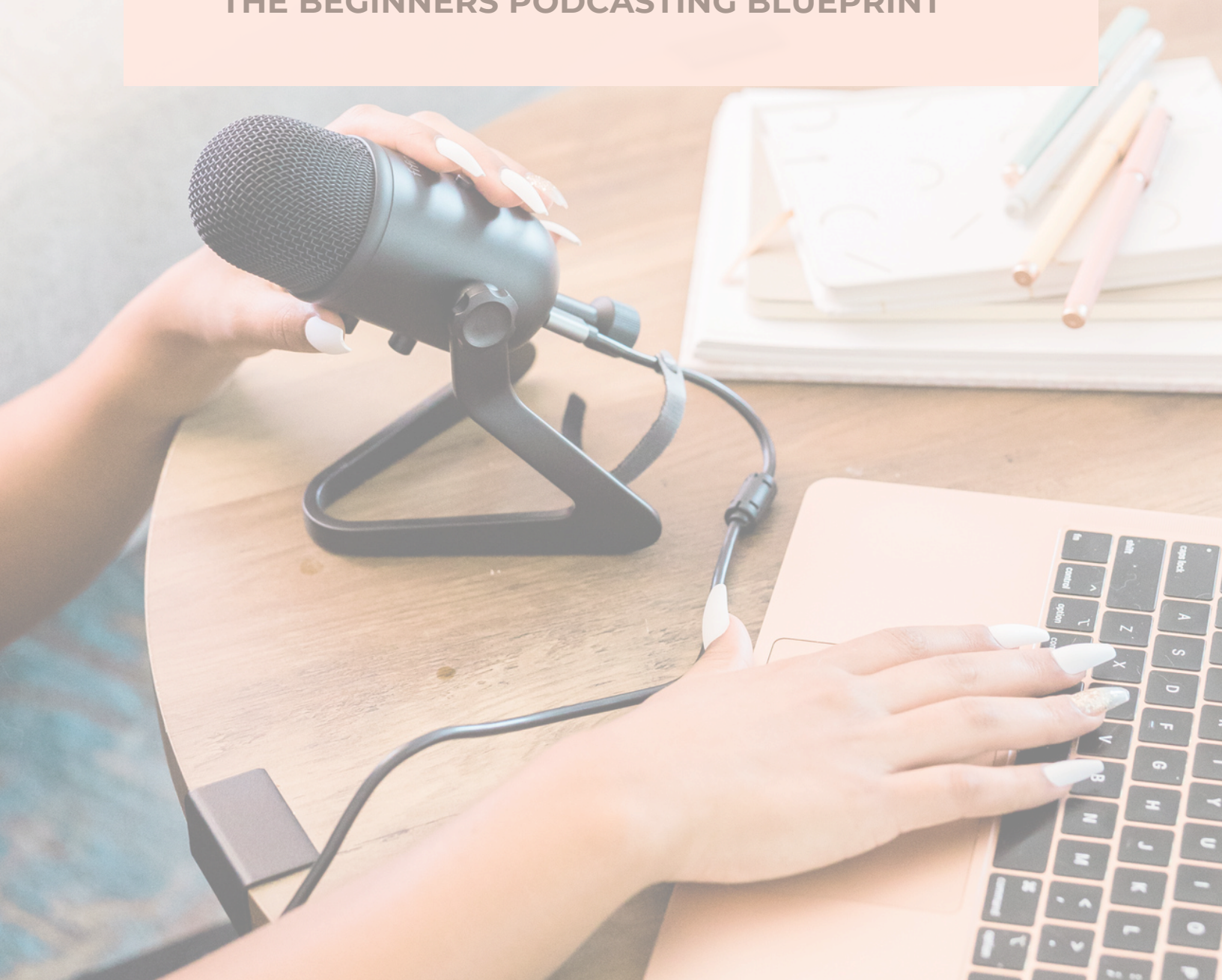


# from idea to airwaves

THE BEGINNERS PODCASTING BLUEPRINT



# Hi fellow world changer

**Your voice, wisdom, and unique perspective are the magic ingredients that can transform the world. What better way to break through the noise and reach the masses than creating a podcast? Podcasting is your canvas for creativity, a platform where you can share your passions and let your voice resonate far and wide.**

**Some may lead you to believe that podcasting is a breeze and that you don't need to invest much effort. While it's true that podcasting offers a smoother path compared to video creation and isn't bound by the constraints of ever-changing algorithms or social media post schedules, it's not a free ride. Your secret here is passion—putting your heart and soul into your podcast. This isn't just work; it's an art form where you get to weave your message into a masterpiece.**

**In the pages of this blueprint, you'll embark on the journey to become a badass of podcasting. We're not just diving into the technicalities of audio equipment and hosting platforms; we're going beyond. You'll learn how to develop your unique voice, structure your show for impact, and pick the right equipment to make your podcast shine.**

**It's time to let your voice soar and be heard by the world. So, get ready to embrace the power of podcasting and change the world, one episode at a time.**

*Are you ready?*

”  
**CREATE MAGIC  
WITH YOUR  
VOICE**

*Shannon*

before we get started...

# about the author

Hey, I'm Shannon K, a manifestation and business coach, creator of the ***Manifest SHE brand***, and host of the ***Live Life Unapologetically*** podcast. In the beginning of my journey, I didn't always have this kind of clarity or confidence.

I used to be buried in burnout by overworking, over-giving, and constantly questioning if I was "doing enough." I've worn the hats of content creator, strategist, assistant, coach, dreamer, and woman with a big-ass vision who didn't always know how to bring it to life.

My turning point? Using manifestation as a practical, powerful way to build a business and a life that actually feels good. And podcasting? That became one of my favorite tools for doing just that. It gave me a platform to share my truth, build connection, and attract aligned clients...while staying rooted in my purpose (not performance).

I created this guide because I know how overwhelming it can feel when you want to start a podcast but have no idea where to begin or you're stuck thinking it has to be complicated, expensive, or "perfect." It doesn't.

You just need clarity, alignment, and a strategy that fits the way you work best. That's what I help women do...ditch the noise, organize their magic, and start manifesting success on their own terms.

If you're ready to amplify your voice and your business in a way that feels ease-filled and magnetic, I got you. This guide is your first step.

Let's make some noise—in the most aligned, soul-led way possible.



Shannon Kline

[www.manifestshe.com](http://www.manifestshe.com)  
[contact@livelifeunapologetically.com](mailto:contact@livelifeunapologetically.com)



@manifestshe\_

# podcast expedition

This guide is your blueprint to success in the podcasting world.  
Uncover the path to turn your passion into a captivating podcast that  
resonates with your audience.



## STEP 01

### **Finding Your Voice**

*Developing Your Podcast Message*

## STEP 02

### **Podcast Persona**

*Branding Your Show with Flair*

## STEP 03

### **The Soundtrack of Success**

*Gear Up for Podcast Production*

## STEP 04

### **Pressing Record**

*Bringing Your Podcast to Life*

## STEP 05

### **Your Mic, Your Moment**

*Showing Up and Shining*

**YOUR VOICE IS  
YOUR NORTH STAR;  
IT GUIDES YOUR  
JOURNEY, AND  
WHEN YOU  
AMPLIFY IT WITH  
PURPOSE, IT LIGHTS  
UP THE PATH FOR  
OTHERS TO  
FOLLOW.**



# step one

## *finding your voice*

Let's get personal. Why are you venturing into the thrilling world of podcasting? What sparks your passion and purpose for this journey? Dive deep into the 'why' and let it fuel your podcasting fire.

This is the step where you go on a quest to unleash the passion within. So, grab your brainstorming hat, and let's jump off on the journey of taking your idea to the airwaves by captivating your audience and leaving them craving more.

Your podcast theme is the guiding star in the vast galaxy of content creation. Like a gripping book genre, your podcast's theme is your signature dish—the core message that'll resonate with your audience.

Once you've uncover your podcast's central theme, you'll explore the topics. Think of these as the core ingredients in your audio adventure. You will select up to five key topics that align with your theme to start bringing your dish together. Your topics are must-haves to make your recipe shine.

Now, here's where the magic happens. You are going to spice those topics with engaging subtopics. These will be your individual show episodes, the building blocks of your podcast. Subtopics let you offer your eager listeners a your unique insights, keeping them hooked on your content.

# finding your voice

the heart of your show

It's time for the fun part—developing the recipe for your podcast. It all starts with deciding on what you want our signature dish to be...in this case, the central theme of your show.

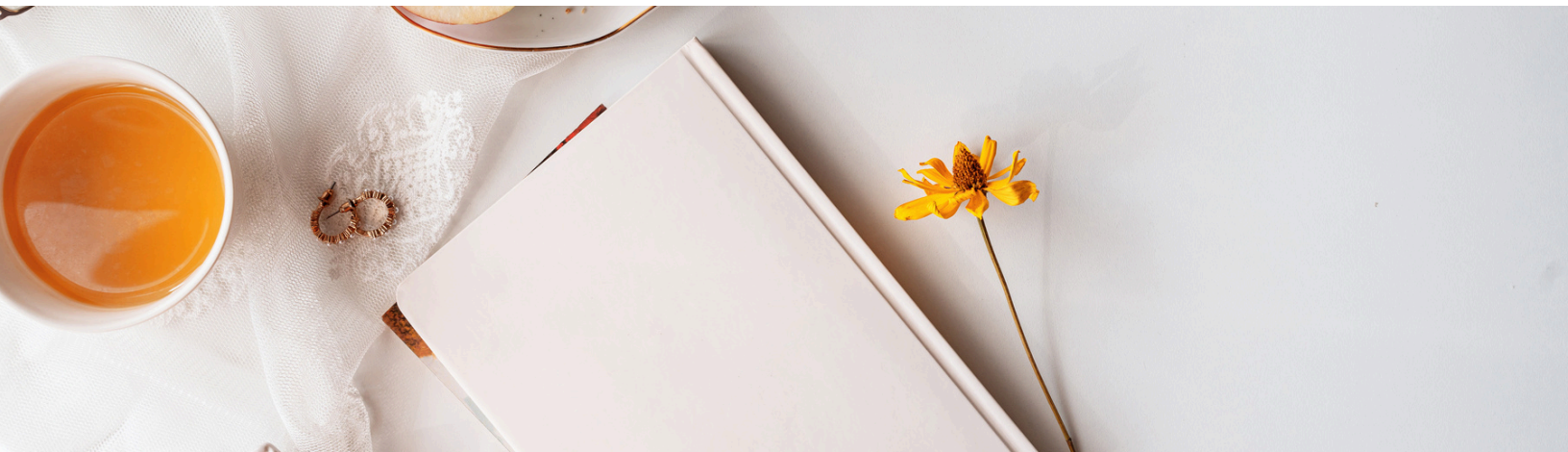
Your theme is what is on the menu when listeners tune in to eat up all the goodness you have to share. Think of the theme as the soul of your show.

I will give you a sneak peek into the process by sharing a slice of my podcasting pie. It's time to take a whirlwind tour through the magic of themes and topics.

### My Main Theme:

Life is too Short to Play Small - Shine Your Unique Light.

It's like a motto, a rallying cry, a daily reminder to seize life and shine as brightly as possible. It's like a secret ingredient, a unique spice, a touch that makes each episode delicious.



*finding* **your voice**  
the heart of your show - questions

**Use the questions to help develop your theme**

What are you most passionate about discussing?

Who do you want to help with your podcast?

What unique spin do you bring that will help people?

What do you want your podcast to achieve or convey?

What impact do you hope to make?

*finding* **your voice**  
the heart of your show - theme

My Podcast Theme Is:

# finding YOUR voice

the heart of your show

You know the dish you want to make; now, you need to build a one-of-a-kind recipe. You are going to select the key ingredients that will build that savory show...these are your topics.

Your topics are related to the overall message of your show. After all, you can't create mac n cheese without the cheese, right? Your show topics are what are essential to guiding your listeners to the grand experience.

## My Overarching Show Topics:

*Here are my show topics that lead to my listeners shining their light in the world...*

- 1. Unlocking Your Potential:** It's all about uncovering those hidden gems within yourself, igniting your untapped potential, and watching yourself bloom.
- 2. Overcoming Self-Doubt & Trusting:** Here, we delve into conquering those doubts and learning to trust your unique path.
- 3. Authenticity & Self-Expression:** In a world that sometimes feels cookie-cutter, we celebrate being yourself unapologetically.
- 4. Self-Care & Well-Being:** We explore the art of physical and mental self-care because a healthy you is a powerful you.
- 5. Achieving Success with Intention:** Success is not just about the destination but also the journey.



*finding* **YOUR VOICE**  
the heart of your show - questions

**Use the questions to help develop your topics**

What are the core elements of my theme?

What are the most pressing questions related to my theme?

What tools or strategies align with my theme?

What topics am I most excited to talk about?

How do the topics bring my listeners to the goal of my theme?

*finding* **your voice**  
the heart of your show - topics

My Topics for the Show:

# finding **YOUR VOICE**

## the heart of your show - episodes

Welcome to the fascinating world of subtopics. They are the secret ingredient that gives an extra zing and becomes your individual podcast episodes. Think of your subtopics as the spices that give your topics a punch. They are the key to bringing together your show, so it is always flavorful and hits the spot.

### Here's a peek at how I work my podcasting magic with subtopics: **Subtopics (Episodes):**

For each of my topics, I break them down into a buffet of subtopics. These are the little nuggets of wisdom that I can't wait to share with my audience. I dig deep into these subtopics to give my episodes depth and variety.

### **Mix and Match:**

I mix and match my subtopics to create engaging episodes. Sometimes, I'll blend different subtopics within a single episode, making it a dynamic and ever-evolving experience for my listeners.

### **Series or A La Carte:**

If I feel a bit more structured, I might go the series route. That's when I pick a specific topic and serve up a sequence of related subtopics. It's like offering my audience a full-course meal of knowledge to savor.

### **Audience First:**

I pay close attention to what my audience is craving. If I notice they're particularly hungry for knowledge in a specific area, I whip up extra subtopic episodes to feed their curiosity.

# finding your voice

## the heart of your show - episodes

Congratulations! You've locked in your theme and pinpointed your tantalizing topics. Let's take a moment to celebrate your budding podcasting journey. You're not just starting a show; you're cultivating your voice, and that's worth a cheer or two!

It's time to get creative and decide on the episodes to bring your vision to life. This is where the real fun begins. You can break down your chosen topics even further into delicious subtopics.

You will begin writing your signature recipe in the following few pages. Below are some examples of how I sprinkle my spices throughout my podcast.

### 1. UNLOCKING YOUR POTENTIAL

**Mindful Creation:  
Building Your Dreams  
with Intention and  
Purpose**

**Empowerment in  
Every Breath:  
Harnessing Your  
Inner Power Daily**

**Embracing Your  
Spark: Igniting the  
Divine Flame  
Within**

### 2. OVERCOMING SELF-DOUBT & TRUSTING YOUR JOURNEY

**From Skeptic to  
Seeker:  
Transforming on a  
Quest for Truth**

**Rewriting Your  
Story: Releasing  
Limiting Beliefs for  
Lasting Change**

**Defeating the Inner  
Critic: Strategies to  
Silence Self-  
Sabotage**

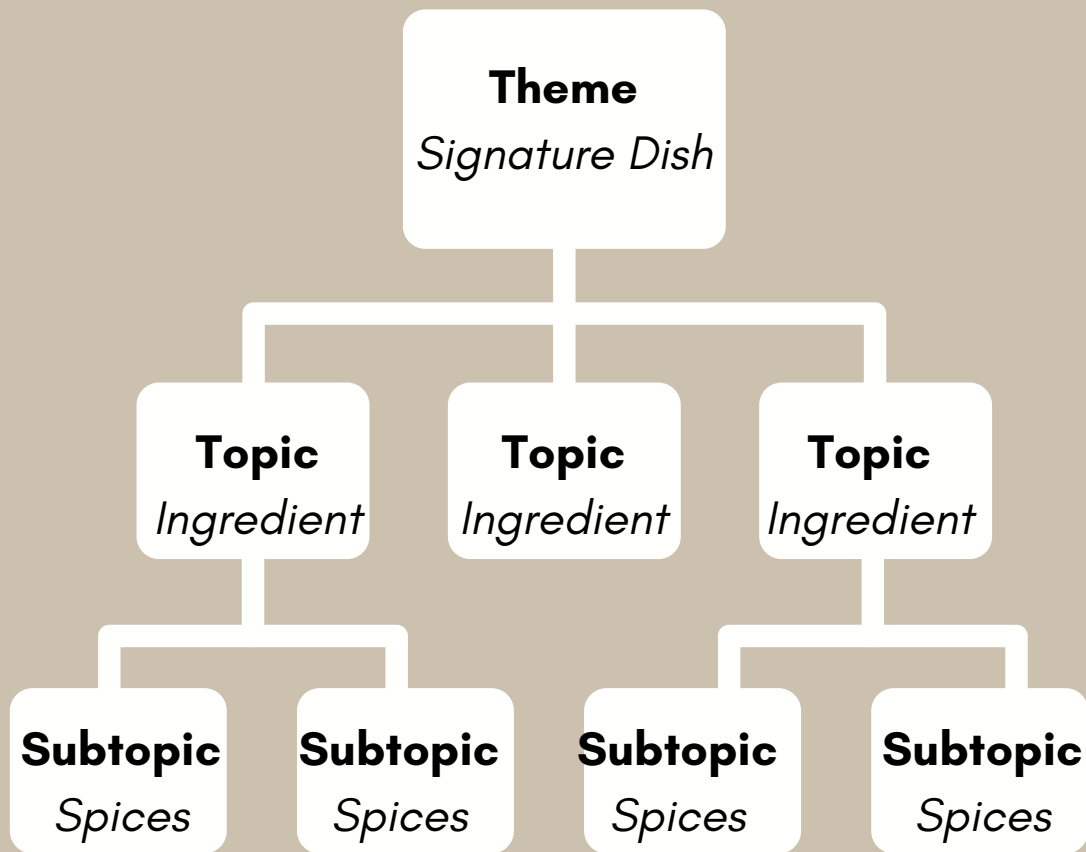
### 3. AUTHENTICITY & SELF-EXPRESSION

**Finding Your  
Voice: Embracing  
Authentic  
Expression**

**The Authenticity  
Challenge:  
Overcoming Fear of  
Judgment**

**Redefining Success:  
Measuring Your  
Journey by Your  
Own Standards**

*finding* **your voice**  
the heart of your show - episodes





Subtopics are the individual podcast episodes


*finding* **your voice**  
the heart of your show - episodes


**Topic 1:** \_\_\_\_\_


Subtopics (Episode Titles)


 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_


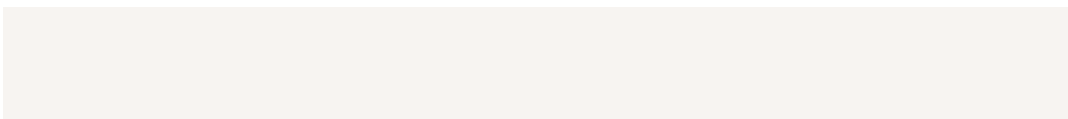
 \_\_\_\_\_


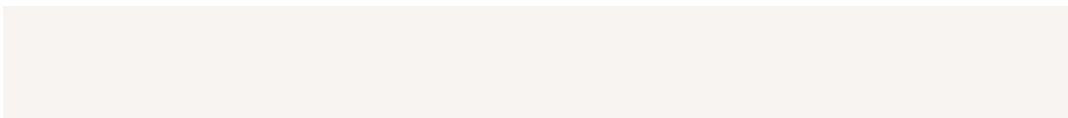
 \_\_\_\_\_


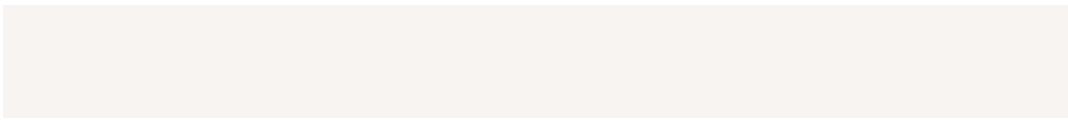
*finding* **your voice**  
the heart of your show - episodes


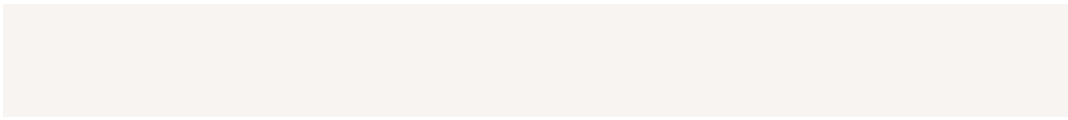
**Topic 2:** \_\_\_\_\_


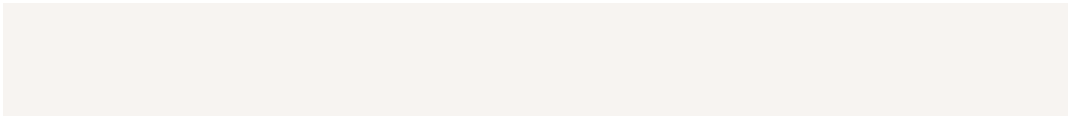
Subtopics (Episode Titles)


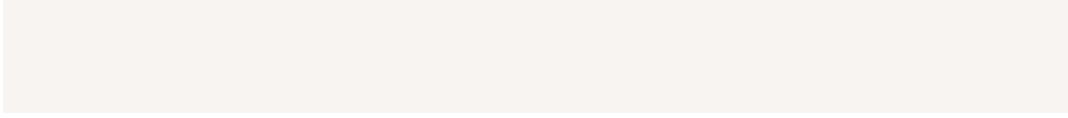
 


 


 


*finding* **your voice**  
the heart of your show - episodes


**Topic 3:** \_\_\_\_\_


Subtopics (Episode Titles)


 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_


 \_\_\_\_\_


 \_\_\_\_\_


*finding* **your voice**  
the heart of your show - episodes


**Topic 4:** \_\_\_\_\_


Subtopics (Episode Titles)


 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_


 \_\_\_\_\_


 \_\_\_\_\_


*finding* **your voice**  
the heart of your show - episodes


**Topic 5:** \_\_\_\_\_


Subtopics (Episode Titles)


 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

**YOUR BRAND IS  
YOUR  
UNAPOLOGETIC  
DECLARATION TO  
THE WORLD: I AM  
HERE, I AM UNIQUE,  
AND I AM READY TO  
SHINE.**



# step two

## *podcast persona*

What's in a name? Well, it turns out, it's a whole heap of magic, a dash of stardust, and a pinch of YOU. You were born to be a standout, a beacon of light in this world, and your authenticity is your key to success.

Your podcast persona lets your uniqueness shine for all the world to see or, rather, hear. When crafting your persona, you're not playing a character; you're revealing the extraordinary you, and it's time to share that with the world.

So, toss aside any notions of shrinking yourself to fit into someone else's mold. This is your stage, and it's time to claim your space in this world. Forget about the outside pressures and tune into your inner essence.

There's no room for copycats when you're developing your brand for YOUR show. You're not here to imitate, but you're here to illuminate. You have something exceptional to offer the world, and it's time to show up in all your glory.

It's time for the practical steps and mystical flow to create your show's brand. Your brand is like the heartbeat of your podcast, and that's why authenticity is the name of the game here.

There's no need to keep a facade when walking in your truth. So, let's roll up our sleeves and get busy developing your brand. Your podcast is your signature dish, and it's time to serve it with the flavor of your authentic self.

# podcast **persona** your brand style

## Unleash Your Multifaceted Brilliance

Did you know you're like a dazzling, multifaceted gem and uniquely brilliant? It's true. Your brand is a blend of styles that create the one and only YOU. And your brand tone? That sets you apart from the crowd. After all, you're diving into the world of podcasting to share your voice, so why not make it a voice that feels utterly, authentically YOU?

Your podcast isn't some stiff business call. It's not a robotic recitation of facts and figures. No, it's like chatting with a friend who spills the juiciest advice (or maybe a bit of tea, too!). Have you ever noticed how you convey things without predetermined "standards"? That is your brand tone, unique flavor, and essence.

You don't have to stick to one monotonous tone on your podcast. The beauty of authenticity is that your brand voice will naturally shine through, and it will be consistent because it's YOU. So, let's get ready to let all your facets sparkle in the podcasting universe.

## My Brand Style:

You don't have to squeeze yourself into a box. My brand voice? Well, it's like a casserole of logically technical with a dash of wit, a dollop of no-nonsense, a sprinkle of empathy, and a splash of empowerment, all stirred up with a calm and fierce twist. I could go on, but you get the picture. I weave these facets into my show naturally, like a chef seasoning a dish based on the day, the topic, and my mood.



# podcast persona

## your brand style - questions

Answer the following questions which can help you gain clarity about your brand style.

What is your conversational tone with friends and family?

What emotions do you want to evoke from your listeners?

What adjectives describe your authentic self?

What makes you unique and sets you apart with your approach?

How does your podcast align with your authentic self?

How does your authentic tone create meaningful connections?

# podcast persona your brand name

You've got the big pieces of the puzzle in your hands, and you're ready to march forward and declare your podcast's brand name. This is how people will search for YOU and discover the awesomeness you're about to unleash.

You've already got your theme locked in and your topics lined up, and you've even brainstormed how you'll style those elements. It's time to wrap it all up into a shiny, memorable brand name.

You can go for a singular leading show name or spice it up by adding a tagline—it's your podcasting playground, and the rules are yours to make. For instance, my show is "Live Life Unapologetically." It's like my podcast's anthem, which effortlessly ties into my theme about not playing small and letting your light shine..

## Here's a little secret:

"Live Life Unapologetically" wasn't my first choice, and the steps I'll reveal will show you how that can happen. Right now, I want you to brainstorm SEVERAL names (and some taglines) that could be the kick-ass brand for your show. Let your creativity run wild! Your podcast is about to get a name as unique and fabulous as you are.



**UNTIL NEXT TIME - STAY  
FIERCE, STAY FABULOUS,  
AND, AS ALWAYS, LIVE LIFE  
UNAPOLOGETICALLY.**

**- SHANNON K**

*I use my tagline to close my shows*





## *podcast* persona your brand name - research

High-five for reaching this point! You've got a lively list of potential names for your podcast, all aligned with the fabulous voice of your show. Let's put on our practical chef hats because it's time for a little mechanical magic.

This is the part where we get down to business, just a smidge less glamorous than brainstorming names but oh-so-essential. It's like preheating the oven before you bake that mouthwatering cake, greasing the pan to ensure nothing sticks, and pulling out those measuring cups for precision. This is where the recipe truly comes together.

You'll dive into your show title on multiple fronts to ensure it's available and ready to grow with you. This is the practical part of the journey, the behind-the-scenes work that ensures your podcast has a robust and reliable name to stand by.

# podcast persona

## your brand name - step one

### Is the name available

It's time to whip out your investigative skills and embark on a search for your podcast name. You've got this stellar podcast name ideas, and you're eager to see if it's up for grabs in the vast podcasting kingdom. We would all like to feel super original...but sometimes a name is already taken somewhere.

### Next Step...

If your podcast name is as free as a bird and ready to take flight, rock on! You're one step closer to podcast stardom. If your chosen name is already taken or could be a doppelgänger to another podcast, no worries. You've got that list of names to explore. It's all part of the adventure.

### Where to Search

To make your life easier, there's a nifty tool at your service— the podcast name checker. You can hop over to [listennotes.com](https://listennotes.com), enter your podcast name idea, and see if it's waiting for you with open arms. But here's the fun twist: Keep an eye out for any podcast doppelgängers that could lead your listeners on a wild goose chase. You want your podcast to stand out, not get lost in a sea of similarities.

### PRO TIP:

Ready to go the extra mile in podcast name protection? Name-check not just one, not two, but your top five podcast name contenders.

Why, you ask? Well, my podcast-savvy friend, it's all about being prepared and giving yourself a safety net as we venture into the next steps.

# podcast **persona**

## your brand name - step two

### Digging deeper

You've jumped the first podcast name hurdle, and it's all smooth sailing from here, right? Well, not so fast.. Just because your name isn't already snapped up by another podcast doesn't mean you're in the clear. It's time to put on your name-sleuth skills and dig a little deeper.

### Where to Search

Your mission? Ensure that your chosen name isn't already a registered trademark. Now, you don't need a law degree for this—there's a handy-dandy tool that can help. All you need to do is click right [tmsearch.uspto.gov/](https://tmsearch.uspto.gov/). Pop your podcast name into that virtual search bar, and voila! You'll uncover whether it's already claimed or still up for grabs.

### Keep your eyes open...

Keep your eagle eyes peeled for two things: "active" or "dead." No, we're not talking about zombie trademarks here. "Active" means someone else has staked their claim, and that name is off the table. If it's "dead," it's back on the market for you to snatch up.

### PRO TIP:

I'm no lawyer (definitely not), so consider this a friendly nudge to play it safe and stick with a name that's trademark-free. If you're feeling adventurous and want to explore a "dead" trademark or one that has the same name but is from a different industry, it might be time to call in the legal cavalry.

# podcast **persona**

## your brand name - step three

### Staking a Claim

You've conquered some major name-hunting hurdles, and it's time to take a moment to pat yourself on the back. Go ahead, wipe that proud sweat from your brow. But guess what? The adventure's not over just yet. It's time to secure a website domain, and yes, I know this is a podcast, but bear with me.

### Reel it in...

Don't panic; no one's asking you to become a web developer overnight. What you're doing here is snagging your very own digital stomping ground. Think of it as claiming your plot in the online universe. You're not building a full-blown website (phew, I can almost hear your sigh of relief). You're just making sure that your show's name has a cozy, digital home.

### Where to Search

The last thing you want is for your hungry audience to land on a stranger's website. Here's the lowdown: You can use a domain provider like [Bluehost](#) or [GoDaddy](#). Your mission is to secure that domain, so if someone plugs your show name into Google, they find YOU!

### PRO TIP:

**Do NOT** search for your domain name until you're ready to whip out that trusty credit card and make it yours. Domains are usually less than \$20 per year, and if you search for it and don't purchase, the internet starts to get all sneaky. It jacks up the price, like a digital bidding war.

# podcast persona

## your brand name - step four

### Social Butterfly

It's time to create social accounts (or update them). You can be a tad more chill about this part, but it still needs to groove with your podcast's vibe. In other words, it should be in sync with your grand podcasting plan, even if the name isn't an exact match. If you haven't already, consider creating an account that's separate from your personal one—this is your podcasting alter ego, after all.

### Where to Search

Rummage around Instagram, TikTok, Facebook, YouTube, or any other platforms you might be eyeing. The goal? Having the same handle on all platforms, if possible. This isn't just about consistency; it's about making yourself easily discoverable in the vast wilderness of the internet. Once you spot your handle, whether it's the exact name of your podcast or a snazzy personal brand name, don't dilly-dally. Create those accounts, pronto!

### Exact but not...

You can have a handle that isn't an exact match with your podcast name but aligns with your personal brand. For example, my podcast is "Live Life Unapologetically," but my handle is @manifestshe\_. People recognize me, they know my show, and I use social media to bring the two together.

### PRO TIP:

If you're in the mood to own a bit more internet real estate, consider grabbing a second domain that matches your social media handle (if it's available). You don't have to build a website for this one; it's like staking a claim to ensure no one else takes your handle in the future.



# podcast persona

## your brand description

### Crafting Your Show Description

You know that feeling when you're shopping on Amazon, and you want to know everything about that perfect purchase before hitting "Add to Cart"? Potential podcast listeners feel the same when hunting for their next audio adventure. They want to peek inside before they invest their precious time.

Your show description is more than words—it's the gateway to your brand, message, and mission. It's your opportunity to captivate, connect, and keep your audience.

### What's in A Description:

Start with your name and give your podcast a snappy tagline. Offer a brief, powerful introduction that outlines your podcast's purpose and mission.

Let your audience get to know the person behind the mic. Specify when your new episodes drop, set expectations, and tell your audience when to tune in.

Encourage your listeners to take action—subscribe, review, and be part of your podcast community. Finally, offer a way for your audience to connect with you—whether it's an email address, social media handles, or a website link.

Your podcast's show description is like a literary canvas, painting a vivid picture of what's inside, enticing listeners to step into your world. So, as you craft your description, remember—it's the first step toward captivating hearts, igniting curiosity, and forging connections that last a lifetime.

You can check out my show description at  
[livelifeunapologetically.com/podcast](https://livelifeunapologetically.com/podcast)



# podcast persona

words turned to art



## Visualize Your Audio

Your podcast artwork is your visual handshake with potential listeners. It should be eye-catching, tell a story, and convey your podcast's essence at a glance.

Use captivating visuals complemented by a striking title, and aim for consistency across platforms. Great podcast artwork leaves a lasting impression and lures in curious ears.

You can design your artwork on [Canva.com](https://www.canva.com). The podcast hosting platform you use will give you the dimensions. The platform I will suggest recommends between 1,400 and 3,000 pixels square (jpg or png).

**THE VISUAL HELLO  
THAT LEADS TO AN  
AUDIBLE  
CONNECTION**



**Live Life  
Unapologetically  
Podcast**



**With  
Shannon K**

@coachingwithshannonk



**CONSISTENCY ISN'T  
JUST A CHOICE; IT'S  
THE HEARTBEAT OF  
YOUR SHOW'S  
LASTING IMPACT.**



# step three

*soundtrack of success*

Did you know most podcasts don't make it past the 10-episode mark? It's a bit of a podcasting graveyard, but guess what? You're not here to join the fallen. You're here to conquer.

It's time to fine-tune your commitment. It's about showing up and then showing up again. And again. Consistency is your stand-out opportunity to podcasting glory. You're in it for the long haul.

This step isn't about hitting the record and dropping those episodes. It's about mastering the art of showing up, the when, and the behind-the-scenes that keeps the podcasting gears in motion.

So, what's on the agenda? Creating a schedule that harmonizes with your life, one that lets your creative juices flow without overwhelming your daily life.

It's about finding that sweet spot where your podcasting journey is a well-oiled machine yet still leaves room for spontaneous sparks of genius.

This step is about setting the stage for consistency, creating a lasting show that reaches and inspires. It's your chance to shine in the podcasting spotlight, delivering your unique message with precision.

# soundtrack of **SUCCESS**

## consistency for the win

### Show Up...**SHOW UP**

Let's talk podcasting strategy. You've got the foundation, the name, and the spark—now it's time to figure out how you'll show up and dazzle your audience.

First, remember the golden rule: Consistency is your trusty sidekick in the world of podcasting. Your listeners should know precisely when to expect your podcast to pop into their ears. So, let's get down to the nitty-gritty.

Ask yourself, how do you want to release your podcast? Will you go the 'seasons' route, releasing a batch of episodes at specific times during the year? Or are you more of a weekly warrior, a bi-weekly explorer, or even a monthly maven? How often do you want to gift your audience with your podcasting brilliance?

Pick a day of the week to drop your episodes. Consistency here is critical whether you're doing seasons, weekly, or monthly releases. You want your listeners to know precisely when to tune in for their podcast fix.

### **My flow:**

I drop a new podcast episode every Wednesday for all 52 weeks in the year.



# *soundtrack of* SUCCESS consistency for the win

## Tailoring the Length

Consistency isn't just about when you show up but also how long you linger in your listeners' ears. You need to set a general range for the length of your podcast episodes.

Why, you ask? Well, your audience is a crafty bunch, and they like to plan their podcast-listening sessions. They'll carve out time based on the typical length of your episodes.

Imagine this: Someone's used to your episodes being a breezy twenty minutes, perfect for their daily commute. But one day, they hit play, and your podcast stretches over an hour. Uh-oh, time crunch! It might be a bumpy ride, and they might even tune out due to a lack of time.

So, whether you're dishing out bite-sized episodes or indulgent hour-long conversations, establish a range and stick with it. Your listeners will thank you for the predictability, and you'll keep them coming back for more.

## My Show's Range:

My podcast show length is between 15 minutes to 30 minutes an episode. Why? Because I know my listeners are busy, this is the perfect timing for a morning commute or while enjoying a steamy cup of coffee.





## *soundtrack of* **SUCCESS** consistency for the win

### **Binge-Worthy Beginnings**

Before you hit the 'record' button and kickstart your podcast journey, ensure you have a handful of episodes—five or even ten—ready to go. Why? Because you want your listeners to taste what's to come, binge on your content, and become die-hard fans. It's like launching your podcast with a bang that leaves your audience craving more.

If you're leaning towards a seasonal show, consider releasing a pre-show episode that serves as a tantalizing teaser for your upcoming season. It's like the pilot episode of your podcast, setting the stage for the main act.

Think of having numerous shows available when you launch your podcast as an epic trailer, ready to captivate your audience from day one.

*soundtrack of* **SUCCESS**  
consistency for the win

**Answer the questions to determine how you will show up consistently for your listeners.**

How often will you release episodes?

What day of the week will your air?

What is the average time of each episode?

How many episodes will you record for your release?

# *soundtrack of* **SUCCESS** the structure of greatness

## Structuring Your Show

Understanding when you'll release your podcast episodes and their ideal length is the cornerstone of clarity that empowers you to navigate with purpose.

This knowledge lets you dissect your topics into subtopics or take those subtopics and break them down even further. It's the key to crafting a show that's about sharing your voice and teaching and inspiring your audience.

Now that you know the when and the how long, you can dive headfirst into structuring your show. This is where you get to unleash your creativity in a way that feels perfectly natural and authentic to you. The structure is the backbone of consistency and the groove that makes your podcast uniquely yours.

You're not just sharing your wisdom; you're helping your listeners learn, grow, and transform. Your show's structure is the melody that resonates with your audience, the rhythm that keeps them returning for more.

## Example of My Structure:

- An engaging intro that unveils the main idea of the episode.
- A deep dive into the concept, exploring it holistically.
- Identifying common barriers to the mindset shift we're exploring.
- Strategies to overcome those barriers and move forward.
- Real-time 1:1 coaching, complete with a weekly action step for the audience.
- And finally, a wrap-up that ties it all together.

This is just one example: your structure should feel authentic and good to you!



# *soundtrack of* **SUCCESS** prepping to take flight

Consider this your pre-production checklist. It's all about ensuring a smooth journey through your episodes and saving valuable editing time.

## **Scripted Brilliance**

If you're a fan of a well-defined path, scripting your entire show from start to finish is going to be your best friend. It gives you a clear direction, prevents you from veering off track, and transforms the daunting task of recording into a smooth ride. With a script in hand, you can soar through your episodes without hitting the reset button and recording take after take.

## **Powerful Talking Points**

Talking points might be your jam for seasoned speakers or those who prefer a more spontaneous touch. They keep you on course, ensuring you stay within your allotted time and take advantage of those vital points you're eager to make. It's the middle ground that offers structure without boxing you in.

## **Art Within a Script**

Don't worry; scripting or relying on talking points doesn't mean you're locking out those moments of inspiration. You can still weave in storytelling as it flows naturally during your recording session. They can be the vibrant, unscripted insights that light up your podcast.

Scripting doesn't mean you're sacrificing inflection, emotion, or energy. In fact, it can help you infuse these elements more purposefully into your show. I'm a scripter & write before I record...because I am LONG-WINDED & will keep you for hours if I don't.



# *soundtrack of* **SUCCESS** prepping to take flight

## **To Batch or Not to Batch...**

Let's dive into a podcasting dilemma: to batch or not to batch? Batching content is all about getting things done in one fell swoop. If the name of the game is consistency, this decision can keep you on track with your podcasting journey.

Since you're gearing up to create binge-worthy releases, try this: Start with one or two episodes from beginning to end—script, record, edit—the whole shebang. Time yourself. How long does it take you to produce a single episode? Now, ask yourself if you regularly have that kind of time available each week. Or perhaps it makes more sense to create a few shows at once and then schedule them strategically.

Batching is a mighty ally. Why, you ask? Life, my friend. Life has a way of surprising us, and if you're going week to week, a sudden twist can send your consistency for a spin. Don't batch too far ahead, however. What if something exciting happens in the world, and you want to talk about it promptly, not six months later? The key to batching is to use your time wisely AND still be relevant!

## **How I Batch:**

A three-week rotation is my sweet spot. Every third Monday, I script, then record and edit on Tuesday. I schedule my shows and don't have to worry because I am always three weeks ahead.

Has stuff come up on those third rotations? Yes, but I am still head because I can find a way to 'catch' up so I don't have a gap in releases. This is also handy, so your show goes on when you take those vacations!

*soundtrack of* **SUCCESS**  
prepping to take flight

Will you script or using talking points?

What are your initial thoughts on batching - how much time do you have to devote to your podcast?

Notes:

|       |       |
|-------|-------|
| <hr/> | <hr/> |
| <hr/> | <hr/> |
| <hr/> | <hr/> |
| <hr/> | <hr/> |
| <hr/> | <hr/> |

**UNRAVELING THE  
MAGIC OF  
PODCASTING:  
WHERE YOUR  
VOICE MEETS THE  
TECHNICAL BREEZE.**



# step four

*pressing record*

You've got the essence of your show ready to roll—your unique voice, empowering brand, and commitment to showing up. Now, it's time to dive into the technical side of things.

It's time to learn about recording essentials—equipment, online platforms, getting listed, and the art of editing. This is where all your work so far comes together, and your show goes live!

I'll share the gear I use and what my fellow podcasting pals swear by. Plus, I'll walk you through my software recommendations, giving you the nitty-gritty details about my ultimate favorites.

Quick heads-up: Some of these recommendations might have affiliate links, meaning I'll get a little something if you click through. I decided to become an affiliate only after I fell in love with these platforms, not just to earn a commission.

Oh, and don't worry, I won't overwhelm you with endless options. We'll keep it simple so you can soon hit that record button and let your voice shine.

While the focus is on audio podcasts, I'll also touch on the possibilities of expanding your podcasting venture to include video or other formats. I'll glimpse what's possible if you go beyond the audio-only realm.

# pressing record

## physical equipment

### Getting Your Tech In Order

If you're eager to jump right in with the tools at your disposal, guess what? You can use your smartphone to record your podcast. Yes, you read that correctly—your trusty phone can be your starting point. Just input the audio, and you're good to go.

If you're ready to take it up a notch, you'll want to grab a microphone and some quality headphones. If you're considering repurposing your content into a video podcast (entirely optional), a camera could be on your list. Fear not; I'll list fantastic starter items that won't break the bank and still deliver excellent quality.

About your recording environment, ideally, you'll want a space with minimal background noise and as little echo as possible. No need to soundproof an entire closet unless that's your fancy. Just find a quiet spot separate from your household's hustle and bustle.

### My Recording Area

I record in the office that is attached to my master bedroom. There isn't a door separating the rooms, so it is pretty open. However, there is enough furniture and fluffy things to reduce echo. I have my desk set up and record straight from where I do all my coaching and other work! Your space can be multifunctional!



# pressing record

## physical equipment

Here is the equipment you can purchase from Amazon to get you started! These are basics; you can choose to search for higher-end/higher-price items when you choose.

**Click on each graphic to view and purchase!**

01

Logitech for Creators Blue Yeti USB Microphone



Microphone

02

Logitech H390 Wired Headset



Mic/Headset

03

Logitech C920x HD Pro Webcam



Web Camera

04

DOQAUS Bluetooth Headphones Over Ear



Headphones

\*As an Amazon Associate, I earn from qualifying purchases.

# *pressing* record

## picking your software

A microphone is excellent, but now it's time to get into the recording process. You see, you can record on one platform and then upload your audio into a separate editing tool, but for those who appreciate efficiency, here's a little secret: I like to cut out the middleman. How, you ask? I record directly in the same editing software I use.

For those on a budget or just getting started, some excellent free options are available, such as Audacity or GarageBand. When I began, I started with Audacity, and I can personally vouch for its capabilities. As for GarageBand, I can only offer a little insight since I haven't used it myself, but I've heard it's user-friendly.

Audacity, the tool I began with, lets you record your episodes and add intro music if that's your vibe. Plus, you can edit your audio right within the software. This means you can tidy up your recordings by removing unwanted echoes and heavy breaths—details matter, right?

The beauty of Audacity is that there's a wealth of tutorials on YouTube that cover the basics of editing. Sure, there's a bit of a learning curve initially, but once you grasp the fundamentals, the process becomes relatively quick and easy.

For those who are more tech-savvy or aspire to master advanced editing techniques, there's a world of possibilities to explore. Dive into YouTube tutorials to discover how to get fancy with your editing process.

In the world of free software for podcasting, Audacity stands out as a top choice, and I wholeheartedly recommend it to anyone getting started on their podcasting journey.



# pressing record

## picking your software

### Paid Functionality

Ah, the realm of paid functionality! If you're willing to invest a modest amount, usually around \$30 or less per month (depending on your plan), I've got a game-changer recommendation for you: **Descript\***.

**Descript\*** offers a treasure trove of features, and here's the best part—it comes with a minimal learning curve. Editing your episodes becomes an absolute breeze with this tool.

The cool thing about **Descript\*** is that it's a powerhouse for audio and video content. It's got you covered whether you're sticking to audio or venturing into video podcasting. This versatility makes it a fantastic option.

One of the standout features is the transcription capability. It's a game-changer! First, they speed up the editing process. Second, they help you create corresponding blog posts, enriching your online presence. Third, they make your podcast more accessible to a broader audience, which is a win-win.

Say goodbye to hours spent in the editing trenches. This tool streamlines your editing process, freeing you to focus on the creative aspect of podcasting.

### Tools I love on **Descript\***:

- Auto Transcribe
- Removing Filler Words
- Studio Sound (gets rid of echo/breaths automatically)
- Word Gap Remover
- Easy Delete (mess up, no worries... highlight the word or sentence and press delete to fix your audio...no need to record a million times)
- Download sections for social media with a quick highlight
- Audio and Video all in one



## *pressing* record hosting your podcast

You've recorded and edited your brilliant podcast, and now it's time to give it a home—a place to shine and reach the ears of eager listeners. What's the hosting solution I highly recommend? **Buzzsprout\***!

**Buzzsprout\*** offers a range of plans, from FREE to \$24 a month, with the option to add some nifty extras.

The beauty of **Buzzsprout\*** is its seamless setup process, guiding you from start to finish. It's like having a tech-savvy friend holding your hand every step of the way.

**Buzzsprout\*** makes the potentially daunting task of getting listed on various platforms a breeze. Seriously! You can effortlessly become a part of the podcasting elite on platforms like Apple, Spotify, iHeart Radio, and more. This was a massive sigh of relief when I started; I thought it would be a complex process, but **Buzzsprout\*** streamlined it beautifully.

# pressing record

## hosting your podcast

**Buzzsprout\*** is the kind of podcasting sidekick you didn't know you needed. It's not just user-friendly; it's packed with features that make those back-end podcasting tasks feel like a walk in the park.

### Intro/Outro:

Let's start with the intro and outro: you can record these once, and **Buzzsprout\*** automatically attaches them to each of your episodes. No more tedious uploading, episode by episode.

### Magic Mastering

Now, let me introduce you to "Magic Mastering." This little gem takes care of your audio levels automatically. If you fluctuate between moments of booming excitement and softer reflection (like me), this feature smooths it all out, ensuring a consistent voice level throughout your show. Yes, there's a small additional fee, but trust me, it's worth every penny.

### Description Footer:

We all like to leave some contact info or links at the end of our podcast, right? With **Buzzsprout\***, it's a breeze. You set up your footer description with the same information for each episode, and voilà! It pops up without you lifting a finger—yet another feature that eliminates extra work.

### Updating:

We're all a work in progress, right? So, if you want to update some or all of your episodes, **Buzzsprout\*** makes it a walk in the park. You can easily change intros, outros, and the footer description to update future or past episodes. It's like a magical refresh button for your content.

# *pressing* record

## a few additional notes

### Guests/2 or more people

Bringing guests to your show is a fantastic way to add variety and fresh perspectives. To make the most of these interviews, I recommend using Zoom for recording. It allows you to capture audio and video, which can be particularly valuable if you want to repurpose your content for a video podcast.

Once your Zoom recording is ready, you can upload it into Descript or a free audio software. This step simplifies the editing process, helping you fine-tune the conversation and make it podcast-ready.

If you're hosting multiple people, invest in a good set of headphones. Using headphones ensures the audio quality remains clear and free from echoes and makes editing much smoother.



# *pressing* record

## a few additional notes

Choosing the perfect tunes for your podcast's intro or outro can add that extra flair and set the right tone. However, you can't just grab any clip off the internet and use it – that's where licensing comes into play.

To keep things simple and avoid any copyright concerns, I recommend checking out [taketones.com](https://www.taketones.com). They offer a selection of music clips, including some free options. For added peace of mind, consider investing in a lifetime license. Always take a moment to review the license information for your chosen clips so you know you're in the clear to use them in your podcast.





*pressing* **record**  
set up checklist

- Microphone & Headphones
- Camera (if doing video podcast)
- Quiet Space
- Software editing platform
- Hosting Platform
- Intro/Outro Music & Clip

**START WHERE YOU  
ARE, EMBRACE  
YOUR UNIQUENESS,  
AND LET YOUR  
VOICE SHINE.**



step  
five

*your mic,  
your moment*

Embrace that your podcasting journey is a thrilling adventure, and like any great new path, it doesn't require you to start perfectly.

Perfection is an illusion, and every successful podcaster starts with small beginnings. Your initial episodes might not be flawless, but that's absolutely okay. What truly matters is taking that first step, hitting the record button, and sharing your voice with the world.

As you embark on starting your podcast, remember that it's a process of growth and evolution. Over time, you'll refine your style, content, and approach. You'll learn from each episode, gaining valuable insights along the way.

Your podcast is your space, microphone, voice, and message. No one else can tell you how to express yourself or what topics to explore within your chosen theme. Your authenticity is your magic, and staying true to yourself inspires and motivates you to show up consistently.

Don't let anyone else's expectations define your podcast. Make it your own, and let your unique voice shine through. Your podcast journey starts now, and with every episode, you'll inspire and connect with your audience in your own unique way. Embrace the adventure, and let your voice be heard!

# *your mic* your moment embracing imperfection

## Progress Over Perfection

Embracing imperfection in your podcasting journey is about accepting that you don't need everything perfectly polished from the get-go.

### Here's why this is so important:

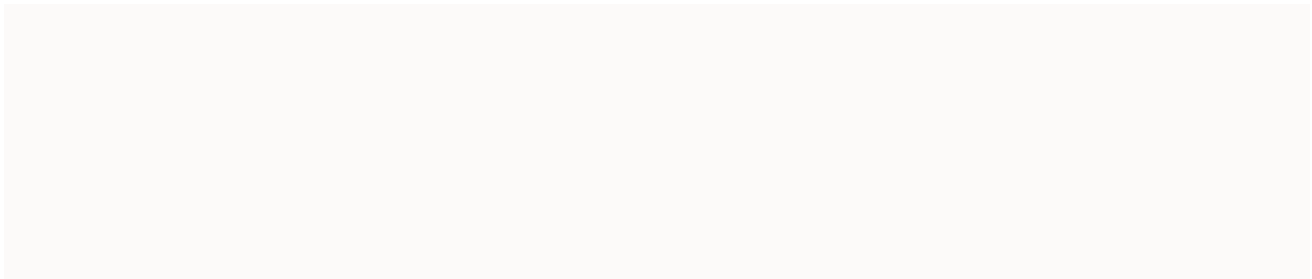
1. Waiting for perfection can lead to endless procrastination. By embracing imperfection, you start your podcasting journey sooner, giving you a head start on gaining experience and building your audience.
2. Listeners often connect more with authenticity than with perfection. People appreciate real, relatable content, so being yourself and sharing your authentic voice can be much more engaging.
3. The fear of not being perfect can be paralyzing. Embracing imperfection allows you to move past this fear and start creating content without worrying about making mistakes.
4. Podcasting is an iterative process. Your early episodes might be flawed, but they are learning opportunities. Embracing imperfection enables you to know, adapt, and continuously improve over time.



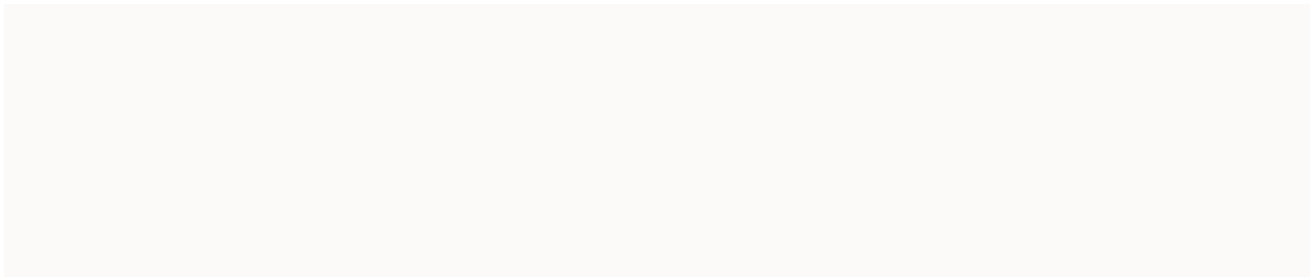
*your mic* **your moment**  
embracing imperfection

## THE ART OF SELF-REFLECTION


Take a few moments to reflect on an instance when you felt pressure to be perfect. What were the circumstances, and how did it make you feel?



Write down any negative thoughts or self-criticisms that arose during this experience.



Now, consider how you can reframe these thoughts. Write down more constructive and self-compassionate ways to approach the situation.




*your mic* **your moment**  
embracing imperfection

## IMPERFECTIONS AS STRENGTHS

Make a list of your perceived imperfections or weaknesses. Be honest and detailed.



For each item on your list, brainstorm how these imperfections can actually be strengths or unique qualities. Write down at least one positive aspect for each perceived flaw.



*your mic* **your moment**  
embracing imperfection

## SHARE YOUR IMPERFECTIONS

Think of a close friend, family member, or trusted individual. Share one of your imperfections with them, along with how you're working to embrace it.

Reflect on how this experience felt. Did it help you feel more liberated, and did the other person's reaction surprise you in any way?

# *your mic* your moment your voice, your rules

Your Voice, Your Rules is about recognizing your podcast as your platform for self-expression and creativity.

## Here's why this is so important:

1. When you realize your show is a creative outlet, you're more likely to enjoy the process and let your creativity flow.
2. If you try to mimic others or create content solely to please others, you risk coming across as insincere. Embracing "Your Voice, Your Rules" means being genuine; this authenticity resonates with your audience.
3. There are no strict rules or formulas that dictate how you should run your show. Understanding that you make the rules allows you to experiment, explore, and evolve your podcast according to your vision.
4. You're more likely to stay committed and consistent when you're passionate about your podcast and its content. Your enthusiasm shines through in your episodes, and your dedication to your craft drives you to keep creating.
5. Recognizing that you have control over your podcast is empowering. It's a reminder that you can adapt, pivot, and grow at your pace.

It's your world, and you get to set the rules.



*your mic* **your moment**  
your voice, your rules

## DEFINE YOUR SHOWS PURPOSE

Describe the main purpose of your podcast in one sentence.

Write down three specific topics you're passionate about discussing on your podcast when you start releasing episodes.

*your mic* **your moment**  
your voice, your rules

## IDENTIFY AUTHENTIC CONTENT

List any podcast topics or themes that you think you should cover but don't resonate with your authentic self.



Explain why these topics feel inauthentic to you.



*your mic* **your moment**  
your voice, your rules

## CREATE YOUR PODCASTING RULES

Make a list of three podcasting rules you want to set for yourself, such as "I will stay true to my passion" or "I won't feel pressured to conform to industry norms."

Next to each rule, write down how adhering to it will benefit your podcast and your audience.



## *your mic* your moment staying inspired along the way

Staying inspired is a crucial aspect of running a successful podcast. So, how can you stay motivated as a podcaster?

### Here's why this is so important:

1. Always remind yourself of the reasons you started your podcast in the first place. Rekindle your passion for your chosen topics and themes.
2. Engage with your audience and the podcasting community. Feedback and inspiration often go hand in hand. Feedback can boost your confidence and inspire fresh ideas.
3. Establish short-term and long-term goals for your podcast. Goals provide a sense of purpose and achievement. When you reach a milestone, celebrate your success and use it as motivation for your next goal.
4. Don't be afraid to experiment with your format or content. Trying something new can reignite your inspiration. Change can be invigorating, whether it's a new segment, a different show structure, or a collaboration with a guest.

*your mic* **your moment**  
staying inspired along the way

## **PODCAST VISION BOARD**

Create a visual representation of your podcast's long-term vision. You can do this using magazine cutouts, drawings, or digital tools. Include images, words, and symbols that reflect your aspirations for the show.



*your mic* **your moment**  
staying inspired along the way

## WEEKLY INSPIRATION RITUAL

Choose a specific day and time each week for a podcast-related inspiration ritual. During this time, engage in an activity that sparks your creativity, such as taking a nature walk, reading a book, or watching TED Talks. Keep a journal where you record your inspirations and how they can be applied to your podcast.



## PODCASTING MILESTONES

Create a list of milestones you aim to achieve with your podcast, such as reaching a certain number of episodes or hitting a specific number of downloads.



Break down each milestone into smaller, actionable steps.



Set a target date for achieving each milestone, and track your progress.





Your voice, your message, and your journey are worth sharing. Don't let the fear of imperfection hold you back; let it be your driving force. Embrace your unique rules, stay inspired, and let your podcast shine as a beacon of authenticity and empowerment.

# subscribe to the podcast

Embark on your podcasting journey with a mentor who champions an empowered mindset and guides you through the transformative process of overcoming limiting beliefs. Join me on the Live Life Unapologetically Podcast for the tools, inspiration, and actionable steps to empower your voice and amplify your impact

subscribe & review



Find On:  
Apple Podcast  
Spotify  
iHeart Radio



*thank you*

LET'S STAY IN TOUCH!



@manifestshe\_

[www.manifestshe.com](http://www.manifestshe.com)

[contact@livelifeunapologetical.com](mailto:contact@livelifeunapologetical.com)

*Shannon*

Podcaster | Business & Manifestation Coach

# copyright

Manifest SHE Universe (MSU) © 2023- All rights reserved.  
In no way is it legal to reproduce, duplicate, or transmit any part of this document in either electronic means or in printed format without the formal consent of the owner. This product is copyright protected. This is only for personal use. You cannot amend, distribute, sell, use, quote, or paraphrase any part of the content within this product without the consent and permission of the author or copyright owner. Legal action will be pursued if this is breached.

Limited Liability. The MSU makes no guarantees, warranties, or representations of any kind, express or implied with respect to the product rendered. In no event shall the MSU be held liable to the purchaser for any special, direct, or consequential damages.

Purchaser agrees that the MSU is not responsible for any inaction or actions, or for any indirect or direct result(s) of any product rendered by MSU.

Disclaimer: This information is not presented by a medical practitioner and is for educational and informational purposes only. The content is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified healthcare providers with any questions you may have regarding a medical condition. Never disregard professional medical advice or delay in seeking it because of something you have read.

[Terms & Conditions](#)

[manifestshe.com/terms-and-conditions](https://manifestshe.com/terms-and-conditions)