CHECKLIST

Podcast Episodes

**Preparing,
Recording,
Editing & Marketing
your Episodes**

Checklist – Episodes

This Checklist will help you remember all important steps when preparing, recording, editing and marketing your Podcast episodes.

1. TO DO: Pre-Recording

❏ Research the topic (e.g.News, Google, Wikipedia, Online Forums, TED talks, listen to Podcasts on the topic, watch documentaries)

❏ (if guest recording): Check guests/organisation's Website

❏ (if guest recording): Check guests/organisation's social media

❏ (if guest recording): Check if other interviews with guest/organisation are available

❏ Write intro for the Podcast

❏ (if solo show) write script for your Podcast

2. TO DO: Recording

❏ Find a quiet spot

❏ Turn off all phones and notifications

❏ Test the microphone and recording levels

❏ Take a deep breath

❏ Hit record!

❏ After recording: don't forget to save your audio file!

❏ Thank your guest(s) with a kind email note (maybe even informing them when you are planning to air the episode).

3. TO DO: Audio Editing

❏ Cut/edit episode as soon as possible or outsource this task

❏ Record/add intro (including call to action)

❏ Record/add outro (including call to action)

❏ Record/add transitions

❏ Add music/jingle

❏ Tag audio file & add episode cover art

4. TO DO: Upload Audio File

❏ Upload audio file to your media server

❏ Test that the episode is working correctly - quick listen

❏ If you want to integrate episode on your website: Add episode link in the post for this episode

5. TO DO: Marketing

❏ Create social media artwork (eg with Canva https://www.canva.com)

❏ Schedule release of media art (eg with Planoly https://www.planoly.com)

❏ Draft and schedule a newsletter for promoting the new episode (eg with Mailchimp https://mailchimp.com)