

Before Launch

- Find podcasts that inspire you
 Decide on the tone of your podcast
 Pick a title
 Identify your ideal listeners
 Make a dream guest list
 Plan out at least 5 episodes
 Write your intro, outro, and description
 Decide on your episode frequency
 Create a podcast cover
- **During the Interview**

Purchase your equipment and software

Register with Apple podcasts

Choose your hosting service

- __ Check audio
- Turn on Krisp™ plugin
- Ask warm up questions and explain format
- Answer any questions
- Note the start time
- ☐ Hit record
- ☐ Refer to outline
- Follow guest's lead
- Ask clarifying questions

Before Recording

- Reach out to potential guests
- Set aside time to batch record
- Schedule your interviews
- Send agreements out for signature
- Write the episode outlines
- Find a podcast editor (optional)
- Request your guest's headshot, logo, & bio
- ☐ Send the outline to your guest
- Record the intro and outro
- Send out video/audio call link

Before Release

- Edit recording
- Add intro, outro, and relevant ads
- ☐ Schedule in hosting platform
- ☐ Send to guest with promotional ideas
- Write and schedule show notes
- Create audiograms for social media
- Create and schedule social media posts
- Write and schedule a newsletter



Ouestions?

speechiesideup@gmail.com

www.vtheslp.com

@speechiesideup

HOST INTRO:

- Your Name
- Podcast Name
- Primary Focus
- Format

GUEST BIO:

- Guest's Name
- Title
- Experience
- Passion

WELCOME STATEMENT:

- Greet your guest
- Ask if they have anything to add
- State the episode topic
- Bonus: Ask warm up/getting to know you questions

TALKING POINTS:

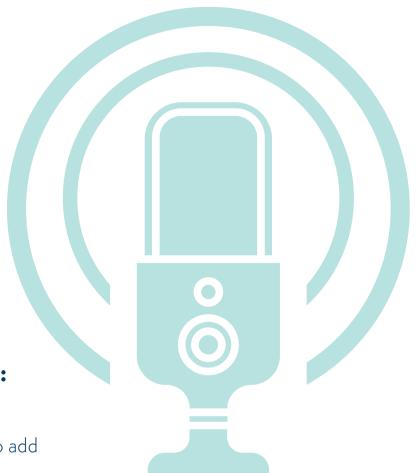
- Highlight 4-5 talking points
- Format into questions
- Ask clarifying questions

WRAP UP:

• Share any social or contact info

INTERVIEW NOTES:

- Write down any notable quotes
- Mark any re-starts or major pauses for the editor





Questions?

speechiesideup@gmail.com www.vtheslp.com @speechiesideup

© 2023 Speechie Side Up, LLC