



PODCAST
PLAYBOOK

PLANNING PHASE

Do these before you record a single episode, and you'll produce a better podcast.

Define your show's topic (in one sentence).

Define your target audience.

Define success.

Think through your show format.

Think through a publishing schedule.

PODCAST PLEDGE

Podcasting is WORK!

It requires a commitment to yourself and to your listeners. But I promise it will just light you up!

Your "WHY" of podcasting needs to outweigh all of the hard work. That's when you know it's worth it.

So here and now, let's make a pledge to find your why and commit to your podcast goals!

I will dedicate hours per week to planning, recording, and promoting my podcast.

I want to start a podcast because...

I will record a new episode on topic ...

Daily

Weekly

Bi-weekly

Monthly

Other

YOUR COMPETITORS

List podcasts your audience listens. Write them down below as you can use this as a master list of the places you need to research.

CONTACTED

Name: _____

URL: _____

Contact info: _____

CONTACTED

Name: _____

URL: _____

Contact info: _____

CONTACTED

Name: _____

URL: _____

Contact info: _____

CONTACTED

Name: _____

URL: _____

Contact info: _____

PODCAST PEOPLE

You're creating a podcast because you have a passion for talking to or helping other people! So let's take some time to define your ideal podcast audience.

My podcast will target people who need help with:

01
ONE

02
TWO

03
THREE


How will you reach your target audience? (circle all that apply):



What other promotional efforts will you try?:

LISTENER AVATAR

Let's try to paint a picture of your primary podcast listener.

GENDER


AGE	
18-24	25-29
30-34	35-39
40-44	45-49
50+	

What industry might your listener work in?



What kind of media do they consume? (TV, music, blogs, etc.)



What are their interests and activities?



PLANNING STEPS

STEP 1: Find your niche

Consider what your podcast might be about _____

Decide on a final topic/niche _____

STEP 2: Give it a name

Brainstorm name ideas for your podcast _____

Decide on a final name _____

STEP 3: Alone or co-host? Interviews?

Consider doing it alone or with a co-host _____

Decide whether you'll do interviews _____

STEP 4: Software & equipment

Make a note of what you already have _____

Consider your budget for buying new things _____

Make a list of what you need/want to get _____

Write down/research software for recording and editing _____

PLANNING STEPS

STEP 5: Episode format/structure

- Decide on a structure for your episodes _____

STEP 6: Podcast hosting

- Consider hosting options for your podcast _____

- Decide which hosting provider you'll use _____

STEP 7: Will you have a website?

- Consider if your show will have a website _____

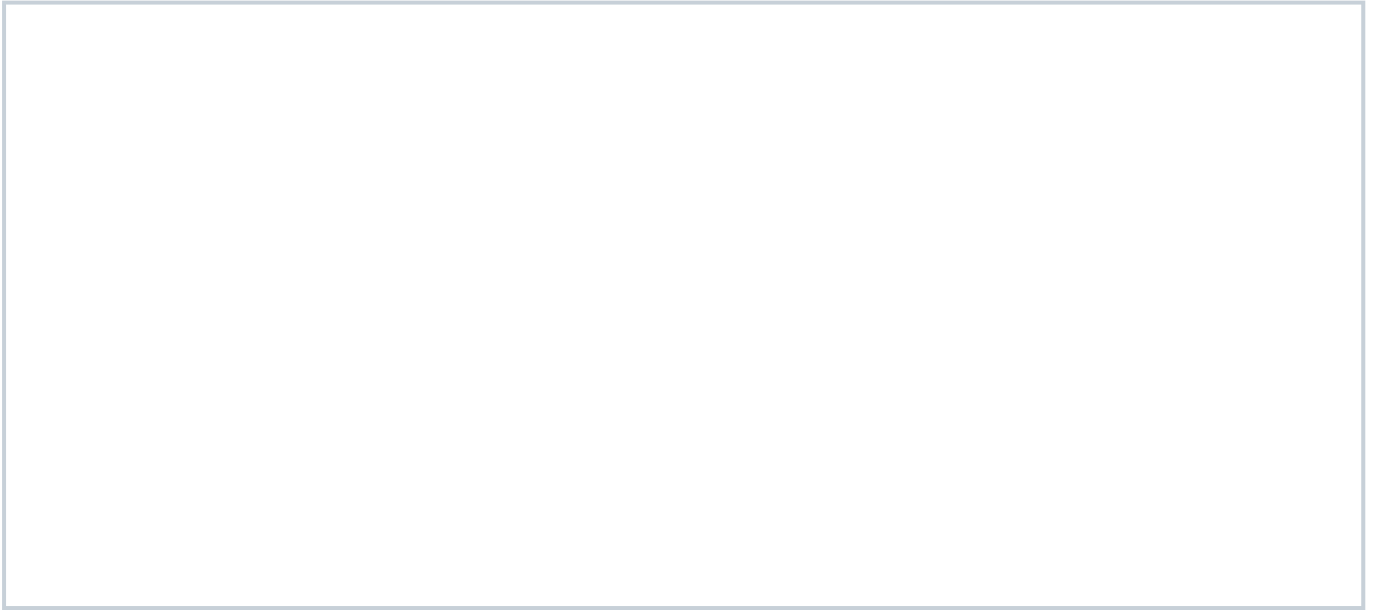
- Brainstorm ideas for your website _____

STEP 8: Artwork and music

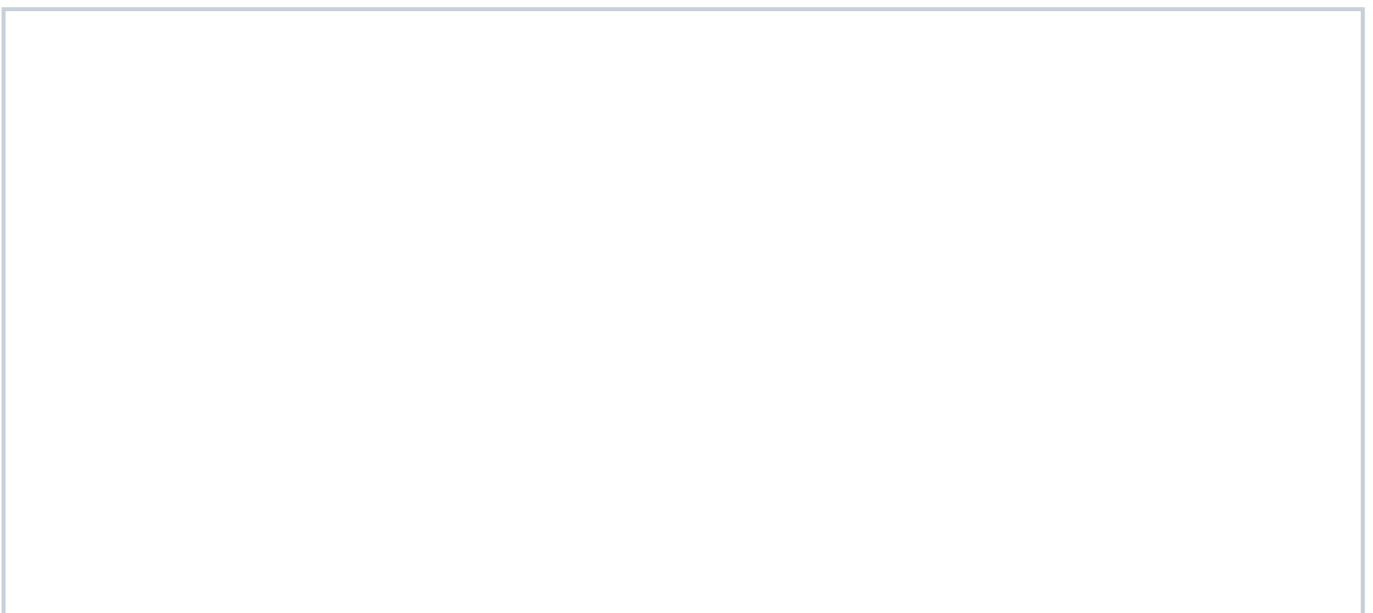
- Look at other podcasts for inspiration/ideas _____
- Brainstorm/design your podcast artwork _____
- Decide if you'll use music in your episodes _____
- Consider where/how you'll get music _____

STEP 1: YOUR NICHE

What are you passionate about? List a few things you might be able to talk about a lot!

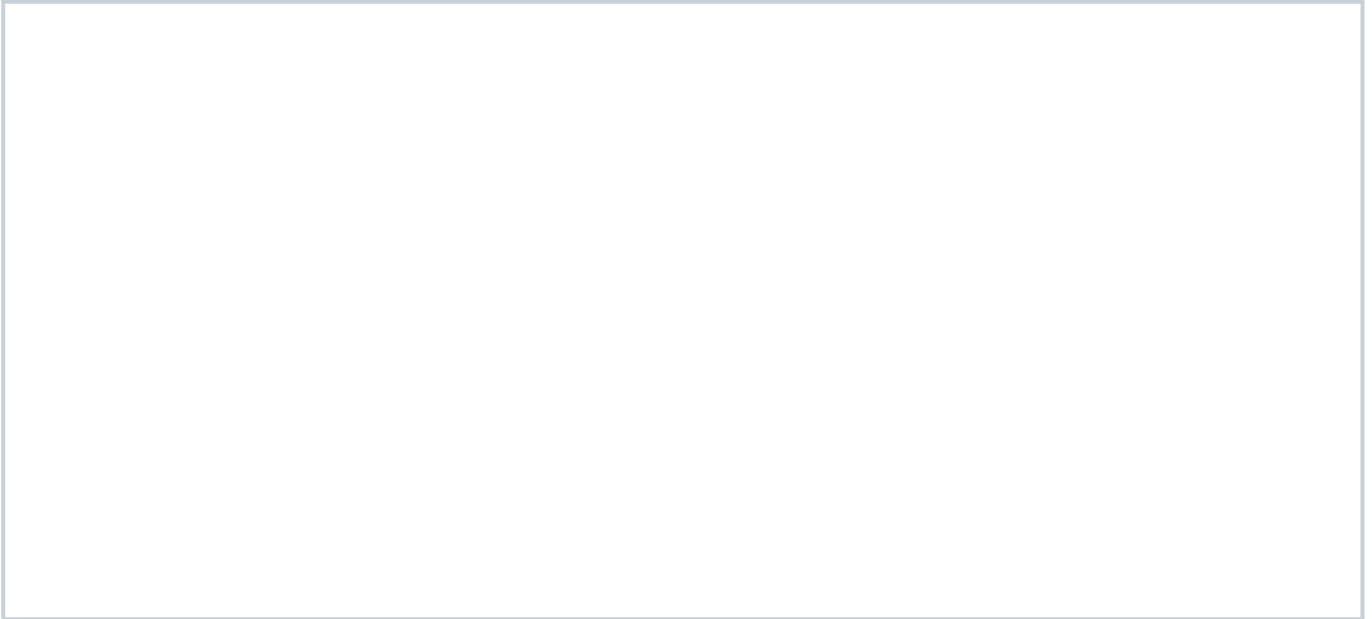
A large, empty rectangular box with a thin grey border, intended for the user to list things they are passionate about.

Now, decide which one of these things would make the best topic for a podcast, and which you feel like you'd love to focus on. Write it down. You've got your niche!

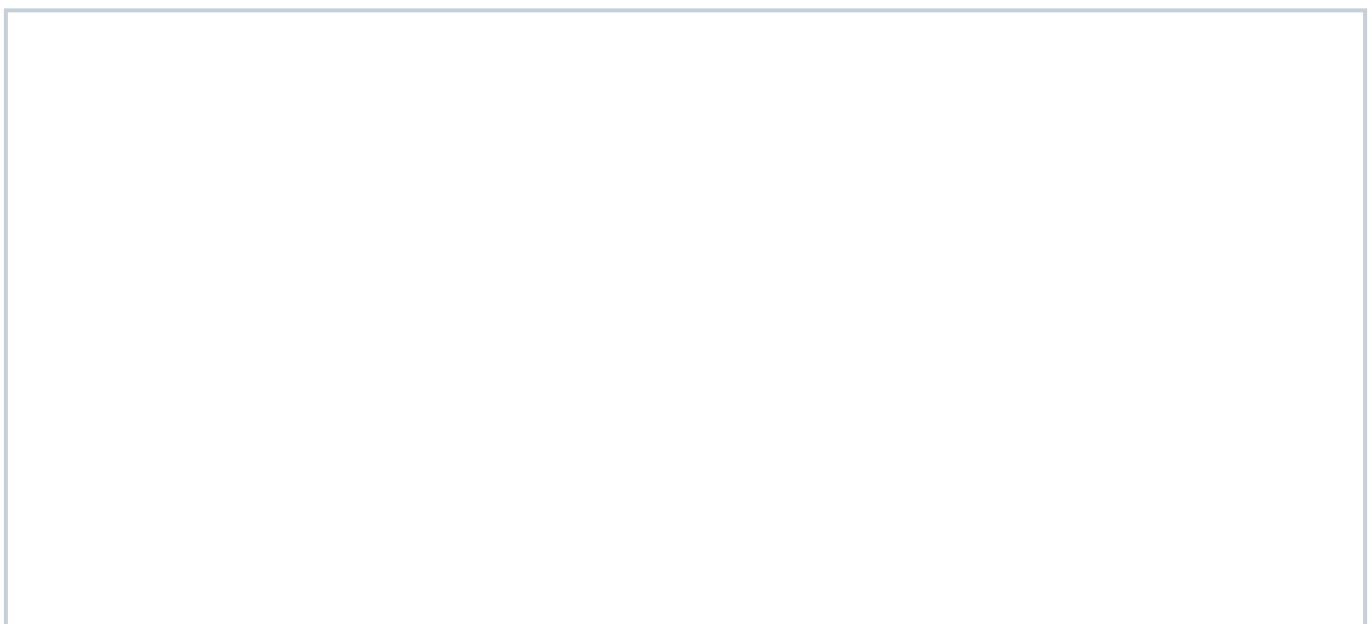
A large, empty rectangular box with a thin grey border, intended for the user to write down their chosen niche.

STEP 2: PODCAST NAME

Using the tips in the guide, brainstorm a few name ideas for your podcast. Just write down anything that comes into your mind.



Now pick the best one to name your show. You want it to be a good one, so come back and do this later if you're stuck right now!



CONT.

Follow this mini-checklist every time you sit down to record!

Make pre-show notes.

Whether it's an interview or solo show — it's always good to have some bullet points for topics/subtopics. Don't have pages and pages of prose bullet points are best, as they allow you to focus on what you're saying (rather than reading)

Put your phone in airplane mode.

I've actually had phone calls STOP MY RECORDING software during live interviews. Now I always put my phone in airplane mode to reduce distractions (and potential software interruptions)

Set up a quiet environment.

If you can, close doors & windows, and surround yourself with fabric. Carpet, rugs, pillows, blankets, curtains - all these things dampen echo! No need to buy professional sound foam - just use pillows and blankets around your setup.

Position your mic correctly.

Your mic should be a few inches away from your mouth either facing directly at you or pointing diagonally at your mouth from the side (do this if you're not using a pop filter, as it helps to avoid 'plosives,' t.i. super loud p' sounds)

Check your mic levels.

There's no magic answer for levels, but if you can see a meter, avoid red peaks. You can also make audio louder in post - but 'clipping' (i.e. being way too loud) is harder to fix. When you talk into the mic the meter should be going up into the yellow (dare I say - 12db or so)

Record.

Focus on delivering value and entertainment to your audience - above anything else.

Make brief notes as your recording.

Resources you'll want to include in your show notes? Subtopics you want to come back to? Keep it very brief. I recommend using a pencil and paper so as not to be noisy with your keyboard.

CONT.

Follow this mini-checklist every time you sit down to record!

Ask for reviews and/or sharing.

Did you include something in your intro/outro that asks for listeners to subscribe and leave a review? Or share it? Or some other action?

Edit.

It's up to you how much dead space, "ums;" and "uhs" you want to take out. | don't recommend removing all of them! It starts to sound unnaturally at some point. Remove the really bad ones. Leave the rest in.

Export the show, THEN DO A FINALE 'EAR CHECK'.

ALWAYS listen to your exported audio file (I usually listen to the first 1-2 minute, then skip around the episode a bit). The two questions you'll ask are 'are all the moving parts there?' and 'is it listenable?' We once published an episode without an intro—it had 45 seconds of dead air.

Upload to your host and schedule.

Upload to your host, write a title and episode description, mark explicit or not, etc, and schedule it to be published.

Create show transcripts.

Create a featured image for sharing.

A photo of your guest, stock photo, or custom graphic.

Create the show notes (and embed the episode player).

Write a brief intro, link to a quest's website or social channel, embed your host's podcast player, embed transcripts, etc!

PODCAST BRAIN DUMP

This is just a page for you to brain dump any ideas, thoughts, questions, concerns or "research topics" that you plan to explore later.

Anything Else



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Anything Else



WEBSITE

Will you create a website for your show? You don't have to, but it's a great place to have all your episodes in one place and share extra notes, links, and anything else.

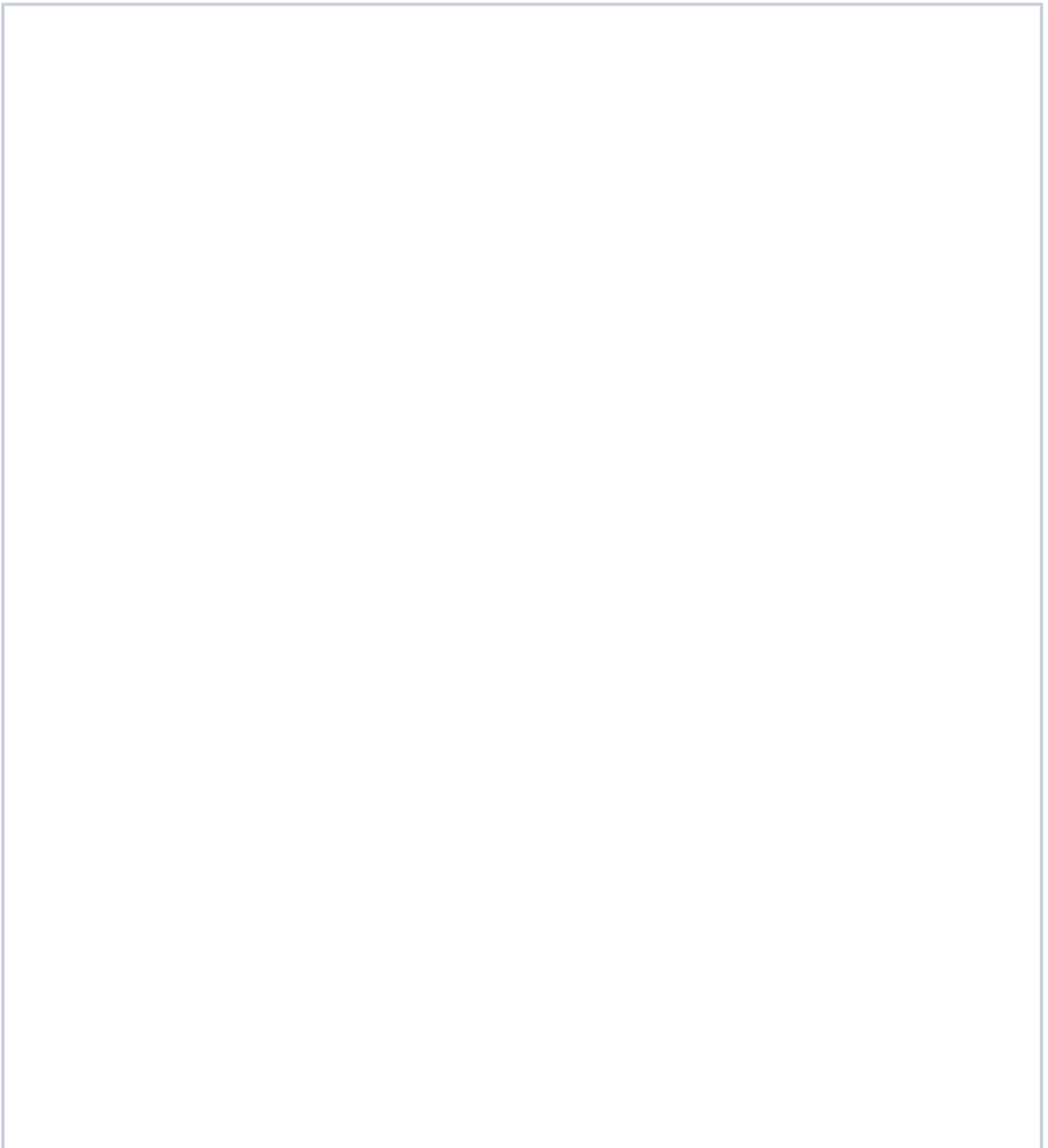
Use this space to note down any ideas for your site, other podcast sites you love, etc.

A large, empty rectangular box with a thin grey border, intended for the user to write down ideas for their website or other podcast sites they love.

ARTWORK AND MUSIC

Having great artwork and music for your show can make it look and sound so much better! Artwork, at least, is a must-have.

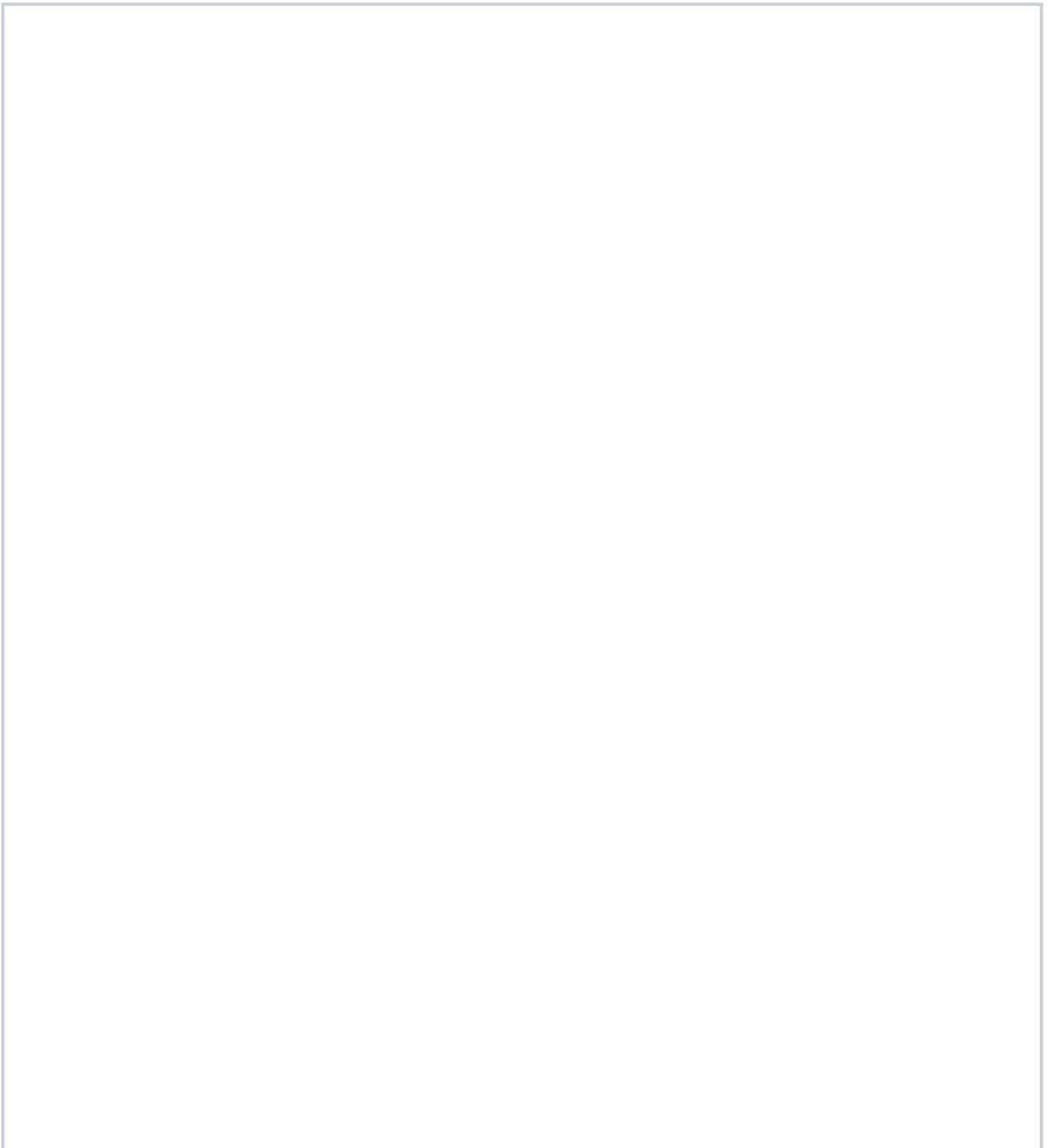
Look around at other podcasts for inspiration and write down some ideas for your own artwork. What will it look like? Will you design it yourself? Or will you get someone else to design it for you?



CONT.

And how about music? Music isn't a must, but it can add an extra level of interest to your show. Listen to some other podcasts and see if/how they use music.

Then write down some notes on what you'd want yours to sound like and where you could get it from.

A large, empty rectangular box with a thin grey border, intended for the user to write down notes as instructed in the text above.

PODCAST BRANDING

Now it's time to take your podcast idea and make it your own! There are some simple steps you can take to brand your podcast.

What will you call your podcast? Final name:

What is the domain you will register?

Use namecheckr.com to see if your social media handles are available, if you need to come up with a variation.



@ _____



@ _____



@ _____



@ _____



@ _____



@ _____



@ _____

PODCAST MATERIALS

Podcasting requires a small investment. Here are some equipment and software materials that will help you take your podcast to the next level.



Microphone



Ring Light



Intro/outro music track



Podcast distribution platform
account



Audio editor



Cover artwork



Domain



Social media handles

INVITE PODCAST GUESTS

For the most part, sliding into the DMs of someone you admire can be enough to convince them to be on your show! Depending on the person or platform, you can keep it casual or make it more formal.

Here's a quick template to try on Twitter or Instagram! Make it your own)

Hi (name)!

I've been following your content for a while and I love all of

your interesting perspectives about _____. Your post about

_____ really resonated with me because _____.

I host a podcast called _____ where I talk about _____

and _____. I think my listeners would also really appreciate your points-of-view just like I have.

Would you be willing to join me for an episode? I'd love the opportunity to interview you and discuss _____.

If you're up for it, let me know and I'll send over the scheduling link.

Thanks so much for all you do! You've taught me a lot.

[signed, your name]

INVITE INFLUENCERS

As you research more about influencers you want to pitch, note what you learn on this page. This helps you remember key pieces of information about them and their audience so you can craft a pitch that is relevant and shows that you have done your homework.

Show name:

Host name:

Publishing frequency:

Who is their audience?

Relevant to me: YES NO

What topics do they cover?

What do you know about this host / influencer? Their background, family, work, books, etc.

PRODUCTION CHECKLIST

From Technical Set up to Content Promotion

The Podcast Production Process Can Seem Overwhelming, But This Checklist Gives You Everything You Need, All In One Place.

TECHNICAL SETUP

Setup online hosting account

- Red Circle

Order & setup tech (in person or remotely)

- Mic
- Computer
- Choose & setup recording software (local or remote)

- If recording locally, download **Audacity**
- if recording remotely, setup a remote recording software account such as: **Zencastr, Cast, Squadcast**

- Create an online storage account (Google Drive, Dropbox, etc.)

- Create podcast-specific folder(s) in online storage. Create folders for:

- Raw episodes
- Music ideas
- Images
- Documents
- Episode Scripts
- Edited Episodes

- Create or outsource podcast cover art

- Minimum 1400 x 1400 pixels
- RGB color scheme

RECORD AUDIO

Check mic levels

Export audio to the local computer

Upload RAW audio files to online storage

CONT.

From Technical Set up to Content Promotion

EDIT AUDIO

- Choose editing software
 - Options: Audacity, Audition
- Create trailer (promo, teaser) for the podcast to submit to directories prior to the podcast launch
- Save edited audio to local computer or upload to online storage

UPLOAD AUDIO TO HOSTING ACCOUNT

- Upload podcast episode
- Fill out the episode title, description, etc.

PUBLISH AUDIO

- Online hosting
- Website

PROMOTE CONTENT

- Create a social media plan for launch & on-going promotion
 - At least 2 weeks of content leading up to the show
 - 5 Days of content once it's live
 - A schedule for on-going content
- Enlist a launch team to help with a promo (5-20 people who will talk about your new show when it launches)
- Draft emails to your newsletter or email list

LAUNCH CONTENT IDEAS

Post title

Platform

■	_____	_____
■	_____	_____
■	_____	_____
■	_____	_____
■	_____	_____
■	_____	_____
■	_____	_____
■	_____	_____
■	_____	_____
■	_____	_____
■	_____	_____

SPECIAL CONTENT BY OCCASION

Post title

Occasion

Platform

■	_____	_____	_____
■	_____	_____	_____
■	_____	_____	_____
■	_____	_____	_____
■	_____	_____	_____

SPECIAL CONTENT FOR HOLIDAYS

Post title

Holiday

Platform

■	_____	_____	_____
■	_____	_____	_____
■	_____	_____	_____
■	_____	_____	_____
■	_____	_____	_____

YOUR TOPICS

What do you talk about or teach normally? What subject matter are you passionately teaching and empowering lives in? Life after divorce, surviving singleness with a smile, healthy living for healthy hearts? If you have not already, consider your speaking topics, here are some lines for you to brainstorm.

1. _____ 11. _____

2. _____ 12. _____

3. _____ 13. _____

4. _____ 14. _____

5. _____ 15. _____

6. _____ 16. _____

7. _____ 17. _____

8. _____ 18. _____

9. _____ 19. _____

10. _____ 20. _____