



Podcast Quick Starter Checklist

Use this 14-step checklist to guide you through the must-do steps to get your podcast up up and away!

Ready?

STEP 1: YOUR BIG PODCASTING WHY

- Explore why you want to start a podcast.*
- Intensify and amplify your why by writing it down, creating a vision board and announcing it to your community.*

STEP 2: CREATE A PERFECT LISTENER PROFILE

- Explore who your perfect listener is and what she desires*
- Explore how your podcast will serve your listener*
- Create a clear and detailed profile of your listener*

STEP 3: DETERMINE YOUR SHOW FORMAT AND SCHEDULE

- Choose the format of your show (i.e. host only, interview etc)*
- Determine how often you'll release a new podcast episode.*
- Determine what time of the day and what day of the week you'll release the podcast episode.*



STEP 4: SELECT A PODCAST NAME

- Choose your podcast name*
- Complete a domain name search, a Google and iTunes search to ensure the name is available.*

STEP 5: WRITE YOUR PODCAST DESCRIPTION

- Explore the key words and language your listeners will use when searching for your podcast*
- Write your podcast description*

STEP 6: CREATE YOUR PODCAST ARTWORK

- Create podcast cover art*
- Create episode art*
- Create quote art*



STEP 7: COLLATE YOUR PODCASTING TOOLKIT

- Purchase a microphone*
- Purchase headphones*
- Download and install recording and editing software*
- Download and install Skype and Skype recording software (for interviews)*
- Download and install Onenote*
- Download and install ID3 Editor*
- Download and install iTunes*

STEP 8: SELECT GUESTS AND BOOK INTERVIEWS

- Craft your guest invitation emails*
- Invite guests onto your show*

STEP 9: CONFIGURE YOUR WEBSITE FOR PODCASTING

- Create a podcast landing page*
- Create your episode show notes*



STEP 10: RECORD YOUR EPISODES

- Plan your episodes*
- Record your episodes*

STEP 11: SELECT AND SETUP YOUR PODCAST HOST

- Select your podcast host*
- Configure your host settings*

STEP 12: PUBLISH YOUR EPISODE

- Use the episode publishing checklist to learn how to publish an episode and create your own publishing process.*
- Edit, collate and publish your first episode*

STEP 13: SUBMIT YOUR PODCAST TO ITUNES

- Extract your valid podcast RSS feed from your podcast host*
- Submit your podcast to iTunes*

STEP 14: PREPARE TO LAUNCH

- Plan your launch + build momentum*
- Launch!*