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My Podcast Launch

CHECKLIST



Before you get started....

Use the "Everything You Need To Launch Your Podcast Guide" to fill out each section. You have done some of this work if you downloaded the Idea to Impact Free Guide before getting your membership. Save this booklet as a PDF for future reference. Launch with confidence and plan out your show!

There is no secret sauce! Podcast growth is simple, but it's not easy.

Right Message + Right Audience + Right Platforms + Consistency = Growth

My Podcast Launch Checklist

Step	Details	Quick Reference Note
Magic Intersection	My Expertise + Experience Align With Real Needs	
Ideal Listener	What are the thoughts, challenges, experiences, and demographics of my ideal listener?	
Brand Promise	How will I deliver on the needs of my ideal listener in every episode?	
Monetization Plan	Will my podcast be part of my sales funnel, will I use an ad service, will I sell merchandise with drop shipping, will I create gated content?	
Show Name	Does my show name call out my target audience, their transformation, or their needs?	
Show Description	Does my description call out my target audience's needs and reflect how I will address their thought/feelings/experiences so they can achieve a desired transformation?	
Show Graphic	Have I created a show graphic with best practices?	

My Podcast Launch Checklist Cont...

Step	Details	Quick Reference Note
Episode Plan	Solo/Interviews/Mix	
Tech	Have you chosen tech based on the type of show you'll create?	
Hosting	Have you chosen a hosting platform based on your needs and monetization plan?	
Show Trailer	Have you written and recorded a trailer script that calls out your target audience and clearly illustrates the value you bring to the transformation they desire?	
Launch Trailer + Show On All Podcast Apps	Have you setup your hosting and uploaded your trailer so your show can get approved on all podcast apps in ADVANCE of your first episode(s)?	
First Five Episodes	Have you created a plan for your first five episodes so you can launch with confidence?	
Episode Graphics Creation	Have you created episode graphics to help you promote episodes on social media?	
Episode Promotion Plan	Have you created a clear plan to promote new episodes every week?	

Magic Intersection

My experience of _____ that made me feel
_____/_____/_____ and led to a deep
knowledge/freedom/concern for/of _____.
Now, I want help others experiencing _____ find
_____, and _____.

Ideal Listener

Age:

Occupation:

Income:

Values + Beliefs:

What problem are they trying to solve?

What's their goal?

What keeps them from their goal?

What keeps them from action?

What's at stake if they don't find a solution?

Brand Promise

In every episode of ____ [Show Name] ____, we address
____ [Challenge/Need/Obstacle/Thought/Feeling] ____ so you can ____ [Goal of
Your Ideal Listener] ____.

Brand Promise in Your Unique Intro

Welcome to [Show Name], I'm your host [Your Name], and in every episode, we
address ____ [Challenge/Need/Obstacle/Thought/Feeling] ____ so you can
____ [Goal of Your Ideal Listener] ____.

In A Social Bio

In every episode of ____ [Show Name] ____, [Host Name] addresses
____ [Challenge/Need/Obstacle/Thought/Feeling] ____ so you can ____ [Goal of Your
Ideal Listener] ____.

Monetization Plan

I will monetize my show using _____[Sales Funnel/Merchandise/Affiliate Programs/Ad Service/Ads for My Services]_____. To do this, I will__[use X ad service/create ads I insert during editing/episodes crafted to lead to point of conversion]_____.

Show Name

Show Name:

Available Social Handles:

Available domain for a future website:

Show Description

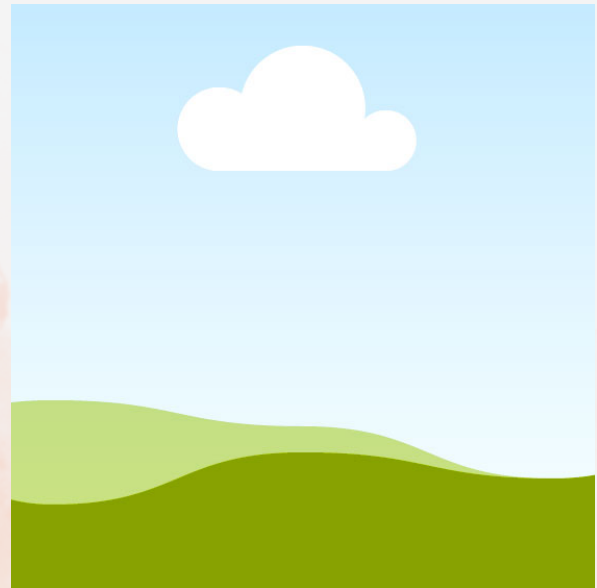


Show Graphic

1400x1400 pixels

Easy to read as a small thumbnail

High res photos



Episode Plan

Solo/Interviews/Mix

Unique Intros/Canned

Unique Outros/Canned

Show Music

Self Recorded Ads

Episode Packaging Plan

Outsource or Learn Editing



Hosting Plan

Platform Choice

Capabilities

How It Helps My Goals

Tech Plan

Microphone Choice

Audio/Video/Both

Recording Program Solo Content

Recording Program for Virtual Interviews

Editing Program or Plan



Show Trailer Script

00:00 Mins



Launch My Show Across Platforms

done / in the works

Create my show in hosting:

Upload my show description to hosting:

Upload my show graphic to hosting:

Upload my trailer to hosting:

Distribute to major platforms from hosting:

Review all info once live across platforms:

Add show links to social channels or website(s):

Create graphics to promote the trailer on social:

Promote the trailer on social, encourage subscription:

Schedule first episode(s) in hosting:

Create teasers to promote episode one for social:

Promote episode one or launch date on social:



First Five Episodes

Episode One Idea

Topics

Ideal Listen Felt-Needs

Title

Episode Type: Solo/Interview

Call To Action or Ad(s)

Episode Two Idea

Topics

Ideal Listen Felt-Needs

Title

Episode Type: Solo/Interview

Call To Action or Ad(s)

Episode Three Idea

Topics

Ideal Listen Felt-Needs

Title

Episode Type: Solo/Interview

Call To Action or Ad(s)



First Five Episodes Contin..

Episode Four Idea

Topics

Ideal Listen Felt-Needs

Title

Episode Type: Solo/Interview

Call To Action or Ad(s)

Episode Five Idea

Topics

Ideal Listen Felt-Needs

Title

Episode Type: Solo/Interview

Call To Action or Ad(s)

Remember to use your episode planning calendar and media checklist in your membership. This is just your quick planning sheet to make sure you're on track to launch.

Episode Graphics

Familiarized myself with Canva

Created Episode Templates Templates

Created Branded Stories Templates

Created Branded Reels/TikTok Templates

Episode Promotion Plan

Social platforms my ideal listeners use:

Social platforms I have:

Social platforms I need to create:

How many times per week I will post:

Optimized profiles based on social eval:

The tool I'll use to schedule posts:

Email platforms I'll use to collect or eventually collect emails and connect with listeners:

