CHECKLIST

Podcast Title

Shortlisting potential
show titles for your
amazing Podcast

Checklist – Shortlisting your Podcast show title

This Checklist will help you shortlist potential show titles for your Podcast

- ❏ Evaluate if your name or your company/brand name should be part of your title. If you or your brand already have a big following you should consider including your name/title in the name of your Podcast.
- ❏ The topics you want to discuss on your show should be reflected in your Podcast's title/subtitle.
- ❏ Check words/phrases you want to use through Google Trends to help you decide. https://trends.google.com/trends/
- ❏ Make sure your title is not already taken, e.g. with the help of https://knowem.com to check domain and social media availability
- ❏ Do a cross check on Podcasting Platforms (eg through your Iphone Podcast App or another Podcast App you use) to search if there is a Podcast already available under the same name. You can also check for Podcasts on the search engine https://www.listennotes.com
- ❏ Make sure the name sounds and feels right when you say it out loud (because you will be saying the title of your show A LOT! ;-))
- ❏ Get someone's feedback (e.g.a close friend, your partner). Ask how they like your shortlisted names and hear them out. They might have some really great insights.
- ❏ Take your time! Collect ideas and don't get stuck on picking a name right away. Let it sink in, sleep over it. There is no need to pick a name until you do your first recording.