

# Podcasting Checklist

- ☐ **Check microphone functionality:** Ensure the microphones work properly before recording, especially with guests on board.
- ☐ **Line up guests and participants:** Determine who will be part of your podcast, including yourself, co-workers, or guest speakers.
- ☐ **Choose a topic or theme:** Select a subject or theme to ensure focused and directed podcast episodes.
- ☐ **Create a loose outline:** Prepare a bullet-point outline or interview questions to guide the discussion.
- ☐ **Create intro music:** Compose or purchase recognizable intro music to enhance listener recall.
- ☐ **Get the podcast episode ready:** Record and edit the episode so it's ready to publish.
- ☐ **Publish the episode:** Submit the podcast to iTunes and other directories for increased discoverability.
- ☐ **Promote the episode:** Generate buzz through blog posts, social media, and email newsletters.
- ☐ **Establish a regular posting schedule:** Determine a consistent release schedule using an editorial calendar.