

Planning & Research Checklist



Congratulations on starting your journey as a podcaster! Below is a comprehensive research and planning checklist for new shows, complete with idea development, action items and research of existing podcasts. Happy Podcasting!

PODCAST CONCEPT & TARGET AUDIENCE

- Define the central theme and purpose of the podcast.
- Identify the target audience and their interests.
- Research similar podcasts to understand what sets yours apart.

NOTES:

PODCAST NAME & BRANDING

- Brainstorm potential podcast names that reflect the show's essence.
- Ensure the selected name is unique and not already in use by other podcasts.
- Check domain availability for the podcast's website (if applicable).

- Consider the branding elements, such as logo design and color schemes.

NOTES:

CONTENT FORMAT & EPISODE STRUCTURE

- Decide on the podcast format (e.g., interviews, storytelling, roundtable discussions).
- Plan the structure of each episode, including intro, main content, and outro.
- Consider episode length and frequency (weekly, bi-weekly, monthly)

NOTES:

EPISODE TOPICS/OUTLINES

- Create a content calendar for at least the first few months.
- Identify engaging episode topics that align with the podcast's theme.
- Encourage the use of listener feedback and questions for content ideas.
- Create a script or outline for episodes.
- Understand the importance of staying authentic and conversational

NOTES:

PODCAST HOSTING & DISTRIBUTION

- Research podcast hosting services and their features.
- Choose a reliable hosting platform that fits the podcast's needs.

- Demo submitting the podcast to major distribution platforms (Apple Podcasts, Spotify, etc.).

NOTES:

RECORDING & EDITING BEST PRACTICES

- Understand tips for effective recording techniques and maintaining engagement.
- Research basic audio editing skills to ensure professional-sounding episodes.

NOTES:

BRANDING & PROMOTION

- Create eye-catching podcast cover art that represents the brand.
- Ensure the artwork meets the required dimensions and resolution for platforms.
- Develop a marketing strategy to reach the target audience effectively.
- Research promotional channels like social media, email newsletters, and cross-promotion.
- Encourage collaboration with guests or other podcasters to expand reach.

NOTES:

ANALYTICS & LISTENER FEEDBACK

- Research how to track podcast analytics to measure performance.
- Emphasize the value of listener feedback and engagement for continuous improvement.

NOTES:

EQUIPMENT & RECORDING SETUP

- Research and recommend suitable microphones, headphones, and recording equipment.
- Research recording environments and noise reduction techniques.
- Demo recording and editing software if necessary.

Equipment Recommendations

Mics:

- RODE PodMic
- Samson Q2U

External Drives:

- Drive 1
- Drive 2

Mic Stands:

- Stand 1
- Stand 2

Headphones:

- Tascam Headphones
- Maono Headphones

Audio Mixers:

- Focusrite Scarlet
- Tascam
- Zoom Podtrak

-RODE

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