intention.ly

So you wanna start a podcast?

But you're not sure where to begin? Intention.ly's Chief Growth Officer and founder and host of the wildly successful In the Suite podcast, Tina Powell, has you covered with a checklist of must-haves before your first episode hits the airwaves.

▶ Stage One: Ideation

What's in it for Them? WIIFT Worksheet

This internal-facing document outlines and explains the vision and purpose of the podcast to ensure internal team members fully understand how the podcast will create value, solve problems and ultimately serve its audience.

This should answer the questions:
- What is the purpose of the podcast?
- Who is it for?
- What problems will it help solve?
- Why you and why now?
- How will your podcast be different?
- What will it be called?

Podcast Creative Brief

Both internal and external, the creative brief outlines critical elements of the podcast and is used to inform branding, content strategy and overall production. The creative brief includes:
- Podcast name
- Podcast host(s)
- Podcast description
- Podcast goals
- Podcast URL
- Podcast format
- Podcast tone of voice
- Target audience
- Hosting platform (Buzzsprout, RSS.com, Podbean, Captivate)
- Recording platform (Audacity, Adobe Audition Creative Cloud, Garage Band, Descript)

Podcast Technology

Podcasting doesn't have to be expensive, especially if you're recording audio only, but you will need a few key pieces of tech to get started:

- ‣ Microphone
- ‣ Headset(s)
- ‣ Recording software
- ‣ File storage and backup
- ‣ Distribution platform

▶ Stage Two: Podcast Production

Launch timeline and schedule
- ‣ Determine podcast release cadence (once a week, biweekly, once a month, etc.)
- ‣ Determine recording cadence (one episode at a time, in batches, etc.)
- ‣ Choose first episode release date based on above

Cover Art
- ‣ Specs (Minimum: 1400 × 1400 pixels; Maximum: 3000 × 3000 pixels)
- ‣ Text to include: Podcast name, host name and any relevant disclosures
- ‣ Images to generate: Podcast logo, company logo, host headshots
- ‣ Styles to determine: Font, colors and hex codes

Choose intro/outro music

Run a technology and sound check

Reach out to potential guests

This may feel awkward at first, but remember that people love to share their expertise (and podcasting creates a great marketing opportunity for your guests as well!). Put together a list of people you'd love to have on your podcast and send a short but genuine email or DM that focuses on why you believe they would add value for your audience.

Script and record Episode 0

This should be a brief (~3 minute) introduction to your podcast that helps listeners understand what they can expect, the value they'll get from tuning in, how often new episodes will be released, and how they can subscribe.

▶ Stage Three: Podcast Promotion

Social Channels

- ‣ Secure at least Instagram and TikTok accounts for your podcast (these accounts should be separate from your business and personal accounts)
- ‣ Write bios for and upload cover art to these channels
- ‣ Create promotional assets that include audiograms, pull quotes and one pagers to be used on both your personal and business channels and your podcast channels

Write and pitch a press release announcing your podcast launch

Include your podcast in any newsletters or email communications with clients and prospects

▶ Ongoing: Podcast Organization

Internal folder

This should be the single location for all of your podcast collateral, including:

- ‣ Cover art
- ‣ Music files
- ‣ Editorial calendar
- ‣ Intro, outro, midroll and interview scripts
- ‣ Recordings
- ‣ Transcripts
- ‣ Any miscellaneous notes
- ‣ Host and guest headshots
- ‣ Host and guest bios

With that…you're ready to get started! Happy recording!

If you're looking for more help bringing your podcast vision to life, get in touch with our team by **clicking here.**