

GAFFINCREATIVE.COM

PODCAST BUDGET WORKSHEET

CREATED & DESIGNED BY
GAFFIN CREATIVE



Thank you for downloading!

You're ready to launch a podcast, but how much should you have you budgeted for it? Podcasting isn't free, so I'm here to tell you just how much you should be ready to spend when you start a podcast!

In this worksheet, I've listed out all of the potential items to budget for—spoiler alert: you don't need them all to get started. From basic start up pricing to hiring someone to create the graphics, manage production, this list includes it all.

To get the most out of this worksheet, head to gaffincreative.com/007 to listen to episode 7 of Clocking In with Haylee Gaffin, where I explore my experience with podcast budgets and walk you through the benefits and requirements of each item in this worksheet!

HAYLEE GAFFIN
GAFFIN CREATIVE

PODCAST BUDGET WORKSHEET

USE THE WORKSHEET BELOW TO DETERMINE WHAT YOU'LL BUY/OUTSOURCE FOR YOUR PODCAST AND HOW MUCH YOU SHOULD BUDGET FOR EACH ITEM

PODCAST GEAR

<u>MICROPHONE</u>	<u>\$99</u>	
<u>CABLE</u>	<u>\$40</u>	
<u>WINDSCREEN</u>	<u>\$3</u>	
<u>MIC DESK ARM</u>	<u>\$10</u>	
<u>MIC DESK STAND</u>	<u>\$10</u>	
<u>HEADPHONES</u>	<u>\$12</u>	

ROYALTY FREE MUSIC

<u>MUSIC</u>	<u>\$49</u>	
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PODCAST HOSTING PLATFORM

<u>ACAST</u>	<u>\$180</u>	
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GRAPHIC DESIGNER

<u>DESIGNER</u>	<u>VARIES</u>	
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WEBSITE HOSTING PLATFORM + DESIGN

<u>NAMECHEAP</u>	<u>\$120</u>	
<u>DESIGNER</u>	<u>VARIES</u>	

RECORDING PLATFORM

<u>GARAGEBAND</u>	<u>\$0</u>	
<u>ZOOM</u>	<u>\$150</u>	

PODCAST PRODUCER (VARIES)

<u>STARTUP</u>	<u>\$750+</u>	
<u>ONGOING</u>	<u>\$150-300</u>	

TRANSCRIPTIONS

<u>TRANSCRIPTS</u>	<u>\$1.25/MIN</u>	
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THE LINKS INCLUDED IN THIS WORKBOOK MAY CONTAIN AFFILIATE LINKS, WHICH MEANS WHEN YOU SIGN UP OR PURCHASE THROUGH THEM, I WILL MAKE A SMALL COMMISSION. I ONLY SHARE PRODUCTS THAT I LOVE AND TRUST!

ESTIMATED EXPENSES

<u>STARTUP</u>	<u>\$500-1500</u>	<u>ONGOING</u>	<u>VARIES</u>	
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TO GET THE MOST OUT OF THIS WORKSHEET, HEAD TO GAFFINCREATIVE.COM/007 TO LISTEN TO EPISODE 7 OF CLOCKING IN WITH HAYLEE GAFFIN, WHERE SHE EXPLORES HER EXPERIENCE WITH PODCAST BUDGETS.