



THE 30-DAY REAL ESTATE PODCAST LAUNCH PLAN

A Week-by-Week Roadmap to Launching Your Real Estate Podcast



INTRODUCTION

Starting a podcast as a real estate agent can feel overwhelming at first. You may be wondering: *What do I even talk about? What gear do I need? Will anyone listen?*

The good news is that podcasting is one of the most powerful tools you can add to your marketing toolbox — and it's not nearly as complicated as it seems.

Buyers and sellers in your market are constantly searching for answers. A podcast allows you to deliver those answers in a personal, authentic way. It gives clients a chance to know you before they ever meet you, and it positions you as the trusted voice in your community.

This 30-day plan breaks it all down, week by week, so you can launch your own podcast without stress. By the end of the month, you'll have a real estate podcast live on Apple Podcasts, Spotify, and beyond — one that both educates your audience and helps you generate business.





BUILD YOUR FOUNDATION

This week is about creating the identity and structure of your podcast. Just like prepping a listing before it hits the market, this step sets the stage for success.

WHAT TO DO:

- Choose a podcast name that's simple and searchable (e.g., Living in Denver Real Estate Show).
- Design your cover art. Make sure it looks professional, even as a thumbnail.
- Write your podcast description, speaking directly to buyers and sellers in your market.
- Pick a hosting platform (Buzzsprout, Libsyn, Podbean, Spotify for Podcasters).
- Record a 5-minute test episode to check your mic and software.



CHECKLIST FOR WEEK 1

- ☐ **Brainstorm and select podcast name**
- ☐ **Design and finalize cover art**
- ☐ **Write podcast description**
- ☐ **Choose and set up hosting platform**
- ☐ **Run test recording successfully**



END GOAL

Podcast name, cover art, and description ready. Hosting platform set up. Test recording complete.



RECORD AND PREPARE CONTENT

With your foundation built, it's time to stock your content inventory — like filling the MLS with fresh listings before showings begin.

WHAT TO DO:

- Create a 90-day content calendar (12–15 episode ideas).
- Outline your first 3–5 episodes (bullet points, not full scripts).
- Record your first batch of episodes (15–30 minutes each).
- Edit your recordings (DIY or outsource).
- Export finished episodes as MP3s.



CHECKLIST FOR WEEK 2

- ☐ **Brainstorm 12–15 episode ideas for content calendar**
- ☐ **Outline first 3–5 episodes**
- ☐ **Record first 3–5 episodes**
- ☐ **Edit and polish recordings**
- ☐ **Export final MP3 files**



END GOAL

3–5 fully finished episodes, ready for upload.



SET UP DISTRIBUTION AND MARKETING

This week is about making your podcast discoverable and building excitement — like putting a listing live and launching your marketing campaign.

WHAT TO DO:

- Upload episodes to your host with titles and descriptions.
- Submit podcast to directories (Apple Podcasts, Spotify, Google Podcasts, Amazon Music).
- Build anticipation with teaser posts or short audio/video clips.
- Create promotional graphics in Canva (episode thumbnails, social media banners).
- Schedule guest interviews (lenders, inspectors, local businesses).



CHECKLIST FOR WEEK 3

- ☐ Upload episodes to hosting platform
- ☐ Submit to major podcast directories
- ☐ Create teaser content for social media
- ☐ Design promo graphics for episodes
- ☐ Book guests for future shows



END GOAL

Podcast uploaded, distributed across directories, and marketing assets prepped for launch.



LAUNCH AND PROMOTE

This is your open house — launch week is about getting as many people through the “door” as possible.

WHAT TO DO:

- Launch with 3–5 episodes live at once.
- Announce launch across all social channels (Facebook, Instagram, LinkedIn, YouTube).
- Email your database and ask for listens, subscriptions, and reviews.
- Encourage guests to share their episodes with their audiences.
- Record your next 2–3 episodes to keep content flowing.



CHECKLIST FOR WEEK 4

- ☐ Publish 3–5 episodes live at launch
- ☐ Promote across social media channels
- ☐ Send launch announcement email to database
- ☐ Ask for reviews and subscriptions
- ☐ Have guests share their episodes
- ☐ Record next 2–3 episodes to maintain consistency



END GOAL

Podcast launched, initial audience engaged, reviews coming in, and momentum built to keep producing content.

FINAL NOTE

By spreading the work across 30 days, you avoid overwhelm and give yourself the best chance of success. Podcasting is like farming in real estate — it takes consistency, but over time it creates brand recognition, authority, and trust.

Stick with it, keep adding value, and watch as your podcast becomes a new source of clients and opportunities in your real estate business

[CLICK HERE FOR THE PODCAST COURSE](#)



COMPLETE GEAR LIST

- ▶ Rode PodMic Cardioid Dynamic Broadcast Microphone



- ▶ RØDECaster Pro II All-in-One Production



CLICK HERE FOR COMPLETE GEAR LIST



- ▶ Sony Alpha ZV-E10 - APS-C Interchangeable Lens Mirrorless Vlog Camera Kit



- ▶ Elgato Wave Mic Arm LP - Premium Low Profile Microphone Arm with Cable Management Channels





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