

#### **Develop Content**

- □ Select Topic
- □ Outline Episode [#.name]
  - 🛛 Intro
  - Core
  - Close
  - □ Sponsor [if any]
  - □ Freebie and/or Products, Episodes and Resources Mentioned
- Guest Interview
  - □ Schedule Prep Call or Email Preliminary Questions
  - □ Schedule Interview
  - □ Prep Interview Questions
  - Outline Episode

#### Record + Edit

- □ Solo Episode
  - Review Outline
  - Set Up Studio
  - Record
- Guest Interview Recording
  - Review Outline
  - Prep Studio
  - □ Skype or Zoom
  - Record
- Send File to Editor (w/notes)
- □ Confirm Episode Title + Freebie Title
  - Ubesrsuggest for SEO Naming Ideas
- □ Save All Files to DropBox or Google Drive

## Craft Copy

- □ Write Show Notes
- □ Write Weekly Email + Schedule
- □ Create Freebie
- □ Write Copy for Social Media





#### Design + Transcript

- Design: Templates for each platform in Canva
  - Social Shares
  - □ Featured Image for Show Notes
  - □ Newsletter Image, if needed.
- Transcribe Audio [otter.ai]

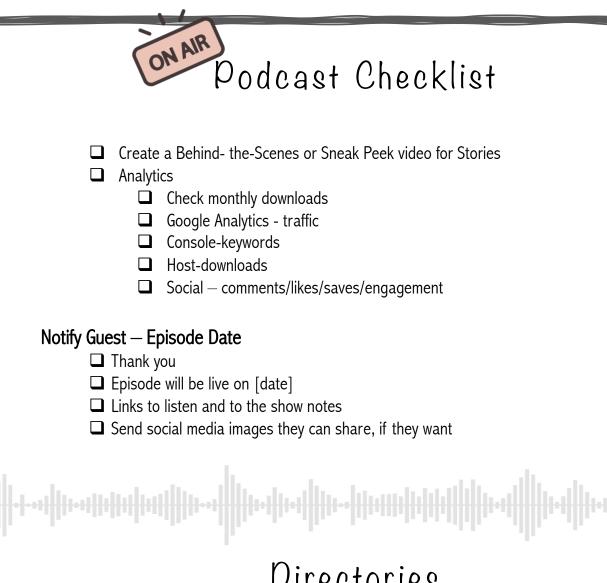
## Load Content

- □ Load Audio into Podcast Host + Prep Episode for Release
  - Audio
  - $\Box$  Graphics
  - 🗅 Сору
  - Tags
  - □ Scheduling
- □ Load Show Notes Onto Website
  - □ Embed the HTML Code from Host to Connect the Episode
  - □ Add Categories + Tags to Show Notes
  - Add Graphics
  - Show Note Links
    - Products Mentioned
    - Freebie
    - Other Episodes [with similar topics]
- □ Load Email into System w/links + Schedule
- □ Add transcript to Amazon S3 or DropBox and link to website
- □ Set up Freebie
  - □ Load to Amazon S3 or DropBox
  - Add Link to Signup
- □ Add Episode to Master Document
- □ Add Episode to Episodes Page Category

## Set Up Social Media

- Post to:
  - FB (Wave Audio clip)
  - Twitter
  - □ Instagram/IG Stories
  - Pinterest
  - LinkedIn (if applies)





# Directories First Episode Only

## RSS Feed – Submit to Directories

- □ Apple Podcasts
- Spotify
- □ Stitcher
- Google Podcasts
- Tuneln Radio
- I Heart Radio
- YouTube
- Soundcloud
- □ Facebook
- □ Spreaker
- Blubrry
- Podcastpedia
- Ipodder
- Digital Podcast

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