Podcast Launch Checklist

☐ Name Your Podcast

- The shorter the better
- It's more important to be clear about the subject matter/intended audience than it is to be clever
- Try to avoid extremely common buzzwords in your niche if possible to prevent being buried in thousands of search results on iTunes
- You can include keywords in your title to increase the chances of it being found in the search results on iTunes. Some examples of podcasts who've done this are:
    - SweetLife Entrepreneur
    - The Biz Chix Podcast
    - Go Mouse Scouts

☐ Write the Podcast Description

- It should be a concise paragraph of no more than 2 – 5 sentences including:
    - What the show is about
    - Who it's for
    - The types of guests it will have, or
    - If it will be a solo show
- iTunes does pull from descriptions for the search results so you'll want to organically include as many keywords as possible.

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☐ Write Your Author/Byline
- You can have just your name or you can include keywords like in the examples below:
    - The Win
    - The Nightly Rant

☐ Determine Your iTunes Categories
- Your show can be listed in up to three categories
- There are main categories and sub-categories
- I recommend sticking to sub-categories for maximum exposure
    - If you are in a main category, you will not be listed in the search results for any of its sub-categories
    - If you are in a sub-category, you will also be listed in the search results for the main category

☐ Create Artwork
- Main Cover Art: Two sizes are needed
    - 2000 x 2000 pixels for the RSS feed
    - 300 x 300 pixels to be used for tagging the individual episodes with metadata

SPECIAL NOTE: The cover art will appear about the size of a sugar cube when viewed in the directory of the Podcasts app on iPhones. Small fonts/large amounts of text are not recommended.

Create Artwork (con't)

TIP: Search iTunes for the categories your show will be listed in and see what others have done. Using this, pick colors and a design that will stand out.

IMPORTANT: The number one reason a show does not get approved by iTunes is because the main cover art does meet their size requirements

- Their current requirements are a minimum of 1400x1400 and a maximum of 3000x3000
- It is not uncommon for iTunes to change one, or both, of these sizes every so often so it is recommended going with something in the middle to be as safe as possible.

- Episode Artwork for Show Notes
  - It will depend on your specific show notes design/formatting but a good recommended size is1280 x 720

☐ Episode Elements

- Music - Here are some of our favorite places to purchase music
  - Opuzz
  - AudioBlocks
  - Loopsound
  - Stock MusicPodcast

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Episode Elements (con't)

- Introduction/Bumper should ideally include the following:
    - The name of the podcast
    - The name(s) of the host(s)
    - The topic
    - Who the podcast is for (if there is room)
    - It is best to keep this under 60 seconds
- Outro - You can choose to have copy (words) or not
    - If you do, there should be call to action
    - If you do not, the music typically starts while someone is speaking and fades out a couple of seconds after they have finished
- Commercials
    - The criteria for this will depend on what you've worked out with your sponsor(s)

☐ Sign-up for a Hosting Service

- There are several options. Some of the popular ones are:
    - Libsyn
    - Blubrry
    - Soundcloud
    - Podcast Websites

NOTE: We have experience with all four of the above and Libsyn is by far our favorite in terms of customer support, user interface, and the statistics they provide.

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☐ Set-up Your RSS Feed

- Using the items you have created in the previous steps, create your RSS feed inside your hosting service account
- Each service has a different process

☐ Record Your First Episode

- iTunes requires that you have at least one "episode" in your feed before they will approve your submission request
- You can create a quick commercial for your podcast or, I recommend creating an Episode 000 (or Episode 00 or Episode 0 depending on how you will format the number/name of each episode) for the following reasons:
- It acts as the equivalent to an "About Me" page on a website
  - It tends to be the most listened to episode
  - It explains who the host is and lets listeners start to connect with them
  - It explains the purpose of the podcast
  - It explains the format
  - It explains who the show is for
- It can serve as a teaser/preview episode when promoting the show prior to launching
- It can have a call to action (and explanation) for subscribing to the podcast so they don't miss the official launch

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☐ Submit Your Podcast to Multiple Platforms

- I recommend starting with the following platforms first as they are free and easy to submit to
- iTunes
  - Typical acceptance time is 12 - 72 hours
  - It's not common but it is possible for it to take up to two weeks or more for iTunes to approve it
- Google Play Music
  - Typical acceptance time is 12 - 48 hours
- You may not receive an email letting you know your podcast was approved, especially from iTunes, so it's best to do a search for your show on the platform before following up with them
- Once accepted, your show will be live and you can post new episodes to your RSS feed from within your hosting service on your preferred schedule

☐ Register for our Software

We will send you invitations to the following software:

- Producteev
- Airtable
- Canva

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Podcast Launch Checklist

☐ Getting Prepared for Launch

- Create an admin level account in Wordpress for producer@sexybossinc.com
- Add destination in Podcast Hosting Software (eg. Libsyn)

☐ Select Initial Release Date

CONGRATULATIONS!

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