



*She Podcasts*  
MEMBERSHIP

# *Profitable Podcasting Checklist*

## Profitable Podcasting Checklist

Creating a podcast is a great way to showcase your authority on a subject. Wanna make m money too? Managing all the steps needed to create a money-making podcast can be overwhelming, but that's where a good checklist can make a difference. This checklist covers every step you need to take to get your podcast ready to launch.

### Planning Your Podcast

- ☐ Choose a topic I am passionate about. I can talk about it all day with passion.
- ☐ Ask my current audience what their problems are. Make sure my podcast is solving a problem that my audience wants a solution to.
- ☐ Spend time researching topics to determine what my podcast will be about. Listen to podcasts in my niche to get ideas on different subjects.
- ☐ Decide on what format I want to use. The format is the order or sequence in which the production elements of my show will go.
  - ☐ Intro and outro
  - ☐ Calls from callers
  - ☐ Question and answers
  - ☐ Teasers on the next show
  - ☐ Is it video or audio podcasting?
- ☐ Determine who my audience is and what they are interested in. Research and conduct surveys on my demographics.
- ☐ Make a list of possible subjects my listeners are interested in. Choose ones that fit with the topic of my show.

- ☐ Determine the length of my show. Fifteen to forty-five minutes is best.
- ☐ Determine how often I will be producing new podcasts. Podcasts take time to produce. Allot enough time in my schedule to produce the number of shows I have decided on.
- ☐ Determine the type of music I will be using. Get permission to use the music if necessary.
- ☐ Design my branding. This includes my logo, any graphics I will be using and my theme. I should make my theme consistent for all my podcast shows. Choose a name that grabs attention but still associates with my subject.
- ☐ Decide how much preparation will go into each show. Prepare detailed notes if required.

## **Getting Ready to Create Your Podcast**

- ☐ Set up my recording space in a noise-free area. Do a test recording to check for any distracting noises.
- ☐ Purchase and test my equipment, including:
  - ☐ A good quality external microphone
  - ☐ A headset or headphones that are clear
  - ☐ A computer
  - ☐ Software for recording such as GarageBand from Apple, Audition from Adobe, and other software like Audacity to record.
- ☐ Determine the audio recording software I want to use. Research different ones to find which will work best for me. Install the software for recording. If I am doing video podcasting, research and install the recording software needed.

- ☐ Write out the script I will be using, including notes of what I want to say and link addresses to any products or services I want to mention.
- ☐ Record my show in my audio program. Do the edits and save the file as an MP3 file. Use a consistent pace but show passion about my topic.

## Setting Up Your Podcast

- ☐ Find a hosting company. We recommend [Blubrry](#), [Libsyn](#), or [Buzzsprout](#).
- ☐ Tag it. Give it ID information (artist, album, etc.) and add my art.
- ☐ Create my RSS podcast feed. Save the feed URL to notepad for use later.
- ☐ Create my first podcast by creating a post on my blog. Give my podcast a name. Upload my media/audio file and insert into my post.
- ☐ If I need more bandwidth for hosting my audio files, AmazonS3 or Libsyn are both good choices.

## Monetizing Your Podcast

- ☐ Promote and sell my own products. Create links for eBooks, services and classes and ensure they show up in my show notes.
- ☐ Approach advertisers with a brief proposal about advertising on my podcast.
- ☐ Promote my affiliate products as well as those from my guests.

- ☐ Ask listeners for donations.
- ☐ Reach out to advertisers sponsoring similar podcasts.
- ☐ Create show notes below my podcast blog page. Include links of all products and services I mention on my podcast.
- ☐ If my listener base is large enough for creating private podcasts, reserve portions of my show for members only.
- ☐ Submit my podcast to podcasting networks like [Apple Podcasts](#), [Google Play](#), or [Spotify](#).

### **Promoting Your Podcast**

- ☐ Connect my podcast to my website. Use descriptive words and keywords to help it be found in the search engines.
- ☐ Set up a Facebook page for my podcast. Set up a Twitter account for my podcast and any other social media platforms that are appropriate to my niche. Encourage listeners to share my podcast.
- ☐ Submit press releases.
- ☐ Line up my interview guests (see below for more on this). Encourage them to link to the podcast to share with their followers.
- ☐ Encourage listeners to leave feedback on my show. Provide ways for them to call in or leave email feedback.
- ☐ Comment on other podcasts and blogs in my niche.
- ☐ List my podcast in podcast directories and other types of directories
- ☐ Have a consistent theme and consistent schedule.

## Getting People to Interview

- ☐ Use my social networking connections to find people to interview for my podcast.
- ☐ Ask colleagues, business associates or even my competitors if they know of someone who wants to be interviewed.
- ☐ Check my local clubs and organizations for people I can interview.
- ☐ Ask my mentors if they would like to be a guest on my show to share their story.
- ☐ Contact people interviewed in national news stories and magazines.
- ☐ Look for authors promoting a book by searching upcoming releases on [amazon.com](https://www.amazon.com)

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.

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