Your Podcasting Startup Checklist

What the statistics show:

29% of Americans have listened to an audio podcast

26% of Americans 12+ have viewed a video podcast

1 in 4 podcast consumers plug their MP3 players or smartphones into their car audio system "nearly every day"

(Source for statistics: Edison Research)

Get Ready to Create, Publish & Market Your Podcast

Develop The Foundation

- Find your core message
- Describe your ideal listener
- Define your point of view
- Create a compelling title

Decide On A Format

- Solo Podcast
- Interview Based Podcast
- Hybrid (Solo and Interview)

Prepare Your Graphics and Intro/Outro

- Create your podcast cover (or outsource)
- Write your intro and outro
- Pick royalty free music
- Choose a voice over artist

Prepare to Record

- Choose your recording device
- Choose your recording platform
- Download editing and recording software

Create and Record Your Content

- Outline your solo podcast
- Create interview questions
- Choose your podcast guests (for interview based)
- Record first three episodes

Finalize and Distribute Your Podcast

- Edit and add intro and outro
- Produce as mp3
- Upload to hosting
- Submit to iTunes
- Submit to Stitcher Radio

Market Your Podcast

- Create an action plan
- Find ambassadors for your podcast
- Post on social media
- Reach out to influencers in your field

Be committed to your podcast!
When you are consistent with releasing your podcast episodes, you'll position yourself as a thought leader in your field and get your message out in a big way to the people who most need to hear it!

www.PodcastingSuccessSecrets.com