Podcast Launch Checklist – PodcastBuddy.co

# Reverse Engineering Success

The goal of my podcast is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My Avatar is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What keywords does my avatar search for?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What problems are my target audience trying to solve? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What do I want listeners to do after they listen? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What problems are my target audience trying to solve? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Competitors top episode titles \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Pre- launch - email all to Travis@podcastbuddy.co

PODCAST TITLE – Brainstorm and check for availability

PODCAST DESCRIPTION – 3-5 Sentences that clearly explain who you are what the podcast will do for the listener. Use keywords!

AUTHOR NAME – Include extra information, accreditations, successes, and titles

PODCAST ART – 1400 x 1400 – BIG, BOLD, BEAUTIFUL – [Canva.com](http://canva.com/)

LIBSYN ACCOUNT – sign up for the 20/month plan – email [travis@podcastbuddy.co](mailto:travis@podcastbuddy.co) the credentials

Intro/Outro Music – [Audiojungle.net](http://audiojungle.net/)

Intro Voice Over – Under 1 min, include podcast name, host name, mission statment

Outro Voice Over- Single Call to Action, Invite listeners back for more!

Podcast Management – Create [Trello](http://trello.com/) (free) account to create workflow

Record EP00 – 1-3min of you telling listeners what the podcast will be about. Use Podcast Description as inspiration

iTunes Podcast Category Selection – [Document Link](https://drive.google.com/open?id=11brMASMeSUkC7JypZf2wzSitEZBrB_4N35u5KYq3Dx0)

Record 1-3 episodes for launch day. Tell your story and give value! Submit via podcastbuddy.co/submit client portal.

Plan 12 weeks of episodes for after launch and schedule 3 sessions to batch record

Watch video on how to submit podcasts to Podcast Buddy – [bit.ly/podcastbuddysubmit](file:///Users/travisbrownmacbookpro/Desktop/bit.ly/podcastbuddysubmit)

**Podcast Description Example:**

The Wellness Business Podcast was created specifically to focus on the core principles of building profitable wellness business.

There are two sides to every wellness business. The heart-centered, ‘change the world’ part that each wellpreneur has covered, and the business side that makes it possible to reach ideal clients and become known as an expert. Karen and Kathleen each had profitable Health Coaching businesses before dedicating themselves to teaching and simplifying the business side of growing a thriving wellness business.

Each weekly podcast episode is filled with action steps and case studies dedicated to one core principle of business that can easily be implemented in any wellness business for immediate results.

Stop the overwhelm and uncertainty by listening to The Wellness Business Podcast.

**Author Name Example:**

Travis Brown (# Best Selling Author, Podcast Coach, Podcast Editor)

# Post Launch

Release one episode per week after launch day

Run Giveaway to encourage reviews on FB – listeners screencap review and post on your FB post in the comments

Create a video on how to subscribe rate and review your podcast to posts to social media