🎙️ Podcasting Made Simple: Step-by-Step Guide for Aging in Place Professionals

A straightforward guide to help aging in place professionals share their expertise through podcasting - no technical experience required!

Step 1: Pick Your Podcast Topic

Focus on Your Audience

Think about what your audience (older adults, caregivers, families, or aging-in-place professionals) is curious about.

Topic Ideas

- "How to Make Homes Safer for Seniors"
- "Caring for a Parent Without Burning Out"
- "Simple Tech That Helps Seniors Stay Independent"

Pro Tip

Make a list of questions your clients or followers ask you all the time, those are perfect podcast topics.

🗒 👉 **Tool:** Use **ChatGPT** to brainstorm podcast episode ideas. Example prompt: "Give me 10 podcast episode topics for aging in place professionals that family caregivers would want to listen to."

Step 2: Plan What You'll Say

Don't overthink it, you just need a **simple outline**.

Example outline:

01

Quick welcome and introduction

02

Main topic (3 tips, a story, or an interview)

03

Takeaway message

04

Invite listeners to your website or newsletter

> 📝 👉 **Tool:** Use **ChatGPT** again to expand your outline into a short script. Example prompt: "Write a friendly, 5-minute podcast script about how grab bars make bathrooms safer for seniors."

Step 3: Choose Your Equipment (Simple Setup)

🎙️ **Microphone**

Samson Q2U ($70) – plugs directly into your computer with USB.

Best sound upgrade!

🎙️ **Headphones**

Any wired headphones (to avoid echo).

💿 **Recording Software**

- **Audacity** (free, works on PC/Mac)
- Or **Zoom** (if interviewing a guest, then download the audio)
- Or the easiest: **Podbean App** (record on your phone)
- I use ScreenPal in order to create both Audio and Video

Step 4: Recording Your Podcast

1 **Find a Quiet Space**

Sit in a **quiet room** (carpet and curtains help reduce echo).

2 **Test First**

Do a quick test recording.

3 **Keep It Brief**

Keep episodes short (10–20 minutes is plenty).

4 **Don't Worry About Mistakes**

If you mess up, pause and start that sentence again, you can edit later.

👉 **Editing tool: Audacity** (free) or **Alitu** (paid, super simple —handles editing for you).

Step 5: Getting Guests (Without Stress)

Invite people you already know:

Other aging in place professionals (contractors, OTs, senior tech experts).	Caregivers willing to share stories.

Community leaders or nonprofit directors.

Send a **simple invitation email:** "Hi [Name], I host a podcast about aging in place. Would you be open to a 20-minute conversation to share your expertise with caregivers and families?"

🗒️ 👉 **Tip:** Use **Calendly** (free) to make scheduling easy.

Step 6: Publish Your Podcast

Use a **podcast hosting service**

(this is where you upload your episodes, and they push it out to Apple Podcasts, Spotify, Google, etc).

Buzzsprout

Easy to use.

$19/month for 4 hours a month

$39/month for 15 hours a month

$79/month for 35 hours a month

buzzsprout

Buzzsprout Pricing

Start a podcast today for Free! Buzzsprout offers free podcast hosting with paid plans starting at just...
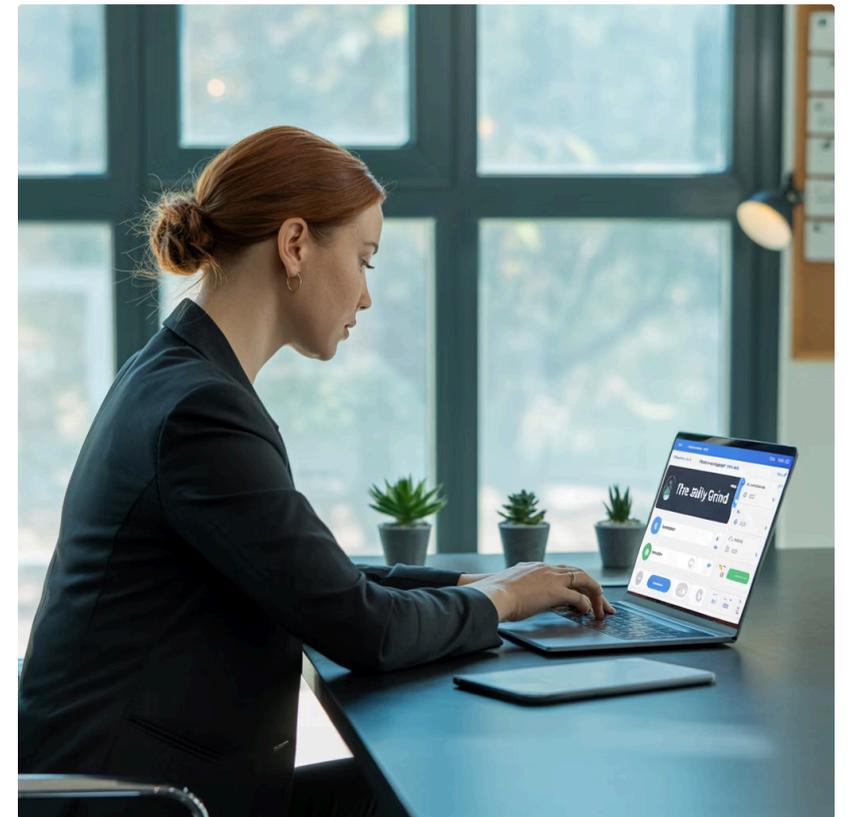
Podbean

Starts free, great for beginners

$0/month for 5 hours a month

$9/month for 100 hours a month

$29/month for 200 hours a month

$79/month for 400 hours a month

1. Upload your episode
2. Add a short description
3. Hit publish
4. Share the link with your email list, website, and social media

Step 7: Keep It Going (Without Overwhelm)

Record in Batches

Do 3–4 episodes in one sitting.

Consistency Over Perfection

A 10-minute helpful episode every two weeks is better than a big show you never finish.

Reuse Your Content

Turn each episode into a blog post, LinkedIn article, or YouTube short.

✅ Quick Starter Kit

- Microphone: **Samson Q2U** ($70) **https://amzn.to/4mHwUmM**

- Lapel Microphone **https://amzn.to/3JEZkPZ**

- Recording: **Audacity** (free) or **Zoom** (if with guests) or **ScreenPal** to create both videos and audio.

- Hosting: **Buzzsprout** or **Podbean**

- Scheduling Guests: **Calendly**

- Content Help: **ChatGPT** for topics, outlines, and scripts