

# THE PODCAST LAUNCH CHECKLIST

## 21 Steps To Easily Launch An Industry Leading Podcast



**Ben Krueger**

- The Podcast Educator

Dear Thought Leader,

If you've been considering launching a podcast... this checklist is the simple framework to help you get started the *right* way.

Since you're reading this checklist, I know you have a powerful message, a big idea and valuable knowledge to share with the world. You know your stuff and there are 1000s of people out there who will benefit from hearing what you have to share with them in a podcast.

The problem is, the thought of starting a podcast is daunting and makes people think of confusing equipment, long hours of research to figure out all the

technical stuff and having to manage yet another project they don't have time for. Plus, lots of people are hesitant that they don't have a 'radio voice' or that they simply have too many other projects going on **and all of these make pretty good reasons to never start a podcast.**

So your podcast gets put on hold month after month, or worse, never gets launched at all. And understandably so...

That's why I'm excited to share this 21 Step Checklist with you! I've designed it to eliminate the road blocks to starting a podcast and help you easily plan and launch a show that amplifies your authority, grows your audience and gets your valuable message out to people who are excited to connect with you and your brand.

### **Here are the 3 keys to *actually starting* a highly effective podcast:**

1. **Follow a proven step-by-step process** (like this checklist) so you don't have to figure out all the technical stuff that derails people.
2. **Keep it simple.** Getting your valuable message recorded and out there for people to engage with is SO much more important than having the right microphone, or whether or not your artwork is just

right. Your message is VALUABLE. Focus on sharing it with people and the rest is easy.

3. **Start now with the end in mind.** The rest of this checklist lays out the exact steps our team uses every day to plan, launch and grow highly effective podcasts for people. Use it to launch YOUR podcast. The first step is to simply decide WHAT you want your podcast to achieve for you. This ensures your podcast will be a highly effective tool, and never a time-suck.

Please use this checklist and refer back to it as often as necessary.

All I ask is, when you discover something incredibly helpful or implement these steps, that you [email me](#) and tell me about the results you got with it.

Enjoy,

Ben Krueger  
- The Podcast Educator

# 21 Steps To Easily Launch An Industry Leading Podcast

## □ Step #1: Decide What Podcasting Will Do For You

**What:** Define clear objectives for what results you want to achieve with your podcast.

**Why:** With clarity on WHERE we want to go, we can plan a podcast that gets us there effectively.

**How:** Use [this video training](#) to complete Steps 1 & 2.

## □ Step #2: Select Your Target Audience

**What:** How do you want to be a hero to? Select, refine and define your perfect podcast audience.

**Why:** A targeted audience is CRITICAL to effective podcasting and will make the difference between huge success and lackluster results.

## □ Step #3: Craft Your Central Message

**What:** This is the core message or the 'big idea' you want to share with your audience.

**Why:** Use your message to share valuable ideas, pre-qualify leads for your programs and impact new audiences!

**How:** [This 4 part formula will ensure a winning message](#)

## □ Step #4: Pick Your Podcast Format & Frequency

**What:** Decide how long and how often you'll release new episodes and how your show will be structured.

**Why:** Different formats have different strengths. Choose one that fits your goals, brand and target audience.

**How:** [Click here to discover the Top 3 Podcast Formats](#) working right now for speakers & leaders AND find out which is the best for you.

## □ Step #5: Decide How Your Podcast Will Make Money (*And Become A Profit Center!*)

**What:** There are a few ways to fund your podcast before it even launches: Through generating more sales & leads or podcast sponsorships. Decide which approach best fits for you.

**Why:** Wouldn't it be nice to have your entire podcast paid for before you do any work on it? 'Nuff said.

**How:**

**Case Study #1, Sales:** [Learn how to generate new, high-ticket sales with a podcast](#) from John Logar, a consultant who sold \$100k in 2 months with his new podcast. Or [learn how Jen Hemphill signed 2 new clients](#) in the first 30 days of launching her new podcast.

**Case Study #2, Lead Generation:** [Hear how LeadPages generated 40,000 new leads](#) for their software service using their podcast.

**Case Study #3, Sponsorships:** [Discover how Alan Moore landed \\$7,000 in sponsorships](#) *before recording his first episode.*

## □ Step #6: Get Your Podcast Recording Equipment

**What:** Pick up an \*easy to use\*, high quality podcasting microphone and any recording or call software you'll need. *This step is easier than you think.*

**How:** [Click here for my Top Recommendations on the perfect equipment setup.](#)

## ----- CREATING YOUR PODCAST -----

Now that we've got a clear idea of what your podcast will be about and who it's for, we have a solid foundation to start creating your authority-building podcast.

The next section lays out the exact steps to actually create your new podcast and get it launched to the world! You can also get full access to our proven step-by-step tutorials, easy-to-follow training videos and templates to take you from idea to published podcast [HERE](#).

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## Step #7: Choose A Podcast Title

**What:** Give your show a recognizable, searchable and branded title that grabs attention.

## Step #8: Create Your Podcast Cover Artwork

**What:** Create unique, stand out Artwork for your podcast. This is what directories and your listeners will use to recognize your podcast.

## Step #9: Create Branded Intros & Outros

**What:** These are short audio clips that play at the beginning and end of each of your podcast episodes so your audience easily recognizes the show, knows what they're listening to and connects with your brand.

## Step #10: Record Your First Episode(s)

**What:** Sit down to record the audio content that will become your very first episode of content. Or record multiple episodes at once which I highly recommend ;)

## □ Step #11: Produce Your First Episode(s)

**What:** Edit the audio, insert your Intro & Outro audios, ID3 tag your audio file, and upload it to your podcast hosting. Then write a short show notes post to accompany your episode and save it in draft form on your website. If this sounds like a lot of work, I'll be honest with you... it is.

We offer a done-for-you service so you only have to record content and our team handles the rest for you. [Learn more about how you can try us out for 4 episodes risk free here](#)

## □ Step #12: Set Up Podcast Hosting

**What:** The audio files for your podcast need a home. Podcast hosting is simply where your audio files sit, and how the different directories access and share your show.

**How:** Hands down the best hosting service is Libsyn which costs \$15 / mo for weekly shows. [You can get a free 1 month trial here](#) using the coupon code "engine".

## □ Step #13: Create A Winning "Launch Plan"

**What:** Ensure your podcast gets fast traction from day one with a well thought out launch strategy. I outline our highly tested and effective [Podcast Launch Formula](#)

[strategy here](#). This is the exact same strategy we use for all our premium clients and it WORKS!

### □ Step #14: Submit Your Podcast To Directories

**What:** Use the RSS feed Libsyn creates for you and submit your podcast to iTunes, Stitcher, Google Play and more so people can discover and easily listen to your podcast!

### □ Step #15: Set Up The Podcast On Your Site

**What:** Part of podcasting is having a place where listeners can further engage with your brand (ie. your website). Set up a podcast page on your site that features all the episodes for viewers in one place.

### □ Step #16: LAUNCH DAY!

**What:** It's Launch Day baby! Now we simply put into action your "Launch Plan" to get as much engagement and exposure as possible and take advantage of iTunes New & Noteworthy!

### □ Step #17: Get Ratings & Reviews

**What:** Getting your show to rank in iTunes (one of the key ways people will discover your new podcast) relies on your show getting ratings & reviews. Now we encourage

our audience to rate, review and subscribe to the new show!

### □ Step #18: Publish Regular Content

**What:** Record enough content to publish on a regular, consistent schedule. This builds a long-term relationship with your audience and a huge bank of valuable content around your brand online, on your website and in podcast directories. **Tip:** You can record content in batches (ie. Multiple episodes at a time) and simply publish them on a consistent schedule. In this way, you can save tons of time and get ahead of schedule.

### □ Step #19: GROW Your Audience & Email List

**What:** There are a few key methods for effectively growing your podcast audience which fall into two categories: 1. General things you can do to build your audience and 2. How you can promote each podcast episode to get maximum listenership. Stratosphere here you come!

### □ Step #20: Further Monetize Your Podcast

**What:** There are 5 main methods for monetizing a podcast. You could use MANY of them as a podcaster, or focus in on 1 or 2. It's up to you but now's the time to consider additional monetization avenues.

## □ Step #21: Leverage Your New Podcast Authority

**What:** Just being a podcast host is a HUGE authority indicator, like being an author. Now that you have this authority, you get to choose how to leverage it more effectively to get bigger results for your brand.

**Case Study #1:** [How to “Multiply Your Content’s Reach” with Roger Dooley](#)

**Case Study #2:** [How to Get More Client Referrals With Your Podcast with David Saltzman](#)

**Case Study #3:** [How to Build an Audience That Will Follow You Anywhere with Ryan Moran](#)

## □ BONUS Step: Have Fun!

**What:** What’s the point otherwise? Enjoy, connect, engage, impact and advocate for your audience!

Sometimes people take a look at this checklist and think:  
“That sounds like a lot of work...”

... And rightly so. It is. It also has the potential to be the most effective channel for quickly growing your impact, influence and income. So we offer a simple solution.

## **Here's How To Get Your Podcast Planned, Created and Launched For You in Just 4 Weeks...**

You already know what your podcast is going to be about. You've spent months, even years thinking about it and you've got a powerful message in your head. The time consuming part is getting it out there as a podcast where it can spread and make an impact.

That's where we come in. We help people just like you get your podcast outlined, created and launched in as little as four weeks. Here's how:

**Step 1:** We spend 90 minutes on the phone outlining and developing your podcast, artwork, intros & outros, and clarifying how your podcast will fully express your message and generate results.

**Step 2:** Our team creates your podcast artwork, intros & outros, and coaches you through recording your first 3 podcast episodes.

**Step 3:** We share our proven Podcast Launch Formula and spend 45 minutes on the phone crafting a custom launch strategy for your show to ensure a great launch.

**Step 4:** Our team takes it from here and sets up all the technical pieces of your podcast, integrates the show with your existing website, submits your podcast to multiple directories and sets up the podcast to launch with 3 fully produced and professional podcast episodes.

**Step 5:** After your show launches successfully, you simply focus on recording your content. Our team will handle editing, show notes writing and scheduling so your episodes publish automatically on your website and in all the directories for you. All you do is record the content.

Most people think it takes months of research, hard work and confusing tech to start a podcast.

Now you can get your podcast planned, created and launched to the world in as little as 4 weeks, and have it completely produced for you.

**If you'd like us to help, just send an email to [hello@cashflowpodcasting.com](mailto:hello@cashflowpodcasting.com) and we'll take it from there.**

