



# Podcast Checklist

## 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
  - Save – Export
- Send File to Editor (w/notes)
- Confirm Episode Title + Freebie Title
  - Ubersuggest 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





# Podcast Checklist

## 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
  - Graphics
  - Copy
  - 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)





# Podcast Checklist

- Create a Behind- the-Scenes or Sneak Peek video for Stories
- Analytics
  - Check monthly downloads
  - Google Analytics - traffic
  - Console-keywords
  - Host-downloads
  - Social – comments/likes/saves/engagement

## Notify Guest – Episode Date

- Thank you
- Episode will be live on [date]
- Links to listen and to the show notes
- Send social media images they can share, if they want



## Directories

### First Episode Only

#### RSS Feed – Submit to Directories

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

