



The Podcast Roadmap

1. Planning
2. Branding & Graphics
3. Website & Media Hosting
4. Podcast Production
5. Launch & Share to the World
6. Marketing
7. Monetization (optional)

1. Planning

Prepare for a successful launch

The Main Tasks:

- Pick a date to launch (4-6 weeks)
- Know your why (Be brutally honest why you want to podcast)
- What is your show about (topic)
- What is the format? (Solo, interview, co-host, storytelling)
- What is the frequency? Daily? Weekly? Monthly? Be consistent.
- What is the show length (approx.). 10 minutes, 30 mins, hour? Be consistent
- What is the title of your show?
- Who is your target audience?
- What value will your audience get from listening?
- Buy domain name
- Set up Social Profiles

2. Branding & Graphics

Create cover art and brand identity

The Main Tasks:

- Artwork & Branding
- Cover art & graphic elements to promote show
- Headshots and promo photos
- Music for Intro/Outro (optional)



3. Website & Media Hosting

Build a podcast-ready website and select a podcast media host to store mp3 episode files.

The Main Tasks:

- Choose Podcast and Website Media Hosts
- Build a podcast-ready website
- Create RSS Feed

4. Podcast Production

In order to launch your podcast, you must record, edit and publish one episode

The Main Tasks:

- Purchase gear
- Download software to record & edit
- Record & Edit Audio File and Export as .mp3 file
- Add ID3 metadata tags to the mp3 file
- Create Episode Blog Post & Show Notes
- Publish

5. Launch & Share to the World

Launch your podcast!

- **The Main Tasks:**
- Submit to Apple Podcasts/iTunes
- Submit to other podcast directories (Google Play, Spotify, TuneIn, Blubrry, Spreaker, Stitcher, iHeart Radio, etc)



6. Marketing & Promotion

Getting the word out about your podcast.

The Main Tasks:

- Promote show on website and social media channels
- Build a community (Facebook Group, for example)
- Engage and grow your audience through email marketing
- Join podcast communities and cross-promote
- Be a guest on other podcasts

7. Monetization

Making money either directly or indirectly from your podcast.

The Main Tasks:

- Sign up for affiliate programs
- Prepare for Sponsorships
- Promote Products and services

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Visit: HowToPodcastonWordpress.com for more information on how to setup a podcast and website on Wordpress.com