

# BROADCAST YOUR MESSAGE

## A PROVEN 7 STEP CHECKLIST TO CREATE AN AWARD WINNING PODCAST

### STEP 1: MAKE CLEAR YOUR CONCEPT

#### In this step you should...

- Understand the different types of podcast shows
- Understand Duration and Frequency
- Determine your ideal customer
- Determine your ideal listener
- Outline the promise of your show
- Outline & execute the concepts of your show
- Determine the Duration and Frequency of your show

### STEP 2: ESTABLISH YOUR BRAND

#### In this step you should...

- Understand branding and why it is so important
- Learn the elements of your business branding
- Based on Step 1, and your concept name and tagline your show
- Learn the intricacies of Logo Design and Artwork
- Get all your Social Media Artwork sorted
- Work on your Creative Brief
- Create a unique voice for your podcast
- Get your Logo designed from your Creative Brief

### STEP 4: STRUCTURE YOUR RECORDINGS

#### In this step you should...

- Determine the format of your show
- Make a list of 20-25 go-to questions
- Share the format of your show with others to get as much feedback as possible
- Create a template to invite guests onto your show
- Schedule 2 test interviews
- Make a list of steps you perform just before you start recording

### STEP 3: SETUP YOUR SYSTEMS

#### In this step you should...

- Understand the different hardware components
- Buy your hardware:
  - Microphone
  - XLR cables
  - 4-channel mixer
  - RCA cables
  - Headphones
  - USB to Audio converter
- Buy or get your software:
  - Communication Software
  - Recording Software
- Learn how the hardware and software interact
- Make a list of software plugins you might need

### STEP 5: ARRANGE YOUR RECORDINGS

#### In this step you should...

- Learn how to use Audacity or Audition
- Learn how to remove background noise
- Learn how to tag your mp3 file
- Make a list of your first 25 guests
- Learn how to upload your mp3 file to the cloud
- Learn how to connect your website, your new podcast and your episodes to iTunes
- Learn how to use BluBerry PowerPress plugin
- Learn how to submit your podcast to radio stations
- Create a checklist of what you do before you publish an episode

### STEP 6: GET ON YOUR SOAPBOX

#### In this step you should...

- Create your podcast social media plan
- Create your podcast is live email
- Make a list of sources to get reviews and ratings
- Learn how to leverage all your produced content on the various Social Media platforms you have
- Learn how to use Social Media Growth Strategies
- Learn how to use Publicize to automatically send out your new podcast episode to all social media platforms

### STEP 7: ENGAGE YOUR AUDIENCE

#### In this step you should...

- Learn how to increase audience participation and make a list of channels to get feedback
- Make a list of what to do to become more popular in your field
- Create an advert for your show and learn how to leverage your reviews and ratings
- Create products and services to leverage your new platform

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