How to bootstrap your podcast

November 4, 2025

🤮 The Boring Stuff

Intros and sh*t

A little about me

Stephen Brent May
Founder at One Foot Over
Speaker, Volunteer

Former Hospitality & B2B SaaS
Marketer and theatre kid

ONE FOOT OVER

A little about me

Stephen Brent May
Founder at One Foot Over
Speaker, Volunteer
Host of B2B Happy Hour

Former Hospitality & B2B SaaS
Marketer and theatre kid

ONE FOOT OVER

A little about the agency

One Foot Over is a **strategy-first**, award-winning **B2B Marketing** agency. We work with tech and industrial companies to make their Marketing clearer and more effective. Most of our clients have small teams, so we focus on strategy and use tools technology to help them do more with less.

We believe in Marketing with a capital M.

ONE FOOT OVER

ONE FOOT OVER

Our agenda

→ Why we started this thing

→ Building on a budget

→ Process and promotion

→ What we'd do again

→ How you can start

→ Our gear and tech stack

→ Bonus

🥂 **The Spark**

Why we started this thing

"We should really record these conversations."

The first steps

➔ Decide on the name, format, vibe, etc.

➔ Pick a launch date

➔ Figure out what you need

➔ Get scrappy with the branding

➔ Hit record and go!

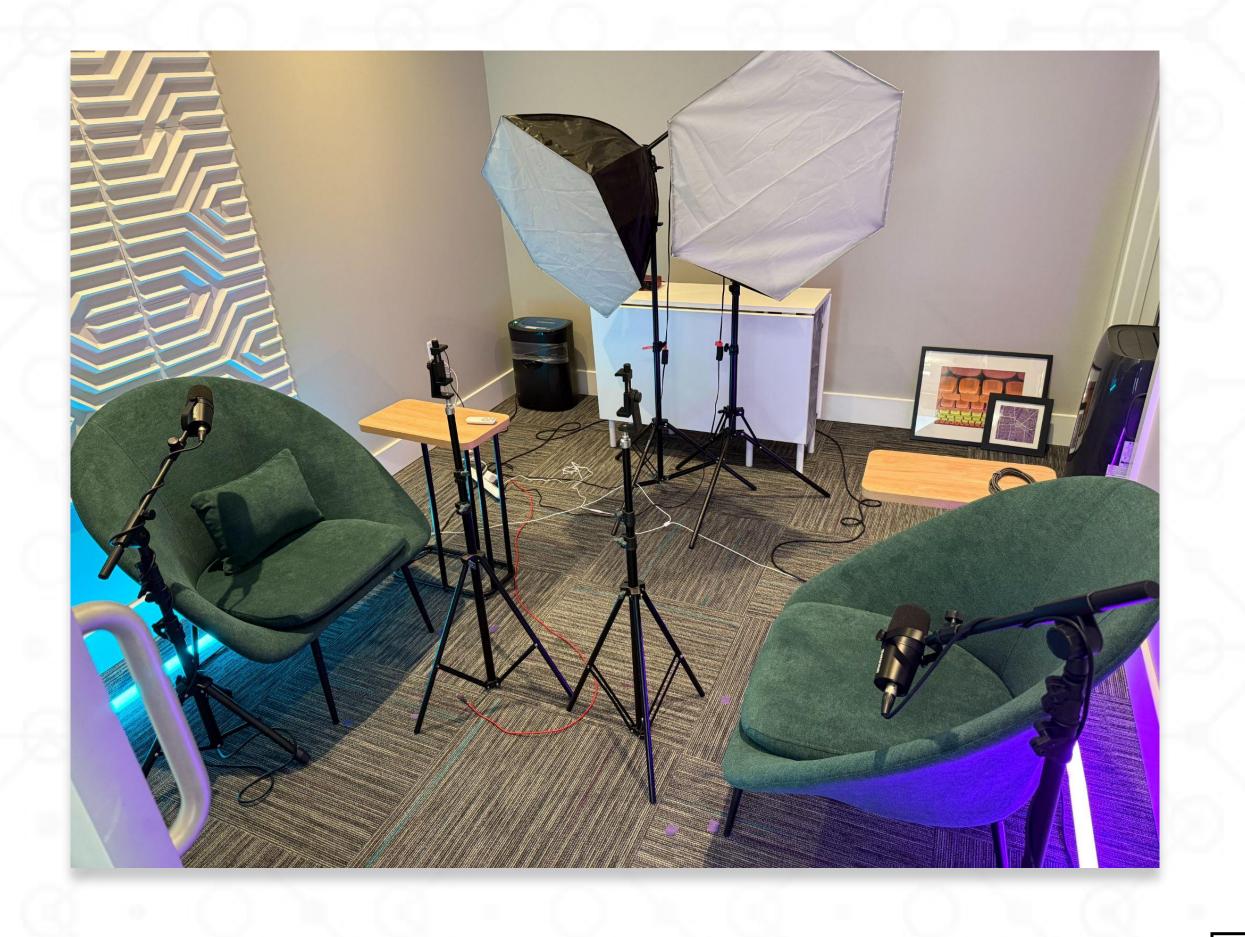**Get scrappy with the branding**

(and everything else too)

ONE FOOT OVER

The startup costs

Branding	$200
Microphones	$400
Audio Interface	$220
Lights	$55
Chairs	$85
Background	$80
Misc.	$50
TOTAL	**$1,090**

📋 Making It Work

Process and promotion

Our process

Plan → Record → Edit → Publish → Promote

ONE FOOT OVER

🧩 Lessons Learned

What we'd do again (and not)

Lesson #1

Just start

Lesson #2

Be consistent

Lesson #3
Find an editor

🚀 **How You Can Start Your Own**

Even this week

ONE FOOT OVER

Quick start checklist

➔ Pick a theme/hook

➔ Outline 5 episode ideas

➔ Choose gear + software

➔ Record a pilot (and laugh a lot)

➔ Publish + promote!

⚙️ **The Setup**

Our tech stack

The tech stack

Shure Mics

Focusrite Audio Interface

Riverside

Descript

Buzzsprout

YouTube

Spotify

Apple

OpusClip

🎁 **Bonus**

Wine recs

The Dreaming Tree
Crush

Stag's Leap Wine Cellars
ARTEMIS

Opus One

ONE FOOT OVER

THE
b2b
MARKETERS

Follow and subscribe to
@theb2bmarketers

ONE FOOT OVER

Let's connect

🧠 **Questions**

And maybe answers