

PODCAST STARTUP CHECKLIST

Phase 1 – Mission, Vision, and Budget

- Write out your mission and vision for the podcast
- Identify your target audience
- Write down your goals and objectives
- Determine format, length, and publishing cycle
- Set your budget
- Determine your monetization/lead generation strategy

Phase 2 – Equipment & Services

- Identify recording location & production responsibilities
- Buy audio equipment
 - Microphone(s)
 - Headphones
 - Optional: Pop filter
 - Optional: Boom arm
 - Optional: Audio interface/mixer
 - Optional: XLR cord(s)
- Optional: Determine remote/video recording software
- Determine recording software
- Select podcast hosting provider
- Optional: Buy video equipment

Phase 3 – Pre-production

- Come up with a podcast name
- Create podcast cover art
- Develop basic script outline
- Select music for intro/outro and music beds
- Optional: Create and mix intro/outro
- Develop marketing, promotion, and launch strategy
- Create podcast graphics for promotion
- Identify potential guests

Phase 4 – Production

- Record at least 5 to 7 episodes before launch
- Produce podcast trailer
- Finalize podcast details (description, categories, metadata)
- Build podcast website
- Secure social media profiles
- Finalize podcast production schedule

Phase 5 – Launch

- Upload trailer and first episode to hosting service
- Distribute podcast to major directories and players
- Execute your launch strategy

Still overwhelmed?

I can help you sort through all of your questions with my podcast development service.

I'll work with you on your budget to determine the proper equipment, software, and services you need to launch a successful podcast right away.

I help new podcasters focus on high-quality audio that's distinctive and audience focused. See all of my services here.