

Podcasting Gear on a Budget Guide



Together, we can make your
Podcasting
Dreams come true



PODCASTING GEAR SET UP ON A BUDGET

Getting Started

Thinking About Starting a Podcast? Let's Make It Simple.

Starting a podcast can be exciting, but also a little overwhelming. With so many choices around microphones, editing software, platforms, and gear, it's easy to feel stuck before you even hit Record.

But here's the good news: it doesn't have to be complicated.

The first and most important decision you'll need to make is this: Will your podcast be audio-only, or will it include video?

That single choice will guide everything else from the equipment you'll need to your editing workflow and how you'll connect with your audience.

In this post, we'll break it all down step by step. First, we'll explore what you need for an **audio-only podcast**, and then we'll dive into the tools and tips for producing a **video + audio podcast**, all while keeping your budget and your goals in mind, and breaking it all down so you can **launch with confidence**.

Audio Podcasting Made Easy



What is an audio podcast, and what are the benefits?

If you're thinking about starting a podcast but are not sure whether to do audio or video, I'd recommend starting with **audio only**, especially if you're just getting started. It's simpler, more affordable, and requires less gear—just a quality mic and some basic editing tools. You don't have to worry about being on camera, setting up lighting, or editing video. Plus, it's easier for listeners to consume since they can tune in while driving, working, or doing chores. Audio helps you build trust, grow an audience, and focus on delivering your message clearly.

That said, there are a few downsides to audio-only. You'll miss out on connecting visually with your audience, which can help with engagement. It may also be a bit harder to stand out on platforms like YouTube, which prioritize video content. And without visual cues, you'll need to work a little harder to keep things interesting through tone, pacing, and content. But overall, for most beginners, audio is still a great place to start—it gets you moving without overwhelming you.

AUDIO GEAR ON A BUDGET

ALL GEAR ON [AMAZON.COM](https://www.amazon.com) (ASSUMING THAT YOU ALREADY HAVE A MAC OR PC)

Microphone

Microphones are the most crucial component of the entire setup. If you don't have good sound quality, everything else will suffer. Therefore, I recommend choosing one of the two options that you can afford. If you have any further questions, please don't hesitate to reach out to me at admin@standinginyourpodcast.life



TONOR Dynamic Microphone

Price: \$47.69

Link: <https://tinyurl.com/2ymvk6la>

Stand sold separately

OR



RØDE PodMic USB Dynamic Broadcast Microphone

Price: \$203.17

Link: <https://tinyurl.com/227obljr>

Stand sold separately

AUDIO GEAR ON A BUDGET

Microphone Stand for Arm



TODI Mic Arm

Price: \$29.99

Link: <https://tinyurl.com/254wxney>



InnoGear Studio Mic Stand

Price: \$34.19

Link: <https://tinyurl.com/259pmc5y>

AUDIO GEAR ON A BUDGET

ALL GEAR ON [AMAZON.COM](https://www.amazon.com) (ASSUMING THAT YOU ALREADY HAVE A MAC OR PC)

Headphones

In-studio headphones, particularly over-the-ear ones, are highly recommended. They offer superior sound quality in the studio environment, effectively blocking out external noise. However, I strongly advise against using Bluetooth headphones, as they can introduce lag into your recording, which is undesirable. You might wonder why headphones are necessary when recording with a remote guest. The audio from the guest's speakers can inadvertently bleed into your microphone, causing unwanted echo. Therefore, headphones are essential to prevent this interference. If you have any further questions, please don't hesitate to reach out to me at admin@standinginyourpodcast.life



Audio-Technica ATH-M20x Professional Studio Monitor Headphones

Price: \$59.00

Link: <https://tinyurl.com/25p33mz3>

Others

Mac

Anker USB C to USB C Cable, (6FT, 2Pack): <https://tinyurl.com/2ye6krnk>

Windows

Anker USB A to USB C Cable, Charger Cord (2 Pack, 6FT): <https://tinyurl.com/2as83eyf>

Video Podcasting Made Easy



What is a video podcast, and what are the benefits?

If you're thinking about starting a podcast and you're leaning toward **video**, it can definitely be a great way to connect with your audience on a deeper level. Seeing your face, expressions, and body language builds stronger trust and engagement. Platforms like YouTube really favor video content, which can help you reach more people and grow your audience faster. You can also repurpose clips for social media, which gives your content a wider reach and more versatility. Video podcasts feel more personal and can set you apart in a crowded space.

Video podcasts offer numerous benefits, yet they also pose unique challenges. The process demands additional time, specialized equipment like cameras and lighting, and a meticulously arranged setup. Editing can also be more time-consuming. Moreover, some guests might feel uneasy appearing on camera, and for audiences, video content requires more focused visual attention compared to audio podcasts, which are easier to consume on the go.

If managing these production demands feels overwhelming, you always have the option to outsource. Companies like Standing in Your Podcast specialize in helping you amplify your message and strengthen your brand through expert video and audio production support.

VIDEO GEAR ON A BUDGET

(ASSUMING THAT YOU ALREADY HAVE A MAC OR PC)

IF YOU HAVE A MAC AND A IPHONE 13 AND UP YOU CAN USE YOUR PHONE AS A WEBCAM.

IF YOU HELP SETTING IT UP PLEASE EMAIL ME OR BOOK A CALL WITH ME. ADMIN@STANDINGINYOURPODCAST.LIFE

You will need to buy one of the mic and stand from above ↑ ↑ ↑

Camera

Just like the microphones this is going a big part of your budget.



Anker PowerConf C200 2K Wireless Webcam

Price: \$59.99

Link: <https://tinyurl.com/24fq8atj>

Stand sold separately

OR



Insta360 Link 2 - PTZ 4K Webcam

Price: \$199.99

Link: <https://tinyurl.com/2ynalyj4>

Stand sold separately

VIDEO GEAR ON A BUDGET

Lighting



2 pack LED video Lighting Kit

Price: \$56.99

Link: <https://tinyurl.com/4zndnczb>

In-Ear Headphones

I suggest opting for in-ear headphones rather than bulky over-ear ones when you'll be appearing on camera.



KZ DQS Wired Earbuds Dynamic Driver

Price: \$15.29

Link: <https://tinyurl.com/ymted9dk>

Podcasting Software Made Easy



SOFTWARE AUDIO AND VIDEO (MAC OR WINDOWS)

Mac

Audio

Audacity

<https://www.audacityteam.org/download/mac/>

Video

Quick time player

<https://www.youtube.com/watch?v=LSmM5FXzVBg>

Editing

CapCut

<https://apps.apple.com/us/app/capcut-video-editor/id1500855883>

Windows

Audio

Audacity

<https://www.audacityteam.org/download/windows/>

Video

Bandicam

<https://www.bandicam.com/>

Editing

CapCut

<https://apps.apple.com/us/app/capcut-video-editor/id1500855883>



IF YOU'RE OVERWHELMED AND NEED HELP. BOOK A FREE 1 ON 1 WITH ME

CLICK THE LINK TO BOOK A CALL:
<https://tidycal.com/siypodcast/getting-to-know-you>

RECORD
STORE↓

We can help

Ready to start your podcast but feel overwhelmed by the tech?
We've got you covered. At *Standing in Your Podcast*, we've helped countless people find their voice and share it with the world—without getting lost in the technical details. Whether it's audio, video, editing, or setup, we make it simple.

✉ Email me at admin@standinginyourpodcast.life

🌐 Or visit standinginyourpodcast.life to get started today.

Let's get your message out there—loud and clear.