

B2B PODCAST CHECKLIST

PRE-LAUNCH

- Identify your podcast topic
- Confirm your target audience or ICP
- Organize your team
 - Host
 - Producer
 - Editor
 - Any freelance talent
- Decide on format:
 - Audio content vs video
 - Live vs pre-recorded
 - Episode length
 - Episode frequency
 - Host structure
 - Episode structure
- Name the podcast!
 - Register any domains or social media handles, if necessary
- Create podcast logo
- Plan out your first couple of months of content
 - Reach out to guests to start booking
- Create your promotional campaign (social media, email, assets, etc)
- Get your equipment together
 - Microphone
 - Headphones
 - Camera, if needed
- Set up software
 - Recording software
 - Editing software
- Decide on intro/outro sounds/music (research to be sure you're not violating any copyright laws!)
- Register for hosting platform
- Record your first episode!

PRE-LAUNCH

- Edit your episode
 - Clean up the audio
 - Add any sound effects or music
- Send to colleagues or friends and ask for feedback
- Upload your first episode and submit to directories (Apple Podcasts, Spotify, etc)
- Promote your podcast on social media, email, and other channels
- Repurpose episodes to create blogs, social media posts, and more
- Stick to a consistent schedule
- Analyze performance metrics as time goes on