

Starting a Podcast – Checklist

- 1.** Research and listen to current podcasts to understand themes and structure.
- 2.** Find out what you want your podcast to be about. Find your niche, find your topic, find your passion.
- 3.** Get your essential equipment, a good microphone, and a laptop with free editing software.
- 4.** Decide on a format and structure for your podcast
- 5.** Plan out your first 3-5 podcasts on paper
- 6.** Record the first episode of your podcast
- 7.** Edit and polish your podcast
- 8.** Publish your podcast to the world
- 9.** Use social media to grow your podcast listeners and get the word out

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- 10.** Rinse and repeat
- 11.** Continue growing your podcast library and your audience
- 12.** Organically, sponsors, brand deals, and offers will come your way as you grow. Alternatively, you can start reaching out to companies. If you started the podcast to expand your current business, link to your business, products, and services.
- 13.** Keep going, this will not happen overnight, but the process and rewards are well worth it.

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