



## PODCAST PRODUCTION WORKFLOW CHECKLIST

Task	Steps	Tools Used
<b>GETTING SET UP (WEBSITE, PODCAST HOST &amp; APPLE PODCASTS, ETC)</b> After completing 'Purpose' on Podcast Profit Framework & Podcast Profit Formula, and Podcast Profit Pipeline		
Step 1	Download and setup Audacity	Audacity
Step 2	Select Podcast Hosting Solution	<a href="http://bit.ly/BluBrryHost">http://bit.ly/BluBrryHost</a>
Step 3	Install & Setup PowerPress Plugin to website	Wordpress (website) Powerpress
Step 4	Record, edit, mix Episode 0 & publish on website	Audacity
Step 5	Submit to Apple Podcast and other podcast players	iTunesApple.com Powerpress Plugin
<b>Recording, Producing, Publishing &amp; Promoting your Podcast</b> <b>STAGE 2 [FRAMEWORK]: PLAN</b>		
Source Guest	Follow specific hashtags relevant to topics of interest to my audience.  Conduct a brief audit of potential guest's digital footprint to ensure guest aligns with our ideal guest values and requirements	Twitter LinkedIn Instagram
Arrange Guest	Send guest invitation email with Guest Profile, Sound Tips Checklist and link to online calendar	Standard Emails Guest Profile Sound Tips Checklist Calendly
Create Guest Folder	Setup guest folder and file completed Guest Profile, Image and any other documentation relevant to the show/guest in the folder.	Dropbox (or Google Drive)
Prepare Show Notes	Use standard Show Note template to prepare the outline of the show, my introduction and the information to be discussed during the interview. Note: If you're recording a show on your own (i.e. your expertise) you'll still need to plan relevant, valuable topics and content.	Show Notes Template
<b>STAGE 3 [FRAMEWORK]: PRODUCE</b>		
Record Show	Record show with guest OR Record show by yourself  Suggested microphone: Audio Technica	Zoom Audacity



	AT2020 USB+ [JB Hifi \$188   BetterMusic.com.au \$169 Free Delivery]	
Edit, Mix & Tag Audio	Remove background noise. Delete unwanted audio (ahs and ums). Mix in music intro and outro. Save as .mp3. Add ID3 tags using iTunes.	Audacity [alone] & Mix/Edit Zoom [guest] iTunes
<b>STAGE 4 [FRAMEWORK]: PUBLISH</b>		
Create Show Graphics	Select show quotes and create quote graphics. Create show header graphic.	Canva
Schedule Show	Schedule show using standard Show Notes layout; upload audio and save.	Wordpress PowerPress   Blubrry
<b>STAGE 5 [FRAMEWORK]: PROMOTE</b>		
Schedule Social Media Posts	Upload graphics and schedule social media posts across various social media channels.	Hootsuite SmarterQueue
Publish and Promote	Show is published on specified dates. Add post to specific social media accounts.	Facebook Page Linkedin   Twitter
<b>LEAD CAPTURE &amp; EMAIL AUTORESPONDER</b>		
Lead Capture   Grow your list	When people sign up for your Digital Asset (Irresistible Signature Giveaway) i.e. Thought Leader Podcast Series  You capture their email details and send them follow up emails to nurture the new relationship	Active Campaign or Mail Chimp