

New Podcast Checklist

Foundations

- Define your podcast concept in one sentence.
- Define your target audience and the outcome you promise.
- Choose your podcast topic and confirm it's sustainable.
- Draft 10 episode ideas and outline your first few episodes.
- Choose a podcast format and lock your episode structure.
- Decide your episode length range and release cadence.

Naming and metadata

- Confirm your podcast name and podcast title line.
- Write your podcast description and save a short tone note.
- Set a reusable template for episode title, episode description, and episode notes.

Branding and assets

- Finalise cover art and test it at small size and in dark mode.
- Confirm cover art meets specs and has no transparency.
- Export podcast artwork templates for episode cards and clips.
- Confirm your royalty free music licence and file the proof.
- Create a short podcast intro and outro you can reuse.

Equipment and room

- Choose your podcast equipment and set up your room.
- Reduce background noise and reflections before you upgrade gear.
- Set mic distance and a consistent speaking position.
- Decide if you're filming a video podcast and keep the video format simple.

Recording workflow

- Create a recording checklist you'll use every session.
- Run a 30-second test and listen back before you start recording.
- Record clean WAV masters and keep file naming consistent.
- Record a backup track where possible.

Guests and scheduling (if relevant)

- Build a simple guest pipeline and booking process.
- Send prep questions and capture guest bio and links.
- Run a short mic check before the session.

Hosting, RSS, and distribution

- Choose a podcast hosting service and generate your RSS feed.
- Validate the RSS feed before you submit anywhere.
- Confirm your host supports RSS redirects if you ever migrate.
- Submit to apple podcasts, Spotify, and your priority podcast directories.
- Confirm the live listing in at least one podcast app search.
- Create your podcast website episode page template.

Editing and publishing

- Choose editing software you can learn quickly and use consistently.
- Follow a repeatable edit workflow and export upload-ready audio versions.
- Final QC: first minute, last minute, levels, and obvious glitches.
- Publish episodes on a predictable schedule.

Video, clips, and promotion

- Confirm YouTube RSS ingestion eligibility before you rely on it.
- Publish full podcast episodes as video if it fits your workflow.
- Create a weekly clip routine and export 30 to 60 second highlights.
- Schedule social media posts across two social media channels.
- Add occasional behind the scenes content.
- Plan one cross-promotion with other podcasts.

Launch and month one

- Prepare a trailer plus 2 to 3 podcast episodes for day one.
- Confirm listings in apple podcasts, Spotify, and youtube music.
- Run a 7-day launch plan and collect questions.
- Review early signals and refine packaging and episode titles.
- Set a monthly review date for retention, click-through, and follows.