

- Find a name → include unusual word / distinct phrase / etc for ease of searching
 - check podchaser.com & listennotes.com to make sure you're not replicating anyone
 - practice saying it... a lot
- General concept
- Elevator pitch \approx - < 30 sec description
- Music - free on dig.ccmixer.org or Argofox on YouTube
 - read the license (Creative Commons)
 - find 20-30 second section for intro/outro
 - find 2-4 second sound for break/transitions/ads

↳ this is good practice using...
- Audacity / GarageBand / Reaper - all are good, so choose one that a trusted friend uses because you'll have a lot of questions
 - ASK THOSE QUESTIONS
- Mic - start simple/inexpensive early on, then upgrade when you're sure this is something ~~you~~ you enjoy
 - handheld is OK... if it's on your desk, DO NOT TOUCH THE DESK (this is harder than you'd think)
 - If you have to get a nice mic, get a condenser if you'll have multiple people in the room or if you have a well-treated/silenced room → get a dynamic if it's one speaker and you can set it up to aim it toward your face
- Room setup - try recording in several spaces around your house (assuming you have a portable device) and listen for the best sound
 - Once you decide where to set up, soundproof the area as much as possible: hang towels/curtains/fabric as close as possible, avoid flat walls/doors and hard floors
- Also buy a pop filter and a comfortable, quiet chair, ring light for video
- If there will be \geq 2 person involved, talk about division of labor from the start, with a scheduled review in a month or three
 - this includes % of ~~eventual~~ eventual revenue

- Cover art / logo - \$20-\$200 depending on artist and complexity
 - fonts are ^{often} copyrighted, so confirm license
 - ↳ picfont.com, Lunapic, Dafont
- Host - podbean / libsyn / blubrry / speaker / anchor.fm
 - NOT Soundcloud, NOT Megaphone
- Create FB group - its ok to add friends/family to populate it!
 - decide how topical/relevant it will be
- Also Discord →
- Build a website (wordpress, wix, etc) or linktree
- Join FB groups: Podcasts We Listen To, Underdogs Podcast Community, Women Who Podcast, Seriously Successful Podcasters
- MAKE FRIENDS WHO ARE PODCASTERS
- Make a promo: ~30 sec (basically your elevator pitch plus @)
 - include your music
 - add it (and other info) to bit.ly/podcastersspreadsheet
- Make Headliner version of promo (same audio but with logo as background and captions)
- Set up Patreon
 - keep it simple (1-2 tiers to start)
 - start with digital perks, not tangible items (you can add those later)
 - send a written thank-you note (or at least personalized & signed card) to all patrons
- set up paypal
- ~~set~~ create Amazon wish list (under podcast email)
- set up buymeacoffee.com & ko-fi
- say it with me: Monetization is OK. It's hard to do this and Patreon and ads help. It's still "indie."
- Create a merch site (teepublic, redbubble, threadless...)
- make stickers (uprinting.com, stickeryou, stickermule)
- [?] make postcards/stationery (instaprint, zazzle, printify, cafepress, moo)
 - compare prices & look for discount codes
- on website or linktree:

o host	o Twitter	o Discord	o TikTok
o iTunes	o Patreon	o email	o podchaser
o Spotify	o merch	o buymeacoffee	o YouTube
o FB group	o promo	o ko-fi	

Record trailer — extended version of promo, fully explain what your show is (with the understanding that it might change) — 5-10 minutes? ish?

— submit to host

— submit to:

<input type="checkbox"/> iTunes	<input type="checkbox"/> TuneIn Radio
<input type="checkbox"/> stitcher	<input type="checkbox"/> iHeart Radio
<input type="checkbox"/> Google Podcasts	<input type="checkbox"/> Amazon
<input type="checkbox"/> spotify	<input type="checkbox"/> Deezer
<input type="checkbox"/> Podcast directory.com	<input type="checkbox"/> Gaana
<input type="checkbox"/> castbox	

MARSHMALLOW
TRICK!
ALSO: - green apples or
- hydrate

Claim on Podchaser

Record 3-5 episodes ahead HAHHA ... or not.

Create a Google Doc template for your show notes (and don't be creepy or mysterious re: content)

? create a template for potential guests (like to email/DM them)

? create a contract for voice actors

↳ if you can, PAY YOUR VOICE ACTORS

↳ if you can't, SAY SO UP FRONT AND PAY THEM IF/WHEN

? YouTube channel (audio-only is iffy) You CAN

? Provide transcription if you can — make your scripts publicly & easily available (deaf people do listen)

Disclaimer — general or specific to each episode
— both for content and things like jump-scars, ASMR, multi-part topic, language...

Consider TikTok, GetVokl, Stereo

Host @iAs or Game Nights on Zoom (which, right, create a Zoom)

Engage in sticker swaps

Run other promos

Guest on other shows (even if your show doesn't lend itself to having guests)

? Don't hesitate to ask guests/voice actors you admire...

maybe they'll say yes, but only if you ask

Downloads are fine to track but they're also fine to ignore — you have no control over them anyway

Likewise with reviews

Don't bother asking for ratings/reviews on iTunes/most podcatchers — charts are based on new subscribers per week, NOT ratings/reviews

If you have to request feedback, ask for it on podchaser — that way you can respond. (honest)