

Checklist | Starting a Podcast

The Basics

- 1. Discuss pros/cons of starting your own podcast with your team.
- 2. Determine your differentiator (What is missing in your space? What value will you provide to your audience?)
- 3. Choose a name
 - a. Make sure the name you choose is unique and does not already exist
 - b. Make sure the name conveys the information/ideology you want it to
- 4. Define your vision and mission
- 5. Design a logo

Pre-Launch Stage

- 6. Will you go live or record? Some people like the ability to control and do edits and others want to get it out there and feel it's the "bloopers" that make it more real and more entertaining.
 - If you are going live, you need something like LinkedIn Live
 - If you are going to record then Streamyard works
- 7. Choose your technology and learn how to use it! This includes your microphone setup, recording and editing software, lighting, hosting provider, etc.
 - Tools to consider:**
 - Streamyard for recording
 - Opus Clips for AI-pulled and edited video clips
 - BussSprout for hosting (it connects to multiple directories like Spotify)
 - YouTube for hosting
- 8. Reach out to your network of existing podcasters for advice.
- 9. Make a list of potential guests and topics to discuss with them.
- 10. Invite guests and send them a list of potential questions tailored to their expertise.

Set up a form with Jot Form for free! Use this to invite your guests and collect information about their upcoming show with you (they can also upload their headshots here!)

■ **11. Create a schedule of topics and guests.**

Pick a frequency that you can be consistent with. Some people opt for podcasts every week, but if they run out of people to talk to or topics, they may drop the ball.

■ **12. Send a 3-day pre-show email to your guest**

Make sure your guest has the invite on their calendar and the link is updated with the link to their recording stage in Streamyard. The email should give them insight as to what to expect, link to show notes that have all the questions you are going to ask, tips on how to be prepared and expectations so they know what you hope to capture. I recommend a pre-show meeting a few days in advance to review questions and make sure they are comfortable with what you are going to ask- remember you are showing them off, make them shine, they're experts and that's why you are having them on the show so make sure the conversation goes their way!

■ **13. Record your first episode!**

Run a test first!!! Get a friend on and test audio/ record/pause. Consider outsourcing this step - there are people who have made a job out of this!

Post-Recording

■ **14. Send a post-recording thank you to your guest.**

- a. Make sure to note when and where it will go live.
- b. Ask them to like/comment/post and share.

■ **15. Edit the recording (if you chose not to go live).**

Streamyard gives you a few AI clips but you should watch them and make sure they are good teasers. Just because they pick that section, does not mean it's a good section that would provide value to your audience.

■ **16. Cut video clips to use for promoting your show.**

You can splice in Streamyard if you want to manage it manually, but Opus Clips provides options, captions and a grade for quality and insight on why.

■ **17. Download the transcript.**

- Otter.ai is a great tool for this. Just make sure to turn it on before you hit record.
- Use the transcript to write recap notes, turn that into your YouTube description, and social media posts using ChatGPT.

■ **18. Draft a blog.**

■ **19. Post to your chosen hosting provider (Spotify, YouTube, etc.).**

■ **20. Post clips to your social and company social pages.**

- a. Be sure to tag your guest and use relevant hashtags.
- b. Most guests will name drop - use this to tag companies and people to further your reach!

■ **21. Review analytics and define your success metrics.**

BuzzSprout provides analytics. If you go live, you'll get analytics from LinkedIn.

■ **22. Continue promoting and podcasting to grow your audience!**