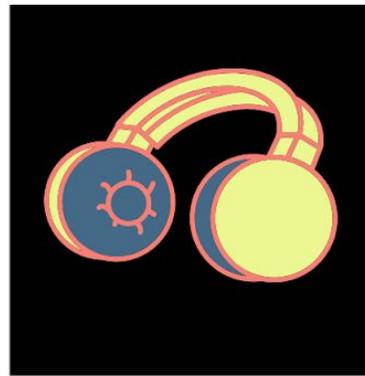
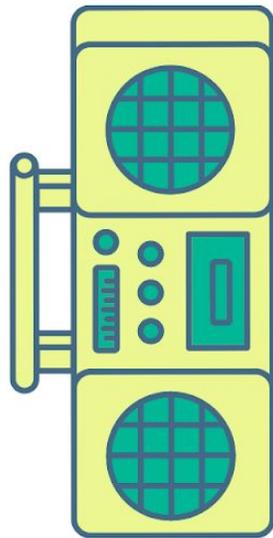


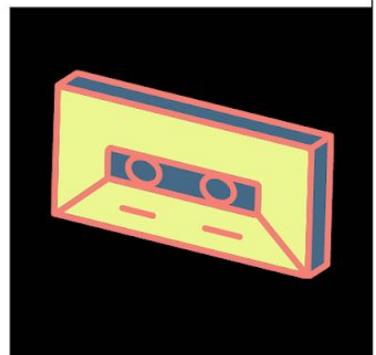


# HYPE STUDIOS LA'S

## "TEN TIPS TO START YOUR SUCCESSFUL PODCAST"



**WHY WAIT ?  
START YOUR  
PODCAST NOW!**



FOR MORE INFORMATION, GO TO [WWW.HYPESTUDIOSLA.COM](http://WWW.HYPESTUDIOSLA.COM)

1. Creating an intro: Create or Download original royalty free music ( audio should be no longer than 20 sec). Note: Hype Studios La also provides professional services to create your own custom original music for your intro. Here are a few resources to use if you are looking to purchase or find free royalty fee music ( [www.anchor.fm](http://www.anchor.fm) , [Artistlist.io](http://Artistlist.io) , [www.youtube.com](http://www.youtube.com) , [www.pond5.com](http://www.pond5.com) )

2. Next create a mission/ thesis statement that gives a general idea of what your podcast is all about. For example : Live from Hype Studios LA in Chatsworth Ca, On The Hype Hour I have candid conversations with some of the biggest and brightest in the industry. Whether its fashion, music, entrepreneurship or philanthropy we cover it all on the Hype Hour!

3. Combine both your intro music and mission statement together. Note your intro music can also be used for your Outro. Example : <https://soundcloud.com/augieray/the-hype-hour-intro>

4. Create a title ex : “The Hype Hour” then design a graphic to add to your podcast. Ex: <https://time.com/5178078/best-podcasts-2018/> . Question - Where do I design a graphic? If you want to do it yourself there are sites like [www.canva.com](http://www.canva.com) , Adobe illustrator, etc. You can also have someone design one for you on either [www.upwork.com](http://www.upwork.com) or [www.fiverr.com](http://www.fiverr.com)

5. Once your show is created you will need to find a host that will upload all your podcast shows to the major digital platforms. E.i Podbean, buzzsprout, etc. I recommend using [www.Anchor.com](http://www.Anchor.com) it is easy to use and the best part is it's FREE!!!!

6. There are 2 types of popular formats podcasters gravitated to . 1st is unfiltered less edited raw conversation much like the Joe Rogan podcast ( <https://www.youtube.com/watch?v=D7WUMXKV-FE> ). 2nd is more structured edited, scripted and segment based like the podcast Dissect ( <https://open.spotify.com/episode/04mA2M686jcA5lx8z9EtwY?si=A5r>

[TvSBCQdaIDf9KYSVa1Q](#) ). Choose the one that feels most comfortable to you.

7. Podcasts can be guest driven and have a single host. I recommend, depending on how engaging your content is, finding a co-host, so your podcast is not reliant on guests alone. Scheduling guests for a podcast can be difficult. As sometimes you will get no shows and be left to cancel your show or do it alone. Note :If you decide to go the guest route schedule each guest a month in advance.

8. Decide if you want your podcast edited and mixed. Sound quality is very important when it comes to impressing your audience. Note: Hype Studios LA can handle your mixes and edits for an extra fee ( 50 per hour ) or you can edit yourself on the anchor app ( laptop or desktop version ).

9. Upload all of your podcasts to hosting platform I.e ( [www.anchor.fm](http://www.anchor.fm) ) . I recommend doing 2-3 podcast shows before you upload your first show to digital platforms such as Spotify. This helps when you have cancellations. Also sometimes it's best to record 4 podcast shows in a day so that way you get everything out the way.

10. Video can be done using your iPhone, GoPro, or any other cameras you decide. Just download your audio ( [www.anchor.fm](http://www.anchor.fm) ) and sync audio and visuals. Note: You can sync videos yourself using programs like [www.filmora.com](http://www.filmora.com) , Imovie, final cut pro, etc. You can outsource to freelancers ( [www.fiver.com](http://www.fiver.com) , [www.Upwork.com](http://www.Upwork.com) ).