

THE AI AUTHORITY FIELD GUIDES
BOOK THREE



On the Record

*How to Launch the Podcast That Turns Your
Expertise Into Authority — in 10 Days*

DR. VIVIAN ATUD

Economist · Author · Founder of The AI Authority Lab



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This guide was written the way I teach: with AI as an accelerant, and a human as the author. Every idea, story, and recommendation in these pages is mine — AI simply helped me move faster. That is the whole philosophy of this book: AI accelerates, you author.

This book is for educational purposes. Specific tools and platform features (including those of Apple Podcasts, Spotify, and the recording and editing apps mentioned) change quickly — always confirm the current details on the official source before you rely on them.

Learn more inside [The AI Authority Lab](#) · community@genesisi360

A NOTE FROM DR. VIVIAN

The Voice You Already Have

I still remember how badly I wanted to hit “stop” the first time I recorded myself. I listened back and winced — that’s not how I sound, surely. I almost talked myself out of the whole thing before a single person had heard a word. I’m so glad I didn’t.

Because here’s what I’ve come to believe after years behind the microphone: your voice is the most underused asset you own. You already have the expertise, the stories, the way of explaining things that makes people lean in. A podcast simply takes that voice — the one you use every day — and puts it in front of the right people, on repeat, while you sleep. There is no faster way I know to turn quiet expertise into recognized authority.

For a long time, a podcast felt out of reach for most of us: too technical, too expensive, too much editing in the dark. That’s no longer true. Recording is now as simple as opening your browser, and AI has quietly taken the most tedious parts — the editing, the show notes, the transcripts — off your plate entirely. What used to take a small team now takes one focused person about ten days.

I won’t pretend the first recording won’t feel strange. It will, for everyone — me included, every time I start something new. The girl who once studied by firelight in Cameroon never imagined her voice would one day reach people across continents. But the awkwardness fades fast, and what’s left is the thing you came for: a platform that’s unmistakably yours.

This short book is my honest walk-through of how to launch a real, credible show in about ten days — the concept, the simple setup, the recording, and the launch — plus the one rule that keeps your voice authentically yours in an AI world. The world is ready to hear what you know. Let’s get you on the record. [Join now](#)

— *Dr. Vivian Atud*

BEFORE WE BEGIN

Who This Book Is For

This book is for the expert, coach, founder, or leader who knows they have something worth saying — and has quietly wanted to start a show but felt stopped by the tech, the time, or the fear of the microphone. You don't need a studio, a producer, or a big following to begin. You need your voice, a simple plan, and ten days. I'll give you the plan.

What you'll walk away with

- A clear case for why a podcast is the most powerful authority platform you can build right now.
- The exact 10-day method to go from idea to a show that's live on Apple and Spotify.
- How AI removes the hard parts — editing, show notes, transcripts — so you can focus on your voice.
- The one habit that separates the shows that last from the millions that quietly fade.

HOW TO READ THIS

Read it through once to see the whole path, then come back and pick your show's topic before you put it down. Momentum starts the moment you decide what your show is about.

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The Authority Platform

Let me make a distinction that changed how I think about visibility. A *following* is a number. A **platform** is a relationship. You can have a hundred thousand followers who scroll past you in half a second — or a few thousand listeners who put your voice in their ears for thirty minutes a week, while they walk, drive, and cook. One of those is vanity. The other is authority.

That's what a podcast gives you that almost nothing else does: sustained, intimate attention from exactly the people you want to reach. There's a reason the most trusted voices in nearly every field now have a show. When someone listens to you think out loud, week after week, something happens that a post never achieves — they come to *trust* you. And trust, at scale, is just another word for authority.

A following is a number. A platform is a relationship.

And the audience is enormous. In 2026, an estimated 619 million people worldwide listen to podcasts — in the United States alone, more than half of everyone aged twelve and up tunes in every month. This isn't a niche hobby anymore; it's where modern attention lives. The room you want to be in is already full of your future clients, listening.

A show also feeds everything else you build. Each episode becomes social clips, a newsletter, even the raw material for a book. It's the engine at the center of your authority — and in the next chapter, I'll show you why it's finally easy enough for one person to run.

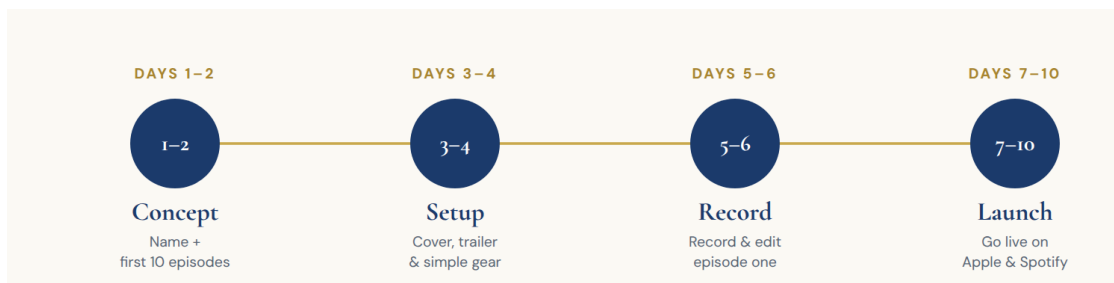
CHAPTER TWO

What Changed

For years, the dream of a podcast died in the same place for most people: the editing. You'd record something you were proud of, then open an intimidating wall of audio waveforms, spend hours cutting out every "um," give up around episode three, and quietly let the whole thing fade. The barrier was never your voice. It was the production.

That barrier is gone. Recording is now as simple as opening a browser-based studio that captures clean audio and video automatically. And editing — the part that used to break people — has been transformed by AI. Modern tools let you edit your recording by editing a **transcript**, like a document: delete the words, and the audio follows. The same AI writes your show notes, your titles, and your summaries in seconds.

This isn't a fringe trick anymore — around six in ten podcasters now use AI in their production, precisely because it removes the tedious work and leaves the human part to the human. What used to require a producer and a sound engineer now fits in a single, simple workflow.



[*The 10-day path: concept → setup → record → launch.*](#)

That's how a real show now comes together in about ten days. I teach it as the **Podcast Authority Method**, and the next four chapters walk you through it stage by stage. You bring the voice and the wisdom; AI carries the heavy lifting. Let's begin where every great show begins — with a sharp idea.

Days 1–2 · Concept, Name & First 10 Episodes

A great show is built on a sharp idea, not a vague topic. The most common reason new podcasts wander and die is that they tried to be about “everything in my field.” So we start by getting specific. What is the **one promise** your show makes to a listener every single episode? A show for everyone is a show for no one; a show with a clear promise is a show people subscribe to.

Then we name your one listener — not a demographic, but a real person with a real question your show answers. When you picture that single person as you record, your delivery changes. You stop “broadcasting” and start *talking*, and listeners feel the difference instantly.

TRY THIS NOW

Finish this sentence: “Every episode of my show helps [one person] do or understand [one thing].” That’s your concept. Guard it — it’s what makes your show findable and followable.

Finally, we remove the question that kills momentum — “what do I talk about?” — by mapping your first ten episode topics in one sitting, each tied to your promise. Put your three strongest first, so a new listener is hooked immediately. By the end of Day 2 you have a concept, a name you’re proud to say out loud, and ten episodes ready to record. You will never again sit down to a blank page.

Days 3–4 · Cover, Trailer & a Simple Setup

People judge a show by its cover — literally, in the app, at thumbnail size. So we give yours a look that belongs. You don't need to be a designer; you need a clear brief: your show name, the feeling you want, your colors, and the visual cues of your field. Hand that to a designer or an AI cover tool, and make sure it's bold and readable when it's tiny. That's where listeners first meet you.

Then your **trailer** — a 60-to-90-second invitation that tells a new listener who the show is for, what they'll get, and why now. It becomes your “episode zero,” the thing that's live and inviting people in even before your first full episode.

Now, the setup — and please don't let this be where you stall. You need exactly three things: a decent microphone (a good USB mic is more than enough to start), a quiet space (a closet full of clothes genuinely beats a big empty room), and simple software. A browser-based studio handles recording; an AI-powered editor handles the rest. Pick a podcast host that sends your show to Apple and Spotify, and you're ready. Upgrade your gear *after* you publish, never before.

Done is the goal. You can buy a better microphone after episode one.

Days 5–6 · Record & Edit Your First Episode

This is the day it becomes real: you record episode one. Every good episode has the same simple bones — a **hook** that earns the first thirty seconds, a **body** where you teach or explore one thing well, and a **close** with one clear next step for the listener. Don't memorize a script and don't read like a robot; work from talking points and speak as if you're helping that one person you pictured on Day 1.

Expect to feel awkward. Everyone does — I still do when I start something new — and it fades faster than you think, usually by about the third episode. Record in a take or two and resist the urge to chase perfection. Your only goal today is **recorded**, not flawless.

Then AI earns its keep. Drop your recording into a transcript-based editor and tidy it by deleting words, not wrestling waveforms. Trim the dead air, keep your personality, and let the AI generate your show notes, title, and summary in about a minute. By the end of Day 6 you have a finished, edited episode with professional notes attached — something most aspiring podcasters never reach.

THE MINDSET THAT MATTERS

You are the voice and the judgment; AI is the production crew. It can cut, transcribe, and summarize — but what's true, what stays, and what sounds like you is always your call.

[Join our community now and get your podcast launched](#)

Days 7–10 · Go Live & Launch

Now your show goes where listeners actually are. Your podcast host gives you something called an **RSS feed** — think of it as your show's home address. You submit that feed once to Apple Podcasts and Spotify, and from then on every new episode appears there automatically. Approval can take anywhere from a few hours to a couple of days, which is exactly why we do it before launch day.

While you wait, you set up the listing that helps people find you: a description that hooks and promises, the right category, and the search terms your ideal listener would actually type. Around a third of listeners discover shows through search, so these small details quietly compound for years.

PUBLISHING ISN'T LAUNCHING

A show no one knows about can't build authority. On launch day, tell the people who already trust you — your list, your network, your community — share short audio clips of your best moments (AI can cut these for you), and ask a handful of people to follow and leave an honest rating. Early momentum is what makes a show visible.

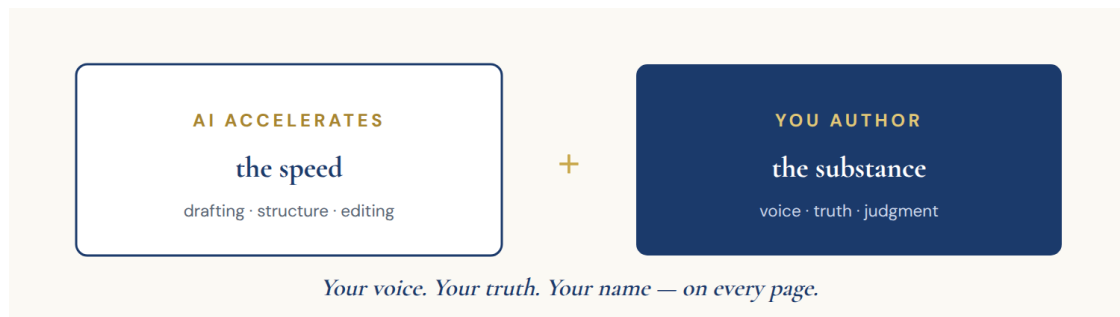
And then, somewhere around Day 10, it happens: your show is live, in the same app as the voices you've admired for years. Someone can search your name and press play. I still remember that feeling. The girl who studied by firelight has a voice that now travels further than she ever dreamed — and so will yours.

AI Accelerates, You Author

In a world where AI can now generate entire synthetic voices and auto-written episodes, I want to be very clear about what makes a show worth listening to: **you**. The realness. The pause before you say something true. The story only you have lived. No machine can fake that, and your listeners can tell the difference in seconds.

So carry this one rule into everything you record: AI accelerates, you author.

Let AI handle the production — the editing, the transcripts, the show notes, the clips. But the voice is yours, the opinions are yours, the lived experience is yours, and the responsibility for what you put into the world is yours. AI is the sound engineer in the next room; *you* are the one at the microphone with something to say. Keep that line, and your show will have the one thing the algorithm can't manufacture and listeners never forget: a real human being, telling the truth, in their own voice.



Why Podcasts Die at Episode 7

I'll end with the most honest chapter, because it decides whether your show survives. Here's a number that should encourage you more than scare you: of the millions of podcasts out there, only about **fifteen percent** are still actively publishing. The folklore says shows die around episode seven; the data says most simply fade early, with the average show going quiet after roughly twenty-one episodes.

Most podcasts quietly disappear

Of millions of podcasts, only a sliver are still publishing.

~15%

still active

~85% have faded

The edge isn't talent. It's consistency — and consistency can be built.

Why should that encourage you? Because it means the bar isn't talent or luck — it's **endurance**. Publishing consistency is the single biggest predictor of a show's survival. If you simply keep showing up after most others quit, you rise, almost by default, into the small group that lasts.

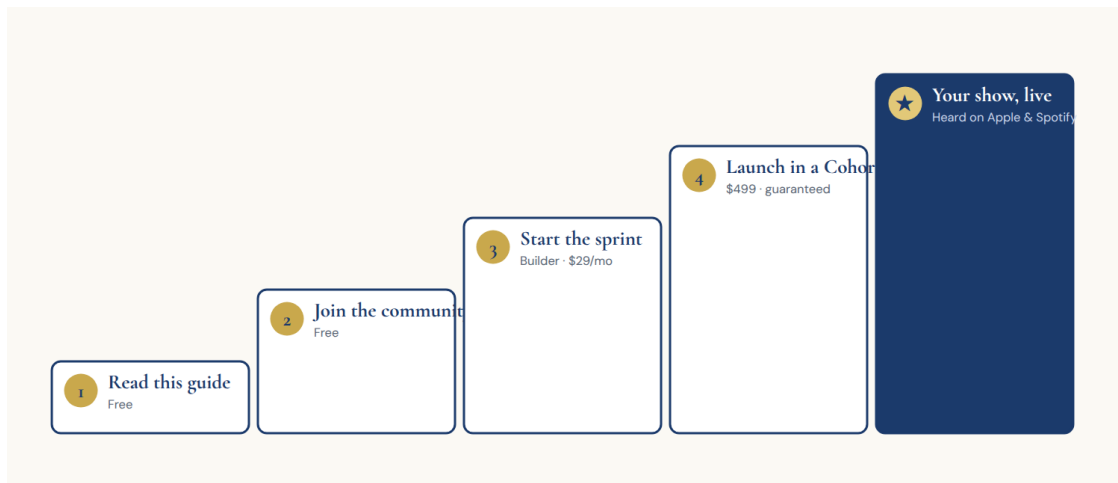
So why do shows fade? The same four forces every time: there's no **system**, so every episode is a fresh struggle; there's no **buffer**, so one busy week ends the streak; there's no **accountability**, so quitting costs nothing; and there's **isolation**, recording into the void with no one cheering you on. Notice that none of these is about ability. They're all about structure and support.

That's exactly what beats podfade: a repeatable system so episodes get easier, a small buffer of recorded episodes so life can't derail you, and a room of people expecting your next one. It's also the honest reason the Lab exists — and why this book ends not with "good luck," but with an invitation.

YOUR NEXT STEP

From Listener to Host

If you can feel the show you're meant to make, don't let that feeling cool. Here's the path I'd point you to — each step real, each one a little bigger than the last.



Start free, today

Join [The AI Authority Lab](#) community at no cost. Take the free Authority Scorecard to find your starting point, meet others launching their shows, and get the “Start Here” lessons. It's the easiest first step — and it's free.

When you're ready to launch

Inside the Lab, the **Podcast Authority Method** gives you the full system — every template and prompt to take your show from idea to live, day by day. Move at your own pace as a **Builder**, or launch fast in a live **10-Day Cohort** with hot-seat support, a guest-swap board, and a room that won't let you fade — so you finish with a real show, on Apple and Spotify, heard.

THE MANDATE IS CLEAR

The world has never had more ears, and most voices quit before they're heard. Yours doesn't have to. You already have the voice — AI just made the rest simple, and a room is ready to help you outlast the silence. The rest is yours to execute.

ABOUT THE AUTHOR

Dr. Vivian Atud

Dr. Vivian Atud is an economist, an 11-time published author, an international speaker, a podcast host, and the founder of The AI Authority Lab. The first in her family to attend university, she went from studying by firelight in Cameroon to advising institutions across Africa, Europe, and North America. Through her flagship brand, The Clarity Mandate, and the AI Authority Lab, she helps everyday experts turn what they know into published books, live shows, and real authority — using AI as an accelerant, never a replacement for the human voice. Her guiding idea is simple: your hardest starting point can become your greatest authority.

Your free toolkit

- **The Podcast Launch Checklist** — every step from concept to live, in order, so nothing slips.
- **100 Episode Topics** — a starter bank so you never face a blank calendar.
- **The community** — a room of hosts launching alongside you, and the weekly Build Call to keep you on the air.

The mandate is clear. Now it's yours to execute.

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