Launch Your Podcast with *Impact* CHECKLIST

- [ ] Decide on the purpose of your podcast - Who's it for? What will they learn? How will it fit into your business?
- [ ] Research similar podcasts for ideas on topics, guests and how to differentiate your podcast
- [ ] Decide on Podcast Name and check for domain name availability
- [ ] Create Artwork
- [ ] Purchase Recording Equipment
- [ ] Download Recording and Editing Software
- [ ] Plan Podcast Series content ideas
- [ ] Connect with potential guests
- [ ] Decide on your Call to Action for each episode
- [ ] Script and Record Intro and Outro
- [ ] Choose Music for your Podcast
- [ ] Plan & Record your 'About Me' Episode
- [ ] Plan & Record Episode 01 and 02 ready for launch day
- [ ] Plan and Create a Content bank for the first month
- [ ] Outsource editing to an audio editor (or do learn basic edits yourself)
- [ ] Create Shownotes
- [ ] Create an Apple Podcast account and other main podcast directories
- [ ] Upload to finished episodes podcast hosting platform (I recommend Libsyn)
- [ ] Set Launch Date
- [ ] Create your Launch Team and get them ready to support your podcast release
- [ ] Create your social media posts in advance
- [ ] Promote your brand new podcast
- [ ] Celebrate your podcast launch!

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