




Podcast Launch Checklist

- 1** Name for your show
Make sure you're not duplicating another podcast already out there.
- 2** Artwork - min 1400 x 1400 pixels and max 3000 x 3000 pixels, 72 dpi, in JPEG
Music for intro/outro, transitions
- 3** Choose a hosting service, website, and social media profiles
- 4** What story am I telling? (Beginning, Middle, End)
What is it not about?
Who will I talk to? What questions will I ask?
How will I keep the listener engaged?
What will listeners remember?

- 5** Brush up on the guidelines for guest release forms, sponsorship transparency, and copyright.
- 6** How will you measure success?

Show Mission Statement

Format

- Scripted
- Narrative
- Interview
- Solocast

Roles

- Producer
- Host
- Editor
- Sound Designer

Tech

- Microphones /Recording
- DAW (Editing Software)
- Remote Interview Solution

Planning

- Frequency
 - Daily
 - Weekly
 - Biweekly
 - Monthly
- Span
 - Number of episodes
- Length
 - 15, 30, 60+ minutes
- Schedule
 - Recording and post production
- Launch Date
 - And release schedule (submit your RSS link early with a trailer to avoid delays)
- Writing
 - Episode titles and description, show notes

Episode 1

Episode 2

Episode 3

Episode 4

Episode 5