15 Question to Ask Before Hiring a Podcast Editor

Hiring a podcast editor is a big deal. It might seem simple at first, but you're trusting someone to help you bring your creativ e work to life. You're starting a relationship that could last for years and represent thousands of dallars.

You want to make sure you're getting the right one for your podcast.

This guide will help you move through the process sith confidence.

"An ounce of prevention is worth a pound of cure."
– Benjamin Franklin

Questions to Ask Yourself

Why are you hiring a podcast editor now?

Take a couple of minutes to think through why you want an editor now.

Was there some event or experience that brought you to this decision? Do you have some goals you hope this will accomplish? What is it that's driving the decision to do this now?

How would you explain your show to someone else?

Describe your show: topic, audience, format, typical episode raw audio duration, typical episode finished length, how frequently you publish.

What does your perfect "Magic Wand" future look like?

If you could imagine the perfect scenario for working with a professional editor 3 years from today, what would your production process look like?

Describe in detail - what gets done, who does what, what does it feel like, what are the other benefits?

What isn't getting done?
What is being delayed?

What podcasting tasks are you putting off? What is it that you avoid doing? What is it that you just can’t seem to get to, no matter how hard you try?

Do you need anything besides "just" editing for your show?

Do you need or want any additional services?

Think about things like graphic design, regular consultations, writing show descriptions or blog posts, creating social media content, assisting with research or guest booking, etc.

What would you focus on if you had an editor?

What would you focus on if you didn't have to edit?

This could be related to the things you can't get to for producing and marketing your show. But it could also be things like spending more quality time with your family, focusing on your health, investing in friendships, being able to volunteer, and more.

When choosing an editor, what is most important to you?

You will have to make a trade-off between **Speed** (how quickly you get work done), **Scope** (quality and quantity of work), and **Spend** (cost). Rank these in order of importance (3=most, 1=least)

_____ Speed _____ Scope _____ Spend

You'll also be considering other things that are important to you. List any non-negotiables, preferences, and other decision criteria below.

How much can you actually afford to pay an editor?

Let's get clear now on how much you can (or are willing to) spend for editing and why you landed on that number.

Think this through and record the budget number, as well as how you justified the value of that expense and where you expect the money to come from.

Think of it as per-episode, as well as either per-month or per-season.

Make a List of Editors

Who should you talk with?

When it's time to start talking with prospective editors, it's tempting to just jump in. But it's better to make a list of people or companies you think might be a fit.

Do a little research before you set up calls.

Name	Website	Good Fit?

Questions to Ask a When Meeting With an Editor

What kinds of editing and other services do you offer?

Listen to what they say and probe more deeply if you hear anything you don't understand or if they don't mention something that you want or need.

Record information about packages, services, etc. as well as any impressions or emotional reactions you have.

What does working with you look like?

Listen to what they say and feel free to probe. Pay attention to things like who does what, as well as whether they mention things like turnaround times, vacations, revision requests, methods of sharing files or collaboration. Note any questions, and feel free to ask more questions if you need to.

How do you handle non-standard requests or special events?

How do you handle special events or requests such as correcting errors, revisions, taking time off, urgent requests, or planned vacations?

Feel free to add to this list if there are other things that are important, and to skip anything that's not important to you. Make note of any gaps as well as places where the alignment seems good.

How do you protect the shows you work on?

This might not be something an editor has articulated this way, so you may need to provide additional guidance based on what's important here.

The idea is to get them to talk about how they make sure that files or episodes aren't lost before publishing, whether they maintain an archive of the work they've done, whether they maintain copies of final files, whether they have any controls in place to ensure that their work doesn't bring harm to your show.

How do you ensure compliance with production standards?

This one can get a bit sticky because you may hear things like, "There are no real standards in podcasting," or, "We follow a proprietary process that our clients are happy with."

However, the idea isn't for you to have to be an expert audio engineer, but to be able to know that they do have some standards that they measure against and to feel confident that they have controls in place to ensure they meet those standards.

How do you stay on top of industry news & hone your technical skills?

It's not necessarily reasonable to expect a podcast editor, manager, or producer to always be on top of every single trend or shiny object. However, any good podcast professional will be taking steps to be informed and will be actively investing time and/or money in improving their skills.

The goal is to get them to talk about it so that you can know whether this candidate is more likely to improve or get stuck where they are.

Can you provide evidence of your expertise and experience?

It's appropriate to ask for something that gives you confidence that they can deliver on what they say they can do.

- *References*
- *A portfolio*
- *A before-after clip*
- *A short sample edit of your audio*

Take note of what they will or won't provide, and note your impressions of their work, focusing on whether it meets, exceeds, or fails to meet your expectations for your show.

Additional Resources

Where can I find a great podcast editor for my show?

Finding a great podcast professional can seem like a daunting task. Here are some suggestions for where you might find a great podcast editor.

- **Top Tier Audio** - Yes, we offer podcast editing and management services. If you'd like to find out more, visit toptieraudio.com.
- **A referral** from a trusted friend or colleague who has an editor they trust. *(Note: This is **not** the same as asking for random acquaintances to suggest editors in a large Facebook Group. That's the path to overwhelm and spam.)*
- **Podcast Editor Academy** - Gain access to a community of up to 8,000 podcast editors to quickly find the one who's right for you. Visit this link for information about how to set up a simple application process.
- A **freelance marketplace** such as Upwork or Fiverr. Just be sure to carefully screen the people you choose to work with.

Looking for help as you go through the process?

Do you need a little help going though this? Maybe you are looking for more details, or another person to help you gather your thoughts. If so, we have a few resources available for you.

- Subscribe to the podcast "**Hiring a Podcast Editor**"
- We're happy to help you clarify your thoughts or think through your concerns. Just use the link to **schedule a one-hour consultation** with us, and we'll help guide you through the process.
- We're available if you need someone to help you evaluate audio samples or screen potential editors. Click the link to schedule a **short needs discovery call**, and we'll set up a short call to develop a customized plan of attack just for you.