



## Step 1. Planning My Podcast

- Write down why I'm making a podcast
- Choose a podcast topic
- Finalize my Listener Avatar worksheet
- Choose a podcast format
- Choose a podcast name
- Write a podcast description
- Design my podcast cover art
- Choose my category and subcategories
- Decide on episode length and publishing frequency

## Step 2. Setting Up My Podcast

- Purchase a microphone, headphones, and a pop filter
- Purchase, download, and install a recording and editing software.
- (optional) Purchase a remote recording software for remote interviews or co-hosts
- Set up my recording space

## Step 3. Recording My First Episode

- Write the episode script
- Set up my recording equipment and software settings
- Record the episode's content, CTAs, intros, outros, and guest introductions
- Name the podcast episode and write a description

## Step 4. Editing My First Episode

- Edit my podcast intro, outro, and episode content
- Export the final episode following the audio encoding guidelines

## Step 5. Setting Up My RSS Feed

- Purchase a podcast hosting platform plan
- Complete my podcast name, description, cover art, and category information in the hosting platform RSS feed settings
- Upload my final episode file
- Add my episode's name and description to the hosting platform episode settings

## Step 6. Launch & Market My Show

- Create a teaser episode and upload it to the podcast hosting platform
- Upload episodes 1 - 3 to the podcast hosting platform
- Submit my podcast to Apple Podcasts, Spotify, and Google Podcasts (and additional listening apps)
- Customize my podcast's web page