# spi

# Podcast Cheat Sheet

The ultimate step-by-step checklist to launching a podcast

Created by

## Pat Flynn

# Podcast Cheat Sheet

Welcome to your Podcast Cheat Sheet, a complete start-to-finish checklist to help walk you through every single item you need to think about, create, and implement to successfully launch your new podcast.

At first glance, it may look like a lot of stuff, and it is. There are a lot of components related to getting your podcast up and running. That said, with this roadmap in front of you while you create will ensure you have everything you need to get started on the right foot.

To help break this down for you and make it a little more digestible, you'll notice it's divided into two parts: pre-launch preparation and launch of your new podcast. You got this!

Good luck!

Pat Flynn

# Pre-Launch Podcast Preparation

## Order Podcast Equipment

For the exact list of products I recommend, check out http://www.patflynn.com/kit. It'll help you sound pro, but won't break the bank, either:

- ☐ Microphone (I recommend the ATR-2100 or Samson Q2U USB Microphones)
- ☐ Adjustable Boom Arm
- ☐ Shock Mount
- ☐ Mic Windscreen
- ☐ Research echo reduction in case you're in a not-so-great room to record. See Audimute.com, or watch this video here. (https://www.youtube.com/watch?v=xgL51PXBd1A)

## Get Audio Software

- ☐ Podcast Recording and Editing Software (I recommend Garageband, Audacity or Adobe Audition)
- ☐ Interview Recording Software (I recommend Skype, Zoom or Squadcast)

## Fill Out Your Show Details

This is where you'll come up with the details about your podcast and how it'll look to the world.

- ☐ Podcast Title (40 characters or less is recommended)
- ☐ Podcast Subtitle (a one-liner description of your show)
- ☐ Keywords (5 to 7 keywords related to your podcast topic)
- ☐ Podcast description (1-2 paragraphs about your podcast. Include keywords, but most importantly, write for humans! This is what they'll read before pressing play)
- ☐ Podcast Artwork (3000x3000px .jpg or .png)

## Don't Forget Your Episode Details

This is where you'll come up with details and ideas about your individual episodes

- ☐ Get royalty-free music and/or voiceovers for your introduction (optional). (I recommend Music Radio Creative. See: https://patflynn.com/mrc)
- ☐ Write down at least 10 episode topic ideas.
- ☐ Write down at least 10 ideas for potential guests to interview on your show.

## Record and Edit Your Show

- ☐ Hook up your podcast equipment.
- ☐ Do a test recording in your software and play it back to ensure quality.
- ☐ Configure a folder system on your computer to keep track of podcast recordings, mp3s and other files.
- ☐ Outline your first episode, usually an introduction episode. (Introduce yourself, share what's coming up, and even provide some quick wins for your new listeners.)
- ☐ Turn notifications off and silence any nearby devices.
- ☐ Practice keeping your mouth pointed toward your microphone the entire time while recording.
- ☐ Hit record and begin. If you mess up, that's okay, you can edit those mistakes later, just keep rolling!

## Prepare for an Interview

☐ Build a relationship with a prospective guest first.

☐ Request the interview well in advance of when you need to record it. It may take a while to find a time that works for both of you.

☐ Confirm date, time (time zone) and recording location or method of the interview days in advance.

☐ Send the guest an overview of what you plan to discuss and how you plan to connect.

☐ Create a calendar invite for both parties.

☐ Test your audio settings before initiating the call and hitting record.

## Record an Interview

☐ Thank the guest and make them feel comfortable.

☐ Hit record!

☐ Let the guest talk. Listen and ask questions to go deeper.

☐ Take small notes while recording in case you want to go back to anything that was mentioned.

☐ Be sure to ask the guest where the audience can learn more from them, for example a website, social media account, or elsewhere.

☐ Stop recording and thank the guest again.

☐ Get permission from the guest to use the audio on your show. (Optional but recommended: have them sign a release form.)

## Edit Your Episodes

☐ Save your episode in the file structure you created for your show on your computer.

☐ Drag and drop any outside files (voiceovers or music) you'd like to include in your show.

☐ Drag and drop any interviews you want to include in the episode into the software.

☐ Remove mistakes and any other parts you'd like to take out.

☐ Listen to your file before you export to ensure it sounds decent and you're happy with it.

## Prepare the File & Export

☐ From your audio editor, export your podcast episode as an MP3 file (96 kpbs or 128 kpbs will work).

☐ Put your episode file through Auphonic.com to level out your show so all audio is at the same loudness. Default settings will work (optional).

## Set Up Your Media Host

☐ Sign up for Buzzsprout. Use smartpassiveincome.com/buzzsprout for a special deal.

☐ Enter your information into the show settings.

☐ Set up your feed with your podcast details.

☐ Add your podcast artwork.

## Upload Episodes to Your Media Host

☐ Create a new episode and upload your file.

☐ Fill in the details and description of each episode in your host.

☐ Publish immediately or schedule your episode to publish at a later date.

## Prepare Your Website to Display Your Podcast

Although a website isn't technically required to have a podcast, I highly recommend you have one to support your show, capture search engine traffic, build your email list from your podcast, and provide additional supplemental that supports your podcast, too.

☐ Create a new category specifically for your show.

☐ Determine how you'll link to your podcast category and pages from within your site.

☐ Create a new post for each new episode. Include resources and links. mentioned within the episode.

☐ Embed a media play from your podcast host (or use http://www. smartpodcastplayer.com) so that people can play the episode directly from your website.

☐ Add a transcript to your blog post. Try Rev for transcription services (optional).

# Launching Your New Podcast

## Submit Your Podcast to Directories

☐ Sign in to podcastconnect.apple.com and submit your podcast feed. (Note: you must have at least one episode published on your host (not in draft) or else Apple will reject your new show.

☐ In addition, submit your podcast to the following directories:

    ☐ Stitcher (https://www.stitcher.com/content-providers)

    ☐ Spotify (https://podcasters.spotify.com/)

    ☐ Pandora (https://www.ampplaybook.com/podcasts/)

    ☐ iHeartRadio (https://www.iheart.com/content/submit-your-podcast/)

    ☐ Google Podcasts (this will happen automatically through your website after Google finds it after it's published - it may take some time)

# Build Buzz for Your New Show

☐ Let your audience know the date your podcast will go live. Use email, blog, social media—whatever you have access to.

☐ Create images for sharing on social media to promote your show.

☐ Make a coming soon page (optional).

☐ Create a street team of your most engaged audience members to help promote the show when it comes out (if you have an audience already).

☐ Reach out to any companies mentioned in your first few episodes to see if they can help promote the new show.

☐ Make a big deal out of your upcoming launch!

☐ Prepare a launch party to celebrate (optional).

☐ Prepare a launch day giveaway (optional).

☐ Prepare your launch day communications (email, publications, social media posts, and announcements).

☐ Ask people to share your podcast once it goes live.

☐ On launch day, personally ask for reviews for your new show.

☐ Sign up to podkite.com to get better tracking for your podcast reviews and rankings.

This checklist will give you a good start. If you'd like to learn more about how to carefully craft your podcast, prepare a massive launch, and have the most listeners on day one of your show, I'd love to invite you to a webinar where I teach a lot more marketing strategies for promoting your show. With over sixty-five million downloads across five shows that I run, I'm always more than happy to help fellow podcasters learn not only how to get a show up and running, but also how to get found and keep it growing over time. Here's the link for checking out that webinar: smartpassiveincome. com/podcastingwebinar. I hope to see you there!

spi