

PODCAST LAUNCH CHECK LIST



6 WEEKS OUT

- ☐ Market research
 - Involve your audience: Ask them questions on your posts, stories, lives, and newsletters
- ☐ Create goals
- ☐ Purchase equipment

4 WEEKS OUT

- ☐ Announce your launch date
- ☐ Record your trailer
- ☐ Record your intro & outro
- ☐ Record any calls to action
- ☐ Start recording episodes

5 WEEKS OUT

- ☐ Plan your episodes ([click here for episode planning sheet](#))
- ☐ Plan launch content ([click here for content calendar](#))
- ☐ Write your podcast brief
 - Include:
 - ☐ Podcast name
 - ☐ Host
 - ☐ Host bio
 - ☐ Description
 - ☐ Context
 - ☐ Business objective
 - ☐ Target audience
 - ☐ Duration and frequency
 - ☐ Launch date

3 WEEKS OUT

- ☐ Set your podcast up with hosting
- ☐ Upload & schedule first episodes

LAUNCH DAY

- ☐ Hype it up on all socials
- ☐ Celebrate!

