

- **Planning** - *Plan your audience connection from the start*
 - Who is your audience?
 - How will they find you?
 - Why should they care?
 - Format: Is it an interview show? Are there scripted elements?
 - Identify Guests: Find people and orgs that connect with your audience
 - Benchmarks: What does success look like?
- **Recording** - *Capture a good interview, performance, and sound*
 - Technology: What do I need to record?
 - Prepare: Ask the right questions for your audience
 - Rehearse: Practice your setup to ensure it results in high-quality recordings
 - Follow up: Build relationship with guest and get them to co-promote
- **Editing** - *Pick the best content and make it sound professional*
 - Hire an Editor whenever possible
 - Use Descript to layout pace/timing (or any DAW tool you like)
 - Cleanup audio as necessary for optimum sound quality
 - Music can help pull the listener in, but too much can be distracting
 - Quality Control catches common mistakes – find a trusted listener to give you notes
- **Distribution** - *Make your podcast available, accessible, and easy to find*
 - Setup podcast hosting and show RSS feed
 - Connect with directories
 - Set up website for show notes
 - Plan out a reliable release schedule
- **Promotion** - *Closing the loop and attracting listeners*
 - Create a social media calendar to plan posts
 - Don't wait until the show is live - prepare video/graphic assets ahead of time
 - Engage with OPP (other people's posts) to build and engage your audience
 - Cross promote as often as you can
 - Get creative: You have to stand out to stand out
 - Explore which kinds of paid promotion you want to try