







Are you thinking of starting a podcast? You're in good company.

In 2019, podcasting platform [Libsyn hosted more than 69,000 shows](#) and delivered 6.2 billion unique podcast downloads to audiences worldwide.

With minimal startup costs and many monetization options, it's no wonder podcasting is becoming one of the most popular content marketing strategies for all kinds of online entrepreneurs. And while setting up a podcast can be done quickly and within even the smallest of budgets, it still takes some proper planning to lay the groundwork for success.

If this sounds like fun to you, here's how to start a podcast in six simple steps.

## Step 1: Create a Podcast Plan

In its purest form, a podcast is a digital series that is (usually) produced on a weekly basis. Once created, subscribers can download a podcast and listen to it whenever, wherever they want. Although this sounds relatively easy, it still requires a good deal of forethought and planning to get started the right way. That's why the first important step to becoming a podcaster is to create a plan.

What Will You Talk About?

