



**CHECKLIST**

**SUBMIT  
YOUR SHOW**

**What to prepare  
before submitting  
your show to Podcast  
directories (like  
Apple Podcasts,  
Spotify, etc)**

## Checklist - Submit your Podcast

*Here are some ideas to get you ready for submitting your show. Of course, these are just suggestions, pick and choose what works for you and your show.*

### **Decide how you want to launch**

We tried both of these options and they worked well.

#### **Option A: Only Trailer**

You only submit the trailer to Podcast directories and wait until your show is approved by Podcast Directories and your Podcast and your trailer is showing up in the search. You can then use this trailer to promote the upcoming launch of your show. Although you only submit the trailer, you already have 2-3 episode ready that can then be released after the day you choose as your official launch day.

**Pro:** You are in charge of the launch day and promotion. Podcast can be more structured and planned (e.g. you could plan a Release Party/Event)

**Con:** At first there is only the trailer airing, which might put listeners off that want to hear a full episode right away without having to wait.

#### **Option B: Trailer + another 2-3 episodes**

Submit your trailer and the first 2-3 episodes to Podcast directories at the same time. Once you get the notification that your Podcast is approved, you can start promoting that your new Podcast is now launched.

**Pro:** You can get listeners and subscribers to download several episodes right away.

**Con:** Harder to control the launch day and release of marketing material.

## **Material to prepare before launch day**

- ❑ **Have at least your trailer and 3 more episodes ready** when you get ready to submit. Not all of the episodes need to/should be released at the same time when you launch. But having a few episodes ready that you can schedule for release after your launch will give you time to prepare more new episodes for your listeners.
- ❑ Consider if you want to prepare **written content** for your audio episodes (**=show notes**) for better discovery of your show. Find an example for show notes from #impact Podcast [here](#). For more ideas and options how to integrate show notes on your own website or on your media host check **video 8.2+ Show notes examples** of Chapter 8.
- ❑ **Prepare a press release** and reach out to influencers/blogs/platforms/magazines targeting similar audiences like your show does. Some might be able to feature you especially if you bring value to their community as well. Find a press release example from #impact Podcast [here](#).
- ❑ **Prepare social media graphics** for your social media platforms. For designing Social Media Graphics check out the free online Design tool [Canva](#). [In Chapter 1](#) you can find a Canva tutorial video that shows you how to get started (*revisit video 1.4*). You could eg prepare a countdown where you each day leading up to your launch share some fun behind the scenes stories.
- ❑ **Put yourself out there - online:** Look at e.g. Facebook Groups in your niche and start commenting on posts and add value with your expertise. You could even tease about your new show if appropriate and add a link to your website to collect email addresses.
- ❑ **Put yourself out there - offline:** Print name cards and join meetups catered to your audience to spread the word about the show you will launch soon. On the namecard you could simply list a website address (if you have a website) that will link to a landing page collecting email addresses from new subscribers. Or you just add your Podcast logo and contact details on the name card so people can reach out to you. Try to collect lots of name cards and contacts too so you can notify them when you launch.