

HOW TO START A PODCAST



WHAT: Here's what you need to think about and know in order to start a successful podcast.

WHY: Podcasting is a low barrier platform that can help you increase sales by building a greater connection with your audience.

growth
GETTERS

Podcast Planning

WHERE IS YOUR LISTENER NOW?

WHAT IS THE UNDESIRABLE REALITY THEY FIND THEMSELVES IN?

WHAT PROBLEMS ARE THEY GRAPPLING WITH THAT ARE IN THE WAY OF WHO THEY WANT TO BECOME?

Podcast Planning

WHAT DOES YOUR IDEAL LISTENER ASPIRE TO BECOME?

WHAT DOES THEIR ULTIMATE VICTORY OVER THEIR CURRENT OBSTACLE LOOK LIKE?

WHAT COULD POSITIONING YOURSELF AS THEIR GUIDE TO TRANSFORMATION SOUND LIKE?

Podcast Purpose

WHAT DO YOU WANT LISTENERS TO GET OUT OF YOUR PODCAST?

WHY SHOULD THEY LISTEN?

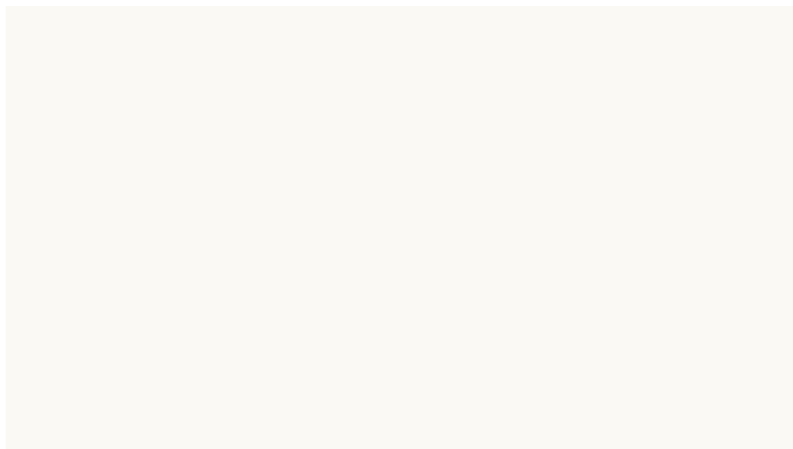
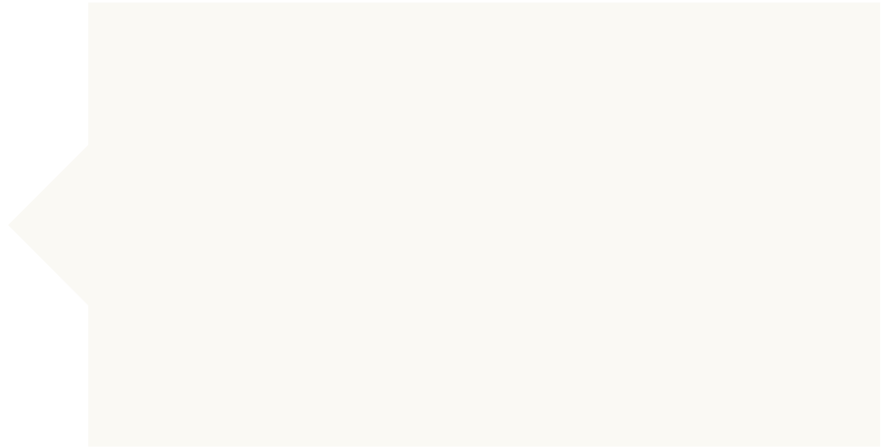
WHY WOULD THEY KEEP LISTENING?

REALITY TO RESULTS

Use this space to brainstorm the transformation you can help them achieve

1

**Undesirable
Reality**

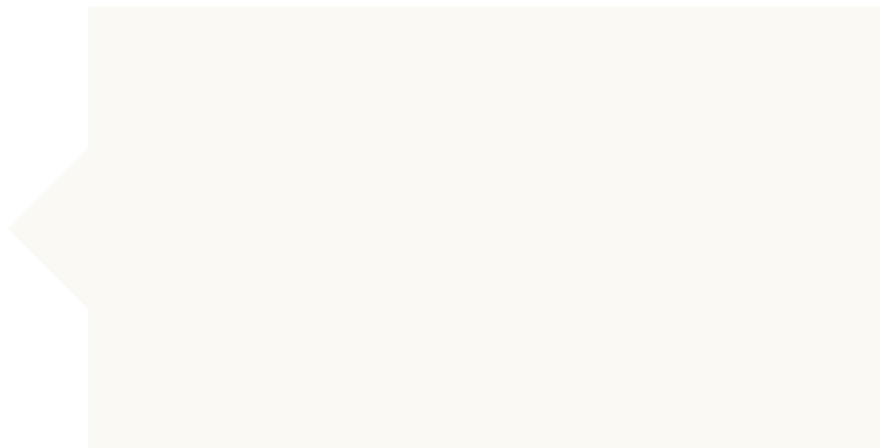


2

**Topics I can
talk about to
help them**

3

**Ultimate
Result**



Podcast Personal Purpose

WHAT DO YOU WANT TO GET OUT OF BEING A PODCAST HOST?

WHAT GOALS WILL THIS SUPPORT IN YOUR OWN DEVELOPMENT AND THE GROWTH OF YOUR BUSINESS OR PLATFORM?

ARE THERE OTHER BENEFITS OF HAVING A PODCAST THAT YOU ARE HOPING FOR?

Podcast Persona

WHAT IS THE TONE YOU HOPE TO CREATE AS A HOST?

HOW DO YOU WANT LISTENERS TO FEEL WHEN THEY LISTEN?

HOW DOES YOUR PODCAST PERSONA INTERSECT WITH YOUR OVERALL BRAND?

Podcast Vibe

WHAT DO YOU BELIEVE ABOUT YOUR LISTENERS AND POTENTIAL LISTENERS THAT THEY MAY NOT BELIEVE ABOUT THEMSELVES?

WHAT IS TRUE ABOUT WHO THEY ARE?

ARE THERE LIMITING BELIEFS THAT MAY BE HOLDING THEM BACK?

TITLE & DESCRIPTION

Start brainstorming potential titles and key-points for your description

POTENTIAL TITLES

KEY-POINTS FOR MY DESCRIPTION

TITLE TEST

IS IT CLEAR?

IS IT MEMORABLE?

IS IT AVAILABLE?

DOES IT HAVE THE ENERGY YOU WANT TO SHARE WITH LISTENERS?

DOES IT PASS THE THUMBNAIL TEST?

NOTES:



21 The Prof G Pod with Scott Galloway
Vox Media Podcast Network



22 The GaryVee Audio Experience
Gary Vaynerchuk



23 Motivational and Inspirational
Motivation And Inspiration



25 Make Me Smart with Kai and Molly
Marketplace



26 Financial Feminist
Her First \$100K



27 The Goal Digger Podcast
Jenna Kutcher



29 Market Mondays
EYL Network



30 The Fine Print with George Kamel
Dinner & Dish



31 Bankless
Bankless

Podcast Format

HOW OFTEN WILL YOU POST AND WHAT COULD BE THE SCHEDULE?

WHAT WILL THE FORMAT OF EACH EPISODE BE?

WILL YOU HAVE REGULAR SEGMENTS? IF YES, WHAT WILL THAT LOOK LIKE?

Podcast Checklist

Title (Tested and Secured)

Description (Only a few sentences telling listeners what they can expect)

Cover Art (3000x3000 px)

Categories (3 Total — put your top category first)

Plan for your outline/framework (How often? How long? What is the style?)

Build Your Launch Plan Draft (When, where, how)

Trailer Episode + 3-4 Episodes on Deck (Launch day + at least 1 more)

Launch (Share everywhere and ASK people to subscribe, download, and leave a review)

Our Expert



Meet Macy Robison

Macy is Story Brand Certified and Brand Builders Group Certified. She's worked with some incredible Podcasts and helped coach me as I worked to launch my own. Macy is a wife and mom and incredible and helping build brands and find their voice.

Connect with Macy at:

uplightcreative.com | [@macyrobison](https://www.instagram.com/macyrobison)

Resources



ListenNotes.com — Podcast Search Engine

PODCAST HOSTS

SimpleCast.com — This is who I use to host my Podcast

Libsyn.com — Been around forever

Buzzsprout.com — Another great Podcast host

Dropbox — For sharing documents, files, and graphics with my team

Worth Reading/Listening:

So you want to start a Podcast by Kristen Meinzer (<https://amzn.to/3kGHJrh>)