

Checklist – Creating Your First Podcast

The Podcasts
MEMBERSHIP



- ☐ **Choose a Hosting Platform** – Use the hosting you have if it's sufficient. Upgrade or switch to a new service if necessary.
- ☐ **Determine Your Genre** – It should be the same genre as your primary business if you want it to work to grow your business.
- ☐ **Brainstorm a Podcast Name** – Choosing the name of your show will inform your marketing message and art.
- ☐ **Write Your Podcast Description** – What is your show about, who is your show for, why are you the one to do this show, and what are your goals for doing it in relation to your audience but also regarding yourself and your business.
- ☐ **Contract or Create Podcast Artwork** – You can use [fiverr.com](https://www.fiverr.com) or use software like [Canva](https://www.canva.com) to help or hire someone within your community to flesh out your idea.
- ☐ **Create a List of 50 Podcast Topic Ideas** – The truth is, the more ideas you can produce right now, the better. When you go to record, it'll make everything go more smoothly.
- ☐ **Outline the Topic Ideas** – Take some of the ideas you generated and narrow down the topics into show outlines.
- ☐ **Match Potential Guests with Your Topics** – It can also help you to generate a list of potential guests for each topic that you want to discuss so that you can invite them.
- ☐ **Create a Basic Show Order** – Set up a basic show order to know how long you'll talk to each guest and what happens next.

- ☐ **Create a Landing Page for The Show** – Once you have the information for the show and a calendar, you can create your show landing page. Use that landing page as a template for each show.
- ☐ **Create a Landing Page for Speakers/ Guests** – If you want to attract more speakers, set up a page that showcases speakers to highlight the benefits of someone being a guest on your show.
- ☐ **Set Up Email Marketing Messages** – When you have each show outlined and you know who your guests will be, it's okay to set up your email marketing messages now.
- ☐ **Purchase and Set Up Your Technology** – The technology will make or break your show because it's the one thing that causes people to give up. Choose your technology based on your own needs, not what someone else says works.
- ☐ **Familiarize Yourself with the Equipment & Services** – Test the equipment and services you will be using so you are familiar with the ins and outs of each. This will help your podcasts easier to create and sound more professional.
- ☐ **Conduct a Sound Test Each Time** - Before you start recording the live or final pre-recorded version of your podcast, run a sound test to make sure everything is working properly.
- ☐ **Edit for Quality** - Once you've recorded the call, it's time to edit the recording to remove stumbles, pauses, and so forth to make the final published version of higher quality.

- ☐ **Publish!** - When the editing is finished, upload the recording to your preferred platform.
- ☐ **Promote it.** - Promote your podcast everywhere you go online, and off. The more people hear about it, the more will start to follow.
- ☐ **Seek Sponsors** – Most podcasts make their money from ads, sponsorships, and affiliate marketing in addition to selling their own products and or services.
- ☐ **Rinse and Repeat** - Now that you have your first show completed. Take note of any changes you'd like to make, things you want to add or remove, etc. Then start planning your next show.

Feeling overwhelmed?

Not to worry! We have checklists in this bundle as well - go and see!

And if you'd like a bit of support when you start, check out our monthly membership! Membership includes 1:1 coaching, a private FB mind hive, and TONS of digital education for every question you could have, including which mic to choose, how to get amazing guests, pitching your first sponsor and more.

CLICK HERE TO CHECK OUT THE MEMBERSHIP NOW