

# The Podcast Roadmap

1. Planning
2. Branding & Graphics
3. Website & Media Hosting
4. Podcast Production
5. Launch & Share to the World
6. Marketing
7. Monetization (optional)

## 1. Planning

Prepare for a successful launch

### The Main Tasks:

Pick a date to launch (4-6 weeks)

Know your why (Be brutally honest why you want to podcast)

What is your show about (topic)

What is the format? (Solo, interview, co-host, storytelling)

What is the frequency? Daily? Weekly? Monthly? Be consistent.

What is the show length (approx.). 10 minutes, 30 mins, hour? Be consistent

What is the title of your show?

Who is your target audience?

What value will your audience get from listening?

Buy domain name

Set up Social Profiles

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## 2. Branding & Graphics

Create cover art and brand identity

### The Main Tasks:

Artwork & Branding

Cover art & graphic elements to promote show

Headshots and promo photos

Music for Intro/Outro (optional)

## 3. Website & Media Hosting

Build a podcast-ready website and select a podcast media host to store mp3 episode files.

### The Main Tasks:

Choose Podcast and Website Media Hosts

Build a podcast-ready website

Create RSS Feed

## 4. Podcast Production

In order to launch your podcast, you must record, edit and publish one episode

### The Main Tasks:

Purchase gear

Download software to record & edit

Record & Edit Audio File and Export as .mp3 file

Add ID3 metadata tags to the mp3 file

Create Episode Blog Post & Show Notes

Publish

## 5. Launch & Share to the World

Launch your podcast!

### The Main Tasks:

Submit to Apple Podcasts/iTunes

Submit to other podcast directories (Google Play, Spotify, TuneIn, Blubrry, Spreaker, Stitcher, iHeart Radio, etc)

## 6. Marketing & Promotion

Getting the word out about your podcast.

### The Main Tasks:

- Promote show on website and social media channels
- Build a community (Facebook Group, for example)
- Engage and grow your audience through email marketing
- Join podcast communities and cross-promote
- Be a guest on other podcasts

## 7. Monetization

Making money either directly or indirectly from your podcast.

### The Main Tasks:

- Sign up for affiliate programs
- Prepare for Sponsorships
- Promote Products and services

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