

PODCAST TRAINING CHECKLIST

The Podcast Training Program

with Robert Thibodeau

What Do I Teach?

I have developed a Podcaster Training Program for those who have a desire to create their own podcast or take their existing podcast to a higher level (perhaps monetizing the podcast to supplement family or business income).

Who Desperately Needs What I Teach?

Small business owners; folks who have a story to tell or share; Church pastors or ministers who want to use podcasts to share the Gospel; entrepreneurs trying to sell their own products or promote their own businesses.

This checklist will provide you with ALL of the steps that I use and that I share with others who ask for my help. If you will take your time and work through this checklist, step-by-step, you will have a ready to go podcast by the end! Take your time, do not rush each step. The more quality you put into each step, the better your podcast will be at the end!

- 1. Select a niche**
- 2. Select a sub-niche within the major niche**
- 3. Decide on a format**
 - a. Video podcast
 - b. Audio podcast
- 4. Decide on the publication frequency of the podcast**
 - a. Weekly
 - b. Daily
 - c. Multiple times per week
- 5. Decide on the length of the podcast**
 - a. 15 minute
 - b. 30 minute
 - c. the average podcast is 60 minutes long
 - d. other
- 6. Decide on what the “ultimate goal” is of the podcast**
 - a. Increase sales of products
 - b. Increase traffic (online or foot traffic for brick & mortar store)
 - c. Increase income (monetization)
 - d. Increase following (build a list)
 - e. Provide information for the listeners well being or benefit
 - f. Promote your business
 - g. Get booked to speak
 - h. Become the subject matter expert

7. Choose a podcast hosting platform

8. Choose the equipment to use

- a. Use existing equipment and upgrade later
 - i. Get started quickly
 - ii. Familiar with most of the operations
 - iii. Possibly lower quality production that “better” equipment
- b. Purchase new equipment
 - i. Possibly better quality sound / video
 - ii. There will be an immediate layout of funds
 - iii. There will be a learning curve to become familiar with the equipment
 - iv.

9. Develop an Intro and Outro for the podcast

- a. Make it themselves
- b. Have a friend make it for them
- c. Hire a freelancer to make the Intro and Outro
 - i. Fiverr.com is a good platform to hire freelancers
 - ii. Make sure there is a Royalty Free music track added
- d. Keep the Intro to between 30-40 seconds
- e. Keep the Outro to less than one minute

10. Choose a topic

- a. I use the 10x10 matrix system
- b. Allows them to fully develop the topic to teach / share
- c. Allows them to keep track of what has already been taught (if there is a break in the recording of episodes)

11. Plan the recording session

- a. Use the 10x10 matrix
- b. Plan on a brief Introduction Episode
 - i. explains what the podcast is about
 - ii. explains the purpose for sharing this information
 - iii. encourage the listeners to this episode to:
 - 1. subscribe
 - 2. Share with their friends
 - 3. Leave a comment and rating
- c. Keep the recording in sequential order
 - i. Label them Episode 1, 2, 3, etc.
 - ii. Store the completed episodes in a “Draft” folder

12. Editing and Posting your recording

- a. Editing the program (many different software programs to choose from)
 - i. PC: I recommend “Audacity” (but there are many others to choose from).
 - ii. Mac: I use “Garage Band” (but there are many others to choose from).
- b. Once edited, move the file to a new folder “Ready to Upload”
- c. Uploading to your podcast hosting site

13. Once 3-10 episodes are recorded (depending on the frequency of publication)

- a. Apply for Apple Podcasts (formerly iTunes) account
- b. Follow the application instructions EXACTLY
- c. Submit the episodes to iTunes for immediate upload (if approved)
 - i. Daily (5-7 days per week) – submit 10 episode
 - ii. Multiple days per week – submit 5-7 episodes
 - iii. Once per week – Submit 3-4

14. Promotion and Marketing

- a. Social media platforms
- b. Email marketing
- c. Word of mouth
- d. Conventions / meet up groups

15. Promotional Opportunities While Podcasting

- a. Interviews
 - i. Make it about the INTERVIEWEE (not about you)
 - ii. Promote the Interviewee to your social media network
 - iii. Ask the interviewee to promote your episode to their social media network
- b. Affiliate Marketing
 - i. Product reviews
 - ii. Links to the product being reviewed

16. MONETIZATION

- a. Affiliate marketing
- b. Product sales
- c. Sponsorships
- d. Patreon and other Crowd Funding sources
- e. Donations
- f. Selling Advertising
- g. Podcast host to podcast host advertising