THE PODCAST
LAUNCH CHECKLIST
Every Step to Make your Podcast Live

the **p** podcast host

ALITU
The Podcast Maker

First step, pop in your start date. When do you plan to do your first task? Next, add your launch date. The minimum time I'd recommend is 14 days, from start to launch. But, be kind to yourself and plan in some buffer days. 21 days, 3 weeks, can work well. With that schedule in your pocket, you've now got a solid, step by step plan to get your show out into the world!

Your Podcast Launch Schedule

Start Date: _____   **Launch Date:** _____

This launch date assumes you do a set of tasks every day. Add days off as required!

Preparation & Planning

Task	Time	Day	
Your Aims & Metrics	30min	1	☐
Your Ideal Listener	30min	1	☐
The Problem You're Solving	30min	1	☐
Write Your Podcast Description	30min	2	☐
Choose Your Podcast Name	30min	2	☐
Choosing Your Format	30min	2	☐
Outlining Your 1st Season	1h	2	☐

Website Setup

Task	Time	Day	
IF HOSTED WEBSITE (VIA MEDIA HOST)			
Buy Media Hosting	30min	3	☐
Set up 'hosted' website on media host	1h	3	☐
IF SELF HOSTED (WORDPRESS INSTALL)			
Buy media hosting	30min	3	☐
Buy web hosting	30min	3	☐
Buy Domain name with web hosting	-	3	☐
Set up Wordpress site on web hosting	15min	3	☐
Install theme for website	30min	3	☐

Podcast Branding

Task	Time	Day	
Source Music and Sound Effects	30min	4	☐
Create 'produced' audio intro (optional)	2h	-	☐
Create podcast artwork	1h	5	☐
Add artwork, colours & logo to website theme	1h	5	☐
Create 'sponsorship' Page on site (optional)	1h	-	☐

For Interview Shows

Task	Time	Day	
Search out 1st Season Guests (6 to 12)	1h	6	☐
Set up Booking System	1h	6	☐
Set aside Interview Slots	15min	6	☐
Send Interview Invite to Guests	15min	7	☐
Send Interview Prep Guide to each Guest	15min	7	☐
Send proposed outline and Qs to each Guest	15min	7	☐
Set up Online Recording Method	30min	7	☐

For Non-Interview Shows

Task	Time	Day	
Book time for recording 1st batch of episodes	10min	6	☐

Recording Your Show

Task	Time	Day	
Buy Podcast Equipment	1h	8	☐
Choose Recording Software (if needed)	1h	8	☐
Create Outline Script for each episode	2h	9	☐
Record 1st batch of Episodes	4h	10	☐

Editing your Show (per episode)

Task	Time	Day	
Minimum Process			
Limit & Amplify for Correct Volume	10min	11	☐
Top and Tail for Content	10min	11	☐
"Icing on the Cake" Editing Tasks (optional)			
EQ	10min	-	☐
Noise Reduction	10min	-	☐
Internal Editing	20min	-	☐
Music and Sound Effects	15min	-	☐
Exporting			
Save mp3 file w/ correct settings	15min	13	☐
Add id3 tags to the file	15min	13	☐

Publishing (per episode)

Task	Time	Day	
Create episode on your podcast website	5min	14	☐
Add shownotes to episode	30min	14	☐
Upload audio file to episode	5min	14	☐
Embed episode player into external site (optional)	10min	14	☐
Create featured images/thumbnails (optional)	1h	-	☐
Add featured image/thumbnail (optional)	15min	-	☐

Congratulations! You're live!