

# **COMMON PODCASTING MISTAKES**

**Master Your Mic:  
Avoid These 10  
Podcasting  
Pitfalls and Fix  
Them Like a Pro**

Rose Davidson | Talking with the Experts © 2025

References: [Medium.com](https://medium.com) / We Edit Podcasts

# COMMON PODCASTING MISTAKES

**Follow these tips to have your podcast stand out from the rest"...**

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## **NO VALUE PROPOSITION #1**

You probably will not be 100% happy with the first episode. Realistically, you will probably never be 100% happy with any episode. That is okay. What is important is that you start. You will get a little bit better with every episode. With every episode you publish, you will gain experience. You really can only learn to podcast by doing it.

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## **NO VALUE PROPOSITION #2**

Why should people listen to your podcast? This is the most important question you can ask yourself when doing a podcast. You need to keep asking and answering this question as long as you are making the show.

Why should people listen to you? You need to be specific. This can be really tough. You'll need practice before you can really start answering in a coherent way. Start practicing by looking at other shows. Make a list of your favorite shows. Go through each one and ask, why should people listen to this podcast.

**3**

## **SPENDING TOO MUCH MONEY ON GEAR**

You don't need any expensive equipment to start your podcast. Your desktop or laptop camera and microphone will suffice until you can afford to buy something better. Even your smartphone can be useful.

Lighting is important. Make sure the lights shine on your face, not behind you otherwise you will cast a shadow.

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## **UNREALISTIC EXPECTATIONS**

The fastest path to unhappiness starts with unrealistic expectations. You are not going to make money podcasting. You are not going to have many downloads. You need to be okay doing your show without the promise of money and fame.

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## **VIOLATING COPYRIGHT LAWS**

Do not use music or movie clips in your podcast without the explicit written permission of the copyright holder. There is no rule that says that you can use it if it is less than 30 seconds long. That is BS. If you violate someone's copyright, they can take down your show and sue you. **Can you afford to be sued?** Probably not. Fair use will not protect you.

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## **YOU DON'T REALLY KNOW YOUR NICHE**

Another mistake podcasters make is not having enough knowledge about their niche. This is a big blunder! You need to have a thorough understanding of your subject matter in order to put your spin on the niche and create your own unique voice. If you only have a sub-par knowledge of your niche, your audience will quickly pick up that you don't speak with authority on your subject and will quickly tune out.

Knowing your niche means you're perfectly positioned to start building authority within that niche. And that authority building is key to getting your show to stand out from the crowd.

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## **YOU'RE NOT MARKETING YOUR PODCAST**

The long term success of your show depends on developing and growing a loyal audience base, but in order to do that, you need to get your show noticed. So common podcasting mistake #7 is thinking that simply submitting your podcast to your hosting site and getting it listed in all the top directories is enough to get it out there and into the ears of an eagerly awaiting audience.

I'm sorry to tell you that this is not the case! You're going to need to look at multiple platforms and social media channels across which to share your amazing show! You're going to need to create an email list (for tips on this, check out this post), you'll have to create audiograms, and you're going to have to embrace social media in all its shapes and forms in order to create a buzz about your podcast.

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## BAD HOSTING

Don't host your files on your own server. Even just a few listeners downloading files at the same time can slow your server to a crawl. Often when you release a new episode, your listeners will be requesting the file at the same time. Pay for a podcast hosting service, e.g. SoundCloud or PodBean.

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## POOR AUDIO

Your audience will tolerate poor quality video, however, poor audio is the quickest way to lose listeners. Always check your audio before posting it.

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## YOU'RE NOT CONSISTENT

One of the most important pieces of advice for every new podcaster is to remember that consistency is key. If you want to achieve certain goals, or hit particular milestones with your podcast, you're going to need to be consistent in the content-creation department.

You need to have a publishing schedule, and you then need to stick with it! This doesn't mean you have to put out multiple episodes a week – you can totally have a podcast that only publishes a new episode every two weeks! But you then need to deliver every two weeks! Your audience will not stick around for very long if they have to keep guessing when a new episode might be making an appearance!





## Why should I start a podcast?

My question to you is, “Why not?” You have nothing to lose and everything to gain! More income and a wider audience to hear your message.

Anyone who wants to build a business or make an impact in some capacity needs an audience that knows, likes, and trusts you. A podcast is the best platform to grow that engaged audience and create a super intimate relationship with them. You’re speaking right into their earbuds and when your message clicks with the right people, they think, “Wow I feel like I’m listening to a conversation with my best friend! This person really knows me.” Just like that, they become your super fans.

Podcasting is also one of the most effective ways to establish yourself as the go-to person or authority in your topic. When you consistently put out content around your subject, you’re essentially raising your hand and reminding the audience every time, “This is what I know. This is what I can talk about.” [*Cathy Heller*]

Put your reasons below

A large, empty gray rectangular box intended for the user to write their reasons for starting a podcast.



## When should I start recording?

There is no better time than the present!! Why wait? Don't wait for everything to 'be perfect' to start your podcast journey. Let it be messy and not up to scratch. You can always re-record it!



If you are unsure of what to talk about, here are some hints: Who you are

- What you do
- Why the podcast is important to you
- Who the podcast is for
- What listeners can expect in the following episodes

Put your thoughts below

## Should I have a guest on each episode?

**That is your choice.**

If you're going to have guests to make sure that we are still steering the conversation in a way that serves your business. Now, the first caveat to this, and I think the first thing to consider always when you're looking to answer any question, but certainly, this is what is the purpose of your show? The purpose of your show is to grow an audience and sell advertising space and things like that. Then guests can be a great way to have regular interesting conversations, feature cool people and grow your audience quickly. Assuming you get the right guests for your audience. Guests make perfect sense.



## What should I do when my podcast is ready to go?

Most people advise that want to have a few podcast episodes in your “bank” before you release one episode. I personally don't hold to that theory. I record twice a week, edit them, and then upload them within the following two weeks.

In addition to releasing your podcast, you will also want to create show notes. The show notes can be quick takeaways, resources, and links. I've used [Otter.ai](#) which was configured to my Zoom account or you can use [Krisp](#). It gives me the transcript of the conversation, which I send to the guest, along with the YouTube and Buzzsprout links that I ask my guests to share.

## How should I engage the audience?

This is something that I didn't do until many months after the podcast was launched.

You can also build engagement through cheat sheets, checklists, freebies, and mini-training. This is a great way to provide more value to listeners while growing your email list through opt-ins.

Another great way to connect with your growing audience is through a Facebook group. You may have to encourage the conversation at first, but it will grow organically if you keep showing up. Ask them questions related to your topic, go live on video once a week to check in with them, announce new episodes, and mix it up by posting fun prompts like "Tell me your weekend plans in emojis!" [Cathy Heller]

If you don't have the time to devote to it, don't bother.





## What equipment will I need?

### **Microphone**

Your audience will forgive bad videos (if you are choosing that route). They will NEVER tolerate bad audio!

A good microphone is a must, however, it doesn't have to cost you the earth when you start out. I started using the microphone on my laptop and progressed to a 'RODE Mini' after a couple of months. I did think about getting a 'Blue Yeti' however, it was more expensive.

The average price for a 'RODE Mini' is around AUD\$135 and a 'Blue Yeti' is AUD\$170.

### **Headphones**

I've never bothered using them; however, some podcasters swear by them. They are supposed to reduce the echoey feedback. I have never found this to be an issue. If you can't afford good quality headphones, earbuds will do just as well.

### **Camera**

You will hear a lot of people saying that you need a DSLR camera to record your video. I say 'hogwash'!!

If you have a modern laptop, then the camera that is built-in is fine in the beginning. Just make sure the lens is free from dust and oils from your hands.

I purchased a 'Logitech C920' (average cost AUD\$129) because I wanted something that was portable, and I could move it around as required.

### **Media Host**

SoundCloud (paid version) holds my RSS feed. You can also use Libsyn, Anchor, Buzzsprout, Spreaker, or Podbean.

When uploading my audio, I go to Buzzsprout which then distributes to other platforms.

If you want to be seen and hear on other channels, all you need to do is apply. It's an easy process and best of all it's free.

## **Recording and editing software**

- I use Zoom (paid version) for all of my vodcasts (video/podcast). It's super easy and I can use Otter.ai to do the transcription.
- I edit my videos in 'Wondershare Filmora' (paid version) and convert it to an MP3 audio file with 'VLC Media Player' (free version).
- I make my intros and outros using both 'Wondershare Filmora' and 'Wave.video'.

## **Podcast cover art**

It's important that you have attractive and eye-catching cover art for your podcast. I had several designs until I settle for the one that I have now.

I outsourced to 'Fiverr' and got back the initial design that I used for a little while, however, I didn't really relate to it.

I then tried making my own in 'Canva' and it was okay, but still not what I wanted.

This last version is one made by a graphic artist in Queensland and I am in love with it.

## **Theme music**

You will probably notice that most podcasts have an introduction with music and a voiceover. This is the theme music for your show. You can find great music on Pond5, PremiumBeat, Audio Jungle and Music Bakery, Orange Music (free), and bensound (attribution required - free)

## **Podcast editing services**

You can edit the podcast yourself with a program like Audacity or GarageBand. But if audio editing scares you, hire an individual on a site such as Upwork or a service such as Pro Podcast Solutions. There are also free Facebook groups like She Podcasts and Podcast Movement where you can ask for references for a reliable editor. [*Cathy Heller*]

Personally, I'd prefer to do it myself.



## FROM THE AUTHOR

Are you a non-techy introverted business owner who wants to start a podcast in 30 days working with a podcast producer & trainer?

Hello, I'm Rose Davidson from [rosedavidson.com.au](https://rosedavidson.com.au) and Talking with the Experts. I am a podcast host, producer, and coach.

Have you ever felt that you have the power to change someone's life just by sharing your knowledge with them?

I have found that when you give somebody something valuable, they feel like the value of their time and effort was worth it. It feels incredible because every time we interact in any capacity as human beings on this planet Earth - whether it's through talking or listening - we are building up our culture one conversation at a time.

Have you considered sharing your knowledge through podcasting? You've been looking for a way to stand out from the crowd and offer something no one else has, well now is your chance. Podcasting can help you reach an engaged audience that wants nothing but what YOU have on offer!

If I can start a podcast and have it grow to over 650 interviews and ranked in the top 5% of global podcasts in the space of five years, I'm sure you can achieve those same results.

**BOOK A CHAT HERE**