Podcast Launch Checklist

Show name: _____ Launch date: _____

Concept

- [ ] Target listener described in one sentence
- [ ] What listeners get from each episode defined
- [ ] Ten episode ideas written down
- [ ] Format chosen: solo / co-hosted / interview / narrative
- [ ] Episode length and release schedule set

Equipment and room

- [ ] Microphone (dynamic recommended for home rooms)
- [ ] Closed-back headphones
- [ ] Pop filter or windscreen
- [ ] Quiet room with soft furnishings
- [ ] Test recording reviewed on headphones

Recording and editing

- [ ] Recording in WAV or another lossless format
- [ ] Remote guests recorded locally where possible
- [ ] Editing software installed and tested
- [ ] Loudness normalised consistently across episodes
- [ ] Intro and outro recorded; music properly licensed

Publishing

- [ ] Square, high-resolution cover art
- [ ] Show title and description written
- [ ] Podcast host chosen; RSS feed working
- [ ] Submitted to Apple Podcasts, Spotify and other directories
- [ ] Two or three episodes ready for launch day

Promotion

- [ ] Show notes with links and timestamps
- [ ] Short audio or video clips for social media
- [ ] Guests asked to share their episode
- [ ] Listeners asked to follow, rate and share

After the first month

Downloads per episode: _____ What listeners liked: _____

Next improvement: _____

Guide: www.flexyblogs.com/blog/how-to-start-a-podcast