

HOW TO START A PODCAST

# The podcast launch checklist

The 7 steps you need to launch a podcast

**resonate**

## Step 1: Plan your podcast

- ☐ Choose a podcast topic
- ☐ Define your target audience
- ☐ Choose a podcast name
- ☐ Choose a podcast format
- ☐ Choose a cohost(s)
- ☐ Choose a general episode length

## Step 2: Prepare your podcast

- ☐ Create cover art
- ☐ Purchase podcast bumper music
- ☐ Write and record podcast intro
- ☐ Purchase recording equipment
- ☐ Choose recording software/platform

## Step 3: Record your first episode

- ☐ Set up recording equipment in a quiet room
- ☐ Do a 10-second test recording
- ☐ Grab a drink (nothing bubbly or you might burp)
- ☐ Hit record
- ☐ Back up your recording (external hard drive, cloud storage)

## Step 4: Edit, mix, and master your first episode

- ☐ Import tracks into Garageband, Audacity, Adobe Audition, ProTools, etc
- ☐ Edit and arrange content (add intro and outro, bumper music, and transitions)
- ☐ Edit content (mistakes, filler words, unapproved content, etc)
- ☐ Mix and master audio (polish sound, adjust volume, export MP3, add metadata)

## Step 5: Submit to directories

- ☐ Sign up for a podcast hosting platform
- ☐ Write a podcast description
- ☐ Choose 3 Podcast categories
- ☐ Choose the copyright owner name
- ☐ Create a public contact email
- ☐ Write an episode title and episode description
- ☐ Submit your trailer or episode 1
- ☐ [Submit your podcast RSS feed to Apple](#)
- ☐ [Submit your podcast RSS feed to Spotify](#)
- ☐ [Submit your podcast RSS feed to Google](#)
- ☐ [Submit your podcast RSS feed to Stitcher](#)
- ☐ [Submit your podcast RSS feed to TuneIn](#)
- ☐ Bonus: Submit podcast RSS feed to additional directories (Amazon Music, Pandora, iHeart Radio, etc)

## Step 6: Launch your podcast

- ☐ Publish a trailer episode and 1-3 episodes
- ☐ Create marketing materials for your launch (audiograms or social cards with quotes)
- ☐ Share a link to the first episode publicly on your pre-existing channels (social media posts and stories, email newsletters, website banners, texts to friends, etc)

## Step 7: Market your podcast

- ☐ Share your podcast on pre-existing channels (socials, email, text friends, websites, mobile apps, publications, etc)
- ☐ Start an email list for your podcast (we recommend Mailchimp)
- ☐ Cross-promote your show by being a guest on other podcasts or running ads on other shows
- ☐ Create a social quote card and audiogram for each episode (and use hashtags)
- ☐ Submit your podcast for Press Releases on Podnews, DiscoverPods, and newsletters in your niche
- ☐ Write show notes
- ☐ Get transcriptions

## Bonus step: Build a podcast website

- ☐ Buy a domain name on GoDaddy or Google Domains
- ☐ Get WordPress website hosting
- ☐ Choose a WordPress template
- ☐ Get a visual builder to simplify the web design process