

Perfect Podcast Planning Checklist

25 unmissable steps to take before you launch



Thinking of starting a podcast?
Looking to share your message with a wider audience?
Not sure where to start?
Podcasts are excellent for positioning your expertise and building credibility and trust.
In this guide, I'll provide you with essential tips to get ready for your podcast launch.

Lyndal
Podcast Consultant
Founder of Podcast VA

Why should you launch a podcast?

- 1 Raising brand awareness**
- 2 Establishing and positioning your expertise**
- 3 Building relationships (with guests and your audience)**
- 4 Expanding your reach to find a new audience**
- 5 Improving your speaking & communication skills**
- 6 Increasing your revenue**
- 7 Creating potential collaboration opportunities**
- 8 Repurposing your episodes for your marketing**

Fact:

43% of Australians aged 12 and above have tuned in to a podcast in the past month!



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the reasons people don't start a podcast

1

The podcast market is too crowded

Though the podcast index reports over 4.2 million podcasts as of March 2024, consider this: only about 10% have been active in the past 90 days. The competition is less fierce than you might find on other content platforms.

2

Don't like the sound of your voice

This might be your biggest hurdle to get over.

Yet, the reality is, your voice is uniquely yours, and embracing it is key. Remember, you're in good company—nearly EVERY podcaster has faced this same worry.

3

Battling Imposter Syndrome

I promise you – you're not alone. Many podcasters have navigated this one and the fear of criticism for expressing their beliefs and opinions. Remember to trust that others have faith in you and embrace your authentic voice.

4

It's too technical

The technical side of podcasting can seem daunting at first. However, much like any new skill, it does get easier once you begin.

TIP: If it's too technical, outsource these steps

5

You don't know what microphone to use

There are a lot to choose from! Start by considering your recording environment and the format of your show. Then, have a look at my [Equipment & Software Recommendations](#).

6

Struggling for topics

THE best way to start your list is to ask your ideal audience what topics they'd like to hear. Or compile a list of frequently asked questions. This is a great way to create episodes that resonate with your audience.

Also, let AI be your creative ally! ChatGPT can generate a wealth of content ideas tailored to your topic.



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before you launch your podcast, you need to:

- 1 Know the objective and purpose of your podcast**
- 2 Know your target audience**
- 3 Be a guest on a few other podcasts**
- 4 Make a list of the podcasts you like and what you like about them**
- 5 Make a list of podcasts you don't like and what you don't like about them**
- 6 Decide on your podcast name**
- 7 Check your podcast name in the podcasts directories and google**
- 8 Create a tagline for your podcast**
- 9 Write a clear and concise description for your podcast**
- 10 Brand your podcast**
- 11 Create podcast artwork that will stand out**
- 12 Know your podcast format – solo, interview, combination**
- 13 Create a document that outlines your topics**
- 14 Create a list of guests**
- 15 Understand the mechanics of a podcast - eg how to publishes**
- 16 Research and purchase the equipment**
- 17 Set up equipment and practice**
- 18 Script your intro and outro**
- 19 Choose your podcast music**
- 20 Research and download relevant software**
- 21 Create a hosting account**
- 22 Submit your podcast to all the directories (Apple Podcasts, Spotify etc)**
- 23 Create a podcast page on your website**
- 24 Make a plan to promote your launch**
- 25 Make a plan to promote each episode consistently**





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AND YOU'RE READY



If you want to learn more, join my Facebook community [Australian Podcasters Collaborative](#)

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