The first step in creating an enhanced podcast is to determine what you are trying to accomplish. Is it a tour, training session, general information, or a series of podcasts on a certain subject? This will determine the length of the podcast, what images you will need, and the music for the background.

Once you’ve decided on what type of enhanced podcast you wish to create, the second choice is whether or not to prepare and read from a script, or just improvise and record from some notes. The other important factor here is to consider who will be recording the podcast. You don’t want it to sound like someone is reading from a script like a robot. On the other hand, many podcasts sound like it’s amateur hour at the local junior high school when a script isn’t followed. Try to find someone who can read a script or from notes, but is able to use inflection in their voice. This will make a huge difference in the quality of your podcast.

Each chapter or segment in an enhanced podcast can have an image attached to it that will be displayed during the audio playback. For consistency, it’s best to have all of your images displayed on a similar background. Using Keynote or PowerPoint, create a slide show for your podcast using images and text. When finished, export the slides out as images into a separate folder. These images will now be used when creating the chapters for the podcast.

There are a large number of sound editing programs available for use, but for our podcasts we use Garage Band, which is easy to use and can be picked up quickly for first time sound editing. First, you must change the preferences on both your System and in Garage Band to use whichever type of input device, or microphone, that you will be using.

When GarageBand first starts, choose Podcast from the list of options. Next, you need to eliminate the tracks that the program starts with and replace them with a New Basic Track. You can then choose Vocals, and then choose which type of vocal you will be recording. To begin recording the podcast, press the red button. It’s a good idea to try a few practice segments before recording the podcast to check your settings and volume.
Once you've recorded the speaking part of the podcast it will need to be edited. Any mispronunciation, periods of silence, restarts, etc., will need to be either edited out or re-recorded. Garage Band allows for easy sound editing, especially if you've never worked with audio software before.

Next, you will need to add a music soundtrack. Drag any MP3, AAC, MP4, etc., track to the Garage Band screen and it will open up as a second track under your voice track. Then, by positioning the volume markers you can adjust the volume for the introduction, closing, and for in between chapters.

On the podcast track you can drag in images from the Media Browser to create the chapters.

Finally, you can export your finished podcast directly to iTunes.

Setting up your first RSS feed can be difficult. Once it is set up, however, additional “episodes”, if you're creating a series, can easily be added.

First, you must hit the New Feed icon at the top of the program. What follows are a series of dialog boxes that will ask for the Feed title, link to the XML file, and descriptions. There are multiple dialog boxes that will present you with a list of options for publishing, synching with iTunes, images, and more.

Once the feed is ready you can use the Validate feature to check and see if the file is accessible by RSS readers. Once it's checked you can then hit the Publish icon and the RSS feed will be created.

There are many RSS readers available and all of them have different methods of handling enclosures such as enhanced podcasts, so it's a good idea to check out your feed in several of them for problems.