

# Simple Podcasting Secrets

Learn to Podcast Like the Pros



## Podcast Creation Checklist

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Use this checklist as you create your podcast to keep you on track through each stage.

<b>1. Decide on a Topic</b>	
Brainstorm your passions	<input type="checkbox"/>
Research the needs of your market	<input type="checkbox"/>
Look at directories for ideas	<input type="checkbox"/>
Research trends in your niche	<input type="checkbox"/>
<b>2. Set up Your Podcast Website</b>	
Decide where you'll host your podcast files	<input type="checkbox"/>
Decide on a name and description for your podcast series	<input type="checkbox"/>
Set up a new website and domain name, or use a dedicated category on your existing one	<input type="checkbox"/>

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<b>3. Plan Your Podcast</b>	
Set a podcasting schedule	<input type="checkbox"/>
Decide on a format	<input type="checkbox"/>
Decide on a length	<input type="checkbox"/>
Brainstorm episode ideas	<input type="checkbox"/>
Decide on a naming format for files	<input type="checkbox"/>
Find audio clips for intro music or other extras	<input type="checkbox"/>
Create artwork for 'cover' (1400 x 1400)	<input type="checkbox"/>
<b>4. Set Up Your Tech</b>	
Assess your needs for gear	<input type="checkbox"/>
Get a microphone and pop filter	<input type="checkbox"/>
Get a boom stand, if needed	<input type="checkbox"/>
Get recording software	<input type="checkbox"/>
Get separate editing software, if needed	<input type="checkbox"/>

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<b>5. Record Your Podcast</b>	
Create your script or list of questions	<input type="checkbox"/>
Do a test run	<input type="checkbox"/>
Do another test run. Repeat as needed	<input type="checkbox"/>
Record your podcast	<input type="checkbox"/>
<b>6. Edit and Produce Your Podcast</b>	
Edit the recording as needed (including intro and outro)	<input type="checkbox"/>
Produce as mp3	<input type="checkbox"/>
Add your ID3 tags and cover art (can use ID3 Tag Editor)	<input type="checkbox"/>
Upload to hosting account or other location (Libsyn or Blubrry recommended)	<input type="checkbox"/>
If using WordPress, make sure you have a podcast category on your site	<input type="checkbox"/>
Create a new WordPress post in your podcast category and insert link to your mp3	<input type="checkbox"/>
Use Feedburner or PowerPress to create an RSS feed for your podcast, complete with iTunes recommended tags	<input type="checkbox"/>

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<b>6. Edit and Produce Your Podcast</b>	
Create a marketing plan	<input type="checkbox"/>
Set up a system for listener feedback	<input type="checkbox"/>
List your podcast on iTunes by submitting your RSS feed	<input type="checkbox"/>
Wait to get approval from iTunes	<input type="checkbox"/>
List your podcast on other directories like Blackberry and Zune by submitting your RSS feed	<input type="checkbox"/>
Let everyone know about it through social media, articles, etc.	<input type="checkbox"/>