



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Start a Podcast for Kids!

Your voice matters. Your ideas matter. And there's an audience out there waiting to hear exactly what YOU have to say.

Ages 11 - 14

Best for: **THE STORYTELLER** entrepreneur type

The World Needs More Young Voices

There are over 4 million podcasts in the world. Want to know how many are hosted by kids under 16? Almost none. That's not because kids don't have anything interesting to say — it's because nobody told them they COULD. Until now.

A podcast is the most personal, intimate, and authentic way to share your ideas with the world. No fancy camera angle. No filters. No dancing. Just YOUR voice, YOUR thoughts, and a microphone (which can literally be the one built into your phone). And unlike social media where posts disappear in 24 hours, podcast episodes live FOREVER — building an audience while you sleep.

\$0

Startup cost

20 min

Per episode (sweet spot)

5+

Ways to monetize

The Honest Truth About Podcast Money

Let's be real: podcasts are a SLOW monetization path. Like YouTube, most podcasts don't earn direct ad money until they have a significant audience (usually 500-1,000+ downloads per episode). That takes months of consistent publishing. BUT — just like YouTube — the podcast itself is a marketing MACHINE for other things you sell. A kid who podcasts about books can sell reading lists. A kid who podcasts about cooking can sell recipe cards. The podcast builds the audience. The complementary business makes the money.

8 Podcast Ideas That Actually Work for Kids

Book reviews & reading recs

Kid entrepreneur interviews

Science facts & experiments

Sports talk & game recaps

Storytelling & fiction

Life advice from a kid's POV

Gaming news & reviews

History's coolest stories

Sneak Peek: From the Full Guide

"The easiest episode format for beginners is the '3-Point Episode.' Pick one topic. Make three points about it. Spend 3-5 minutes on each point. That's a 10-15 minute episode and you can prep it in 20 minutes. Example: 'Three Things I Learned From Starting a Lemonade Stand' — Point 1: pricing is harder than you think. Point 2: location matters more than the product. Point 3: your first customer changes everything. That's an episode. You could record it right now with your phone."

The Full Startup Guide Covers:

- ✓ Equipment: what you actually need (spoiler: just your phone and a free app)
- ✓ Finding your niche and naming your show
- ✓ The "3-Point Episode" format that makes planning effortless
- ✓ Recording tips: sound quality, environment, and speaking confidently
- ✓ Free editing software that makes you sound professional
- ✓ How to publish on Spotify, Apple Podcasts, and Google — all free
- ✓ 5 monetization paths for kid podcasters (most don't involve ads)
- ✓ Growing your audience: the interview strategy that borrows other people's listeners
- ✓ The complementary business model — what to sell alongside your podcast
- ✓ Realistic timeline and what to expect at 1, 3, 6, and 12 months
- ✓ First-month action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

Ready to Be Heard?

Your voice, your ideas, your show. The microphone is waiting.

NEXT STEP

Kid Podcast Complete Startup Guide

10 pages covering equipment, niche selection, the 3-Point format, recording tips, free editing tools, publishing to all platforms, 5 monetization paths, audience growth, and your first-month plan with printable worksheets.

\$7.99 instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99 on Amazon

[Get the Book on Amazon](#)



Parents: The full guide covers podcast-specific safety including privacy (never share personal details on air), comment and listener interaction management, and platform settings. Podcast hosting platforms (Anchor/Spotify for Podcasters is free) require a parent's email to create an account for minors. We recommend parents listen to each episode before it's published, manage any listener communication, and co-manage the hosting account. The guide also addresses the emotional side — handling low download numbers, staying motivated, and knowing when to take breaks. Audio-only content is inherently safer than video since no visual identity is shared, making podcasting one of the safer content creation paths for kids.