



Podcast checklist

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
- Register with Apple podcasts
- Purchase your equipment and software
- Choose your hosting service

During the Interview

- 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

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?

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