



# Building Your Own Podcast

*Workbook*

Remarkable VI Studios

# Checklist 1 - Coming Up With Ideas And Name For Your Podcast

## Part 1- Developing A Concept For The Podcast

1. Develop your angle.
2. Set goals for your podcast.
3. Understand the interests of your audience.
4. Determine your niche/audience.
5. Establish a theme or topic for your podcast.
6. Decide whether or not you want a co-host.

## Part 2 – Naming Your Podcast

7. Select a catchy and memorable name.
8. Be keen on the title, author and description tags.
9. Make the title specific to boost appearance in relevant searches.
10. Avoid a long title/name for your podcast.
11. Create a premise for your show.
12. Select a name that reflects the tone and mood of the podcast.
13. Avoid obscure non-intuitive titles.

# Checklist 1 - Coming Up With Ideas And Name For Your Podcast

## Part 3 – Using Keywords On The Podcast Name

14. Avoid keyword stuffing on your author tag.
15. Use a distinctive keyword-rich title/name for your podcast.
16. Keep the title clean to avoid being labeled as explicit.
17. Write a compelling description of the podcast title to optimize your title for search.
18. Keep your description/tagline short (maximum of 140 characters).

# Checklist 2 - Equipment Checklist

- 1.Ensure you have a quiet computer, ideally a SSD drive laptop. 8GB RAM minimum. (smartphone or tablet)
- 2.Check that the features of your computer support your podcast setup to run the software you have selected (Adobe Audition etc.)
- 3.Ensure you have an XLR or USB large diaphragm microphone.
- 4.Select comfortable headphones (preferably over-the-ear headphones).
- 5.For a professional dedicated studio, acoustic panels are good options.
- 6.Get a microphone stand to enable the movement of the microphone to a comfortable location. Get a shock mount to cut down on vibrations.
- 7.Ensure your editing software can offer multitrack unless your podcasts are very simple.
- 8.Select a podcast hosting provider. (Such as Anchor FM)
- 9.Do you need a mixer? (For XLR microphone only)

# Checklist 3 - Selecting Your Podcast Format

## Part 1 – Selecting The Theme Song

1. Search for music that is free for commercial use. (We like Audioblocks.com)
2. Make sure the music is appropriate for the subject matter.

## Part 2 – Introduction

4. Create or get produced an intro jingle with your music.
5. Introduce your podcast with your co-host if appropriate.
6. Provide a summary/description of what the episode is about. (Menu)

## Part 3 – Main Segment

7. Interview or solo commentary or discussion or a mix.
8. Create an outline of the topics and questions for the episode.
9. Write out points that you want to tackle in the podcast.
10. Write your scripts for the very start and very end.
11. Keep your scripts concise to create room for improvisation.

# Checklist 3 - Selecting Your Podcast Format

12. Print the script double spaced so you can easily change and add things.
13. Include the duration for your talking points to stay on time.
14. Think “storytelling” – will listeners hang on to every word?
15. Determine where to place the adverts or sponsor bumpers.
16. Include a Q&A segment for round table structure podcasts.
17. Decide on the approx. duration of the show.

## Part 4 – Outro

18. Provide a recap of the episode.
19. Give the audience a call to action, to tell their friends, to subscribe, to comment on the website.
20. Provide a preview/teaser of the next episode.

# Checklist 4 – Create Your Podcast Outline For The First Episode

## Step 1 – The Podcast Content

1. Write out the structure of the episode in “blocks of time”.
2. Decide whether to include intro or outro sound bumpers in the first episode.
3. Determine whether to introduce the episode with a summary.
4. Decide whether to announce the podcast tagline at the onset of the episode.
5. Determine the format of the episode (should it be an interview or solo commentary).
6. Give your episode a title.
7. Write a description of the episode in no more than 4000 characters.
8. Select 3-4 tags / keywords that accurately describe the episode.
9. Consider the material that interests your listeners and write it down.
10. If you are bringing in a guest, research the guest accordingly.

# Checklist 4 – Create Your Podcast Outline For The First Episode

11. Take your time researching your content to get it right.
12. Prepare your personal notes for the show.
13. Divide your notes into sections to create a flow for the podcast.
14. Assign timelines on the notes to avoid losing track of time during the podcast.
15. Write a script for the podcast's intro and outro.
16. Finalize the show-notes to recap the key takeaways for your listeners.

## Step 3 – Length And Release Of The Podcast

17. The content of the podcast should dictate the length of the podcast. Don't fill for the sake of it. If it's short, it's short! Quality over quantity.
18. However, avoid boring your listeners with extremely long content.
19. Understand your listeners to know their routine and establish when they listen.
20. Are your main listeners listening while commuting, working out or doing house chores? (this determines the duration (30 mins-1 hour)).
21. Determine the intensity of your podcast to evaluate whether or not it calls for intensive and focused listening.
22. Consider the appropriate time to release your podcast (morning, evening, lunch break). Time of week? Friday is a good release day.



# Checklist 5 - Podcast Consistency And Marketing Plan

## Part 1 – Marketing Plan

1. Be passionate about the theme/topics of your podcast.
2. Set realistic goals for your podcast.
3. Ensure your podcast is in all major podcast directories
4. Create polls, conduct research, and surveys to understand your audience's needs.
5. Tailor your content for all or most social media platforms.
6. Be keen on topics that bridge the success gap.
7. Entertain expert guests in your podcast to create a buzz.
8. Theme each episode to create variety for your listeners.
9. Focus on the quality of your podcast.

## Part 2 – Schedule For Consistency

10. Develop a publishing schedule for your content.
11. Plan for a weekly release schedule for consistency.

# Checklist 6 – Monetizing Your Podcast

## Part 1 – Marketing Plan

1. Sell sponsorships.
2. Sell ads and also “production costs” to make the commercial as well as “airtime” on your podcast.
3. Create monthly subscriptions for added bonus material not on the free directories.
4. Ask for donations directly from your listeners.(A Podathon)
5. Join an advertising network/affiliate advertising.
6. Syndicate your show to YouTube.
7. Create and sell premium versions of your content.
8. Re-purpose your content.
9. Get equipment or service providers to pay you to review their goods.
10. Transcribe your content into book chapters.
11. Charge your guests for the exposure to your listeners (especially entrepreneurs).
12. Sell your products to your guests.
13. Create and charge fees for access to an e-course depending on the content of your podcast.
14. Leverage your podcast to create and sell apps that meet the needs of your listeners.
15. Use your expertise to sell coaching and consulting services.