

# PODCAST CHEAT SHEET

A QUICK GUIDE DESIGNED  
TO GET YOUR PODCAST  
UP & RUNNING.





# WHAT

TITLE: \_\_\_\_\_

HOST(S): \_\_\_\_\_

FORMAT:      solo                  interview                  other

CADENCE:    daily                  bi-weekly                  weekly

## LISTENER PROFILES:

When you imagine your podcast, who's the ideal listener?

Fill out the profiles below, so you'll know who you're speaking to.

AGE: \_\_\_\_\_ SEX: male / female / other

JOB: \_\_\_\_\_ STATUS: single / married

WHY: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

AGE: \_\_\_\_\_ SEX: male / female / other

JOB: \_\_\_\_\_ STATUS: single / married

WHY: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

AGE: \_\_\_\_\_ SEX: male / female / other

JOB: \_\_\_\_\_ STATUS: single / married

WHY: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

AGE: \_\_\_\_\_ SEX: male / female / other

JOB: \_\_\_\_\_ STATUS: single / married

WHY: \_\_\_\_\_

\_\_\_\_\_

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# WHY

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## SHOW DESCRIPTION:

Why is someone going to take time out of their day to listen to your podcast? Keeping your listener profiles in mind, clearly highlight the value proposition.

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## SHOW INTRO:

Include the host(s) name, the title of the show, what it's about & who it's for.

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## SHOW OUTRO:

Should include a thank you for listening, how to subscribe & how to support.

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# HOW

## CREATE PODCAST ACCOUNTS:

- iTunes     Spotify     Other

## RESERVE SOCIAL ACCOUNTS:

- Instagram     Twitter     Web Domain     Other

## CREATE AN EPISODE LIST:

Write your ideas down. Once you've narrowed down to the top 3, record them & create a bankroll. Release them in your specified cadence while continuing to record more. Pull out the 'big idea' of each episode to create an enticing title that draws listeners in.

### MAKE A LIST

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_
- 06 \_\_\_\_\_
- 07 \_\_\_\_\_
- 08 \_\_\_\_\_
- 09 \_\_\_\_\_
- 10 \_\_\_\_\_
- 11 \_\_\_\_\_
- 12 \_\_\_\_\_
- 13 \_\_\_\_\_
- 14 \_\_\_\_\_
- 15 \_\_\_\_\_

### PICK THE TOP 5

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_

### REDUCE TO THE TOP 3

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_

CLICK HERE FOR OUR LIST OF RECOMMENDED GEAR.





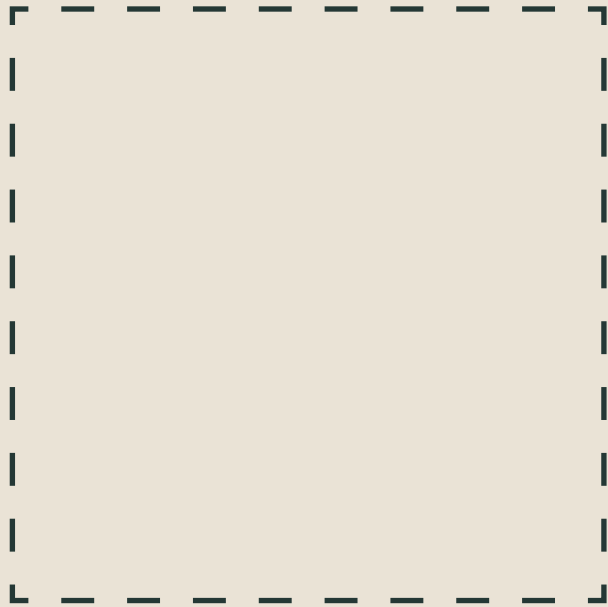
# LOOK & SOUND

## ARTWORK:

**Aesthetic:** The overall design style (color schemes, fonts, etc.) should compliment the big idea. Once chosen, be consistent on all platforms.

**Source:** Utilize platforms like Fiverr and 99designs or sketch out your concepts & create it yourself.

**Specs:** The main design should be 3000px by 3000px.



## MUSIC:

**Aesthetic:** Again, compliment the big idea here. What genre best supports the tone of your show? How do you want the listener to feel when they hear it? Write some words + emotions that come to mind.

**Source:** Utilize a platform like Fiverr or create it yourself.

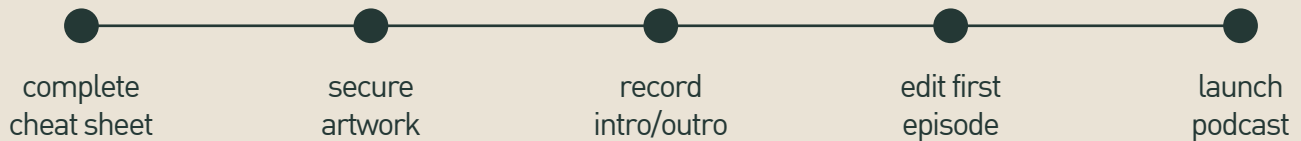
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# WHEN

## CREATE & STICK TO YOUR TIMELINE:

Fill out the timeline below with deadlines to keep you on track. Depending on the time you're able to invest, the entire process can take as little as a day or as long as three months. We highly recommend **just going for it**. The longer you put something off, the less likely you are to do it.



# JUST GO FOR IT.