



Hustle Smart

The Ultimate Guide
To Building A Coaching Business You Love

Podcast Checklist

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New Episode

OBSESSED

with perfection



Be The Voice That Changes The World
Learn More About Julie Lokun + The Obsessed Podcast

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THE HUSTLE SMART PODCAST LAUNCH CHECKLIST:



Requirements To Start Podcasting-

1. Subscribe to a Podcast Hosting Site like Anchor FM or Libsyn

Email/Username: _____

Password: _____

I highly recommend the Advanced 400 Plan of Libsyn which already includes analytics reporting. AnchorFM, BuzzSprout, Captivate, and Wondery are good options as well.

2. Dedicated Email Address

Email:

Password:

For podcast use only. This dedicated email address is to set up the podcast channels and tools.

3. Log-in Credentials for Apple (Apple ID)

Apple ID: _____

Password: _____

The hosting site will need to be connected to your Apple ID.

I will need to submit the show to Apple for approval.

4. Source Music and Sound Effects

Link: Email/Username:

Password:

To avoid legal problems in the future, I highly recommend getting a paid musician or check out my list below!



5. Intro audio recording.

Create an elevator pitch or benefits that the listeners will get from the show. You may hire voice talent for this or you can record your own.

6. Outro audio recording

What is your Call To Action?

You may hire voice talent for this or you can record your own.

7. Shared Repository or Storage if you are Co-Hosting or Have A Producer (Google Drive Recommended)

Link:

Email/Username: _____

Password: _____

We can use DropBox or Google Drive. Please provide access.

It's highly recommended that we have a single location for all assets and files (audios, music, and documents)

8. Trailer Episode audio recording- Post a trailer episode 2-3 weeks prior to the launch. The trailer length should be 3-5 minutes long.

Your About Episode:

Let your listeners know they are in the right place and what will they get every time they tune in.

9. 1 Pilot Episode audio recording

This will be the first podcast episode.



Hustle Smart Brainstorm:

Your Podcast Name/Show Title :
Chose Something That Stands Out!

Podcast Description:
(AKA show summary) why should someone listen? What can they expect?
Limit to 2-3 sentences only.

Show Category:
Here's a guide:
<https://podcasts.apple.com/us/genre/podcasts/id26>

Authors:
AKA the host(s) of the podcast show

Keywords
Curate a list of keywords that spell out what your show is about.

Podcast artwork
(please observe image requirements to prevent the show from getting rejected by Apple/iTunes).
Link:
[Cover art must be] a minimum size of 1400 x 1400 pixels and a maximum size of 3000 x 3000 pixels, 72 dpi, in JPEG or PNG format with appropriate file extensions.

Compiled List of Resources For Launching your Podcast:

Anchor FM- Free Hosting App

Apple For Podcast Creators- Upload and monetize your podcast.

Audacity- Audio Editor

Audio Jungle- Royalty Free Music Clips

Audrey.io- Collaborate with other podcasters

BuzzSprout- Hosting App

Canva - Create Podcast Artwork

Captivate - Hosting App

Chartable- Podcast Ranking Resource

Epidemic Sound- Royalty Free Music Clips

LinkTree- One-stop site for all your links

Libsyn - Hosting Apps

Pitch Podcasts - Pitch yourself to other podcasters

Riverside FM- Hosting Site and Recording Site

Zoom- Record your episodes and download audio file





YOUR POTENTIAL AUDIENCE IS LISTENING WHEN THEY:

- Work out
- Wash the dishes
- Take a walk
- Mow the grass
- Drive
- Sit in a bus or train
- Vacuum the carpet
- Sit by the pool

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Essentials For Podcast Launch

- Artwork
- Format + Style
- Trailer Episode
- Show Notes
- Royalty-Free Music Clips
- RSS Feed

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More Questions?
Sign Up For A Free 25-Minute
Podcasting Strategy Session
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