

How to Set Up Your Own Podcast - Equipment





Introduction



Having your own Podcast is a cheap, easy & effective way to educate your current clients & increase buy in, as well as increase your authority & get clients. Plus its the perfect medium for repurposing to other platforms.

This resource will go through all of the equipment you'll need to set up a podcast & caters for all budgets! We have given Low, Medium and Higher cost options for all sections.


We always recommend doing a video podcast, but remember, audio only is an option if you find that too daunting to begin with!





Video

TOP TIP

 We'd always recommend filming your podcast episodes, so you have the video footage to use on social media!

Your Phone Camera

£0

Phone Cameras are a great starting point & up-to-date phone models offer a great quality if you're just starting out!

- Easy set up & no extra cost
- Can record in 1080p
- Lower quality if you want to see yourself whilst filming



Vlogging type Camera such as Sony ZV-E10

£400 - £650

These are best if you're planning on filming various social media & podcast content

- Cinematic image quality
- See yourself whilst filming
- Battery life can limit use



Panasonic Lumix GH4 + Adaptor + Canon EF Lens

£2100 - £2300

If you want a really high quality, multi-use camera, we'd recommend this set up!


- Very cinematic images
- HDMI output, radio mic ports, SD card storage
- High cost, bulky





Lighting

TOP TIP

 Podcast viewers expect good lighting as a standard. Good lighting makes your podcast look professional and polished!

Natural Light

£0

If you're planning on recording during the day time, natural light is ideal! Arrange your podcast set up facing a window!

- Free
- No lighting set up required
- Limited to when you can record



Ring Light Tripod

£10 - £20

These are best if you're planning on filming both social media & podcast content.

- Acts as a tripod too! Great if you're filming on a phone
- Adjustable lighting level & tone
- Sometimes need additional lighting when dark



Dual Lighting Set Up with LED Panel Lights

£50

Using multiple lights creates balanced, even lighting that improves video quality

- Reduces harsh shadows
- Minimises/Stops glare in eyes/glasses
- Greater effort for setup required





Sound

TOP TIP

🧪 Most microphones work with a camera, phone, or laptop, though you may need an adapter! If you can get a microphone that connects natively this is better than using an adaptor.

Lavalier Microphone

£10 - £20

A small clip-on microphone that attaches to clothing

- ✓ Quality on a budget
- ✓ Mobile phone or camera
- ✗ Very Long Lead



Blue Yeti

£90 - £120

These are best if you're recording directly into a computer

- ✓ Easy USB plug in
- ✓ Can adjust the directional audio settings depending on what/how many people you're recording
- ✗ Have to use an adapter for a camera

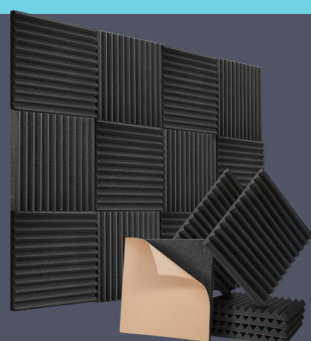


Shure MV7 USB

£240 - £280

These are best if you want clear, professional-level sound using a computer

- ✓ Voice isolation technology
- ✓ Clear and professional audio
- ✗ Expensive



Consider soundproofing your room for cleaner audio by adding acoustic foam panels.



Tripods

TOP TIP

- 🧪 Cheap tripods break easily! This is one area we would encourage you to invest a little more in, early.
- 🧪 Consider your height when choosing a tripod, if you are going to be recording at eye level make sure to buy a tripod that is tall enough (many are only 1.4m)

Linkcool Phone Tripod

These are best if you're filming content on a phone and want a stable setup

- ✅ Adjustable height (1m), 2kg
- ✅ Free Bluetooth clicker
- ❌ Not flexible

£17



Neewer Tripod - Supports Phone & Camera

Using a stable tripod can allow you to film various kinds of content

- ✅ Adjustable height, relatively cheap
- ✅ Can be converted to a mono stand
- ❌ Will not produce smooth panning

£50 - £60



Andoer Tripod Fluid Head

These are best if you want smoother camera movement when panning or adjusting angles.

- ✅ Hydraulic head for smooth panoramic shots
- ✅ Heavy duty, up to 10kg
- ❌ High Cost, Camera Only

£110








Hosting Guests

Recording Your Podcast in Person

Things to consider:


 We would recommend using the Blue Yeti microphone for a simple in-person podcast setup, as it has Omnidirectional mode, which can work well for recording more than one person.

 Depending on the setup, it may also be worth considering an additional microphone. However, this will mean you have separate audio tracks to edit, so consider this when thinking about your setup

 For a video, a single wide shot can work well, while additional camera angles can create a more polished look, camera-switching apps are available, but recording separate angles and editing later may be simpler.






Recording your Podcast Remotely

 There are various options available for recording remotely, here are our top recommendations:



Zoom

£0 - £15




-  Free version available or low monthly cost
-  Can invite users and record all attendees easily
-  Free version has a 40 minute meeting limit



Riverside

RIVERSIDE

£0 - £30/month

-  Records each person locally to reduce internet speed issues
-  AI features to suggest social media clips from Podcast
-  Expensive if you're not recording regularly