

PODCAST LAUNCH LIST



The Start Is What

Stops Most Of Us

Presented by
Bryan Barnhill

BryBar Studios 

www.brybarstudios.com



Checklist



01

WHY LAUNCH A PODCAST?

05

BRANDING & IDENTITY

09

MONETIZATION

02

CONCEPT & TARGET AUDIENCE

06

CONTENT & EPISODE PLANNING

10

EXTRA THOUGHTS

03

SHOW FORMAT & SCHEDULE

07

RECORDING & EDITING

11

NEXT STEPS

04

EQUIPMENT &
RECORDING SETUP

08

PODCAST HOSTING
& DISTRIBUTION



Why Launch A Business Podcast?



Passion



Imagine your voice, weaving through earbuds and speakers, delivering insights that empower aspiring entrepreneurs, offering expert advice to seasoned leaders, or even sparking revolution in your chosen corner of the market. Podcasts are more than just audio entertainment; they're megaphones for change, platforms for connection, and engines for building loyal communities.

If you're ready to amplify your voice, make a difference in the business world, and leave your mark on the minds of those who dare to dream big, then your first step is right here. Dive into this checklist, and get ready to turn your business passion into a podcast powerhouse!



Need



Don't let the sheer volume of podcasts out there intimidate you. While the audiosphere seems bustling, the truth is, there's always room for another voice, especially one as focused and valuable as yours. The business world is endlessly dynamic, ever-evolving with new trends, challenges, and triumphs. This constant flux creates a perpetual thirst for fresh perspectives and actionable advice – a void you, with your unique expertise and passion, can perfectly fill.

Forget about saturation; think of it as a vast ocean, with countless unexplored islands waiting to be discovered by your dedicated audience.

Podcast Theme & Target Audience



- **Define your podcast's theme, niche, and unique value proposition.**

Carve out a distinct corner of the business world where your expertise and passion shine, building a dedicated audience craving your unique perspective.

- **Identify your ideal listener: who are you trying to reach and what do they need?**

Picture them clearly - their challenges, aspirations, and the specific knowledge gaps you can fill. This laser focus will guide your content creation and marketing efforts.

- **Research existing podcasts in your niche and analyze their strengths and weaknesses.**

Don't reinvent the wheel, but learn from the masters. Analyze their strengths and weaknesses to craft a show that stands out in the crowd, offering something fresh and valuable for your target audience.

Show Format & Schedule



Choose your episode format (solo, interview, discussion, etc.).

Determine your episode length and release schedule (daily, weekly, monthly).

Plan for episode breaks (ad spots, listener calls to action)

Crafting the perfect show format and schedule is like building the bridge between your expertise and your audience's ears. Choose the format that best showcases your strengths, be it the intimate depth of solo episodes, the lively back-and-forth of interviews, or the engaging dynamism of panel discussions. Find your rhythm – daily bite-sized tips for busy listeners or immersive monthly deep dives for those seeking detailed analysis. Schedule consistency builds trust and anticipation, so whether it's a daily dose of motivation or a weekly dose of industry insights, ensure your listeners know when to tune in and eagerly await your next episode.

Target Audience



Customer Personas

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Segmentation

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Equipment

Choose essential equipment like microphones, headphones, and audio interface. Basic choices will be guided by your show's format, such as number of hosts, call in guests, etc.



Software

Your recording platform and cost is also dependent on your format. Quality software can save hours of time in producing your 'cast, so don't assume free is the best option here.



Treatment

Optimize your recording space for sound quality. You'll want to minimize background noise and reflections of the sound from hard surfaces such as walls and floors.



Equipment & Recording Setup

Don't underestimate the power of good audio! Cracked-out microphones and echo-filled rooms might seem quaint, but for listeners, they're dealbreakers. Investing in basic gear like decent microphones, headphones, and audio interface shows respect for your audience and elevates your content from amateurish hobby to professional pursuit. Clear audio builds trust, immerses listeners, and unlocks the full potential of your insights. Remember, your expertise deserves a stage, and quality equipment is the spotlight that shines it through. So, ditch the tinny sounds and embrace the crisp clarity that transforms your podcast into a premium listening experience.

Podcast Name & Tagline

In the crowded podcast landscape, your brand is your beacon. A catchy name and tagline spark curiosity. Think of it as your attention-grabbing headline, a witty elevator pitch that sparks curiosity and defines your unique space in the business podcast world.

Logo & Cover Art

Visual first impressions matter! A polished logo and cover art instantly elevate your brand, hinting at the professionalism and quality your listeners can expect. Your graphics should be consistent with the style and “personality” of your podcast, and YOU!

Brand Voice & Tone

This is your podcast's personality! Whether it's the confident authority of a seasoned leader or the friendly encouragement of a supportive mentor, establish a consistent voice that guides listeners through your content and builds trust.

Branding



&

Identity



Content & Episode Planning

Research and script (or outline for solo podcasts) your first episode.

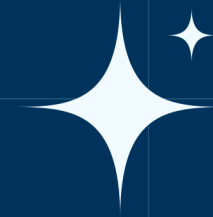
Brainstorm episode topics and identify potential guests or collaborators

Plan call to actions and engage your audience within the episode.

Content and episode planning are the blueprints for your podcast's success. Without a clear roadmap, your episodes might meander aimlessly, leaving listeners confused and disengaged. But with thoughtful planning, you can weave a captivating narrative, one episode at a time. Brainstorming compelling topics, researching insightful guests, and crafting engaging scripts ensures your content resonates with your target audience, addressing their needs and sparking their curiosity. Remember, quality podcasts aren't just about insightful information; they're about creating an experience, a journey of discovery where listeners feel invested, entertained, and ultimately, transformed.



Recording & Editing



Recording

Warm up your voice and practice your delivery

Find your natural rhythm and confident tone, engaging listeners like a captivating storyteller. Imagine chatting with a close friend, but with a confident edge. Practice projecting your voice naturally and adding inflection to keep listeners hooked. First-take magic is great, but a few practice runs ensure you hit the ground running with engaging energy.

Minimize background noise and distractions

Silence those pesky keyboard clicks and dog barks! Find a quiet recording space or invest in sound-dampening materials. Even basic headphones can block out external noise and help you focus on delivering your message with clarity.

Editing

Polish the flow with seamless transitions and cuts

Think of editing as sculpting your audio. Remove those awkward silences, unnecessary repetitions, and unexpected coughs or sneezes. Use smooth transitions and cuts to create a natural flow that keeps listeners immersed in your content.

Enhance the experience with intros, outros, and music

Craft a catchy intro that hooks listeners from the get-go and an outro that leaves them wanting more. Sprinkle in background music that subtly complements your theme and adds a touch of production value. Think cinematic trailer meets audiophile delight!

Hosting & Distribution



Spreaker★



Simplecast

Libsyn

Spotify for Podcasters



Podbean

Choose a reliable podcast hosting platform with good storage and analytics

Pick your launchpad! A stable platform with generous storage keeps your episodes safe and accessible, while insightful analytics reveal who's listening and how, guiding your future content decisions.

Submit your podcast to major directories like Apple and Spotify

Spread the word! Get your podcast on the platforms where your audience already tunes in, expanding your reach and attracting new listeners eager for your business insights. ✨

Optimize your podcast listing with keywords and a compelling description

Craft your digital storefront! Choose targeted keywords to help listeners discover your podcast in searches, and write a description that entices them to hit play and dive into your world of business brilliance.



Monitization (Optional)

While sharing your business expertise and building a community through your podcast is deeply rewarding, the potential to turn your passion into profit adds an exciting layer to the equation. Monetization allows you to invest in your podcast's growth, reward yourself for your dedication, and build a sustainable platform for your voice. However, the path to podcast riches is paved with both opportunities and challenges.

On the positive side, there are a variety of ways to monetize your podcast. Sponsorships can be a lucrative option, connecting you with relevant brands and offering listeners valuable discounts or insights. Premium content like bonus episodes or ad-free versions can entice dedicated fans to become paying subscribers. Affiliate marketing allows you to earn commissions by promoting products and services you genuinely recommend to your audience. And for those with a knack for creating, online courses, workshops, or merchandise can leverage your podcast's brand and community to generate additional income.

Of course, monetization isn't without its drawbacks. Finding the right balance between valuable content and promotional messages is crucial – listeners can quickly tune out if they feel bombarded by sales pitches. Building a loyal audience and establishing trust are essential prerequisites for any successful monetization strategy. And be prepared for the time and effort involved in researching sponsors, crafting compelling marketing materials, and managing subscription platforms.

Ultimately, the decision to monetize your podcast is a personal one. Weigh the potential benefits against the challenges and consider your goals, resources, and audience. Remember, a thriving podcast is built on passion, dedication, and a genuine desire to connect with your listeners. If monetization aligns with your vision and values, it can be a rewarding journey that takes your podcast to the next level.

Thank you for diving into the exciting world of business podcasting! We know launching your first episode can feel like a leap of faith, but trust us – your voice deserves to be heard.

Don't let initial doubts dim your passion. You have valuable insights, a unique perspective, and the incredible opportunity to connect with and inspire like-minded individuals. With this checklist as your guide and the supportive community waiting for you online, you're on the path to building a thriving podcast that makes a difference.

So, take a deep breath, grab your microphone, and hit record. The world of business awaits your wisdom – go out there and make your voice heard!

And remember, we're cheering you on every step of the way. Download the bonus templates, join our online forum, and share your journey with us. Together, let's turn the business podcast landscape into a symphony of empowering voices and impactful ideas.

Now, go forth and podcast! We can't wait to hear your first episode.

THANK YOU

Now Go Get Started



Email: info@BryBarStudios.com

Website: www.BryBarStudios.com

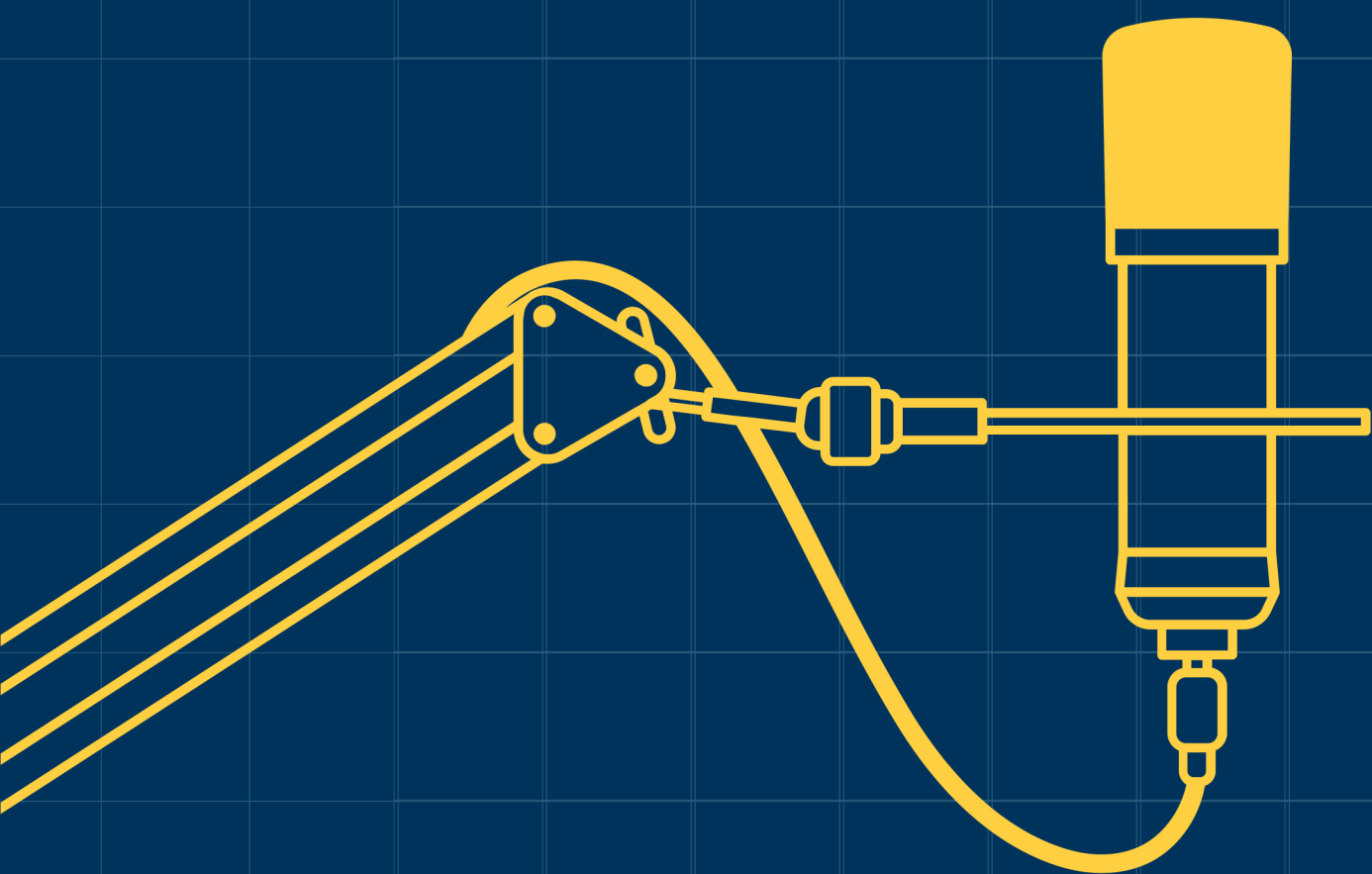
Discord: [@BryBar_VO](https://discord.com/users/BryBar_VO)



Find Your

Target Audience





Equipment &

Recording Setup



Monitization: It Isn't Always



About The Customer

