

Podcast Setup Checklist

This is an extra resource to go along with the original article:

[The Power of Podcasts: How to Use Podcasting to Connect With SaaS Customers](#)

- Choose a catchy but easy to understand name for your podcast.
- Choose a podcast format (Interview, advice, commentary, *etc.*).
- Choose a podcast length. (15-30 minutes is the most popular choice.)
- Create a podcast recording schedule.
- Plan to record multiple episodes at the same time.
- Create a podcast publishing schedule for up to 6 months.
- Purchase equipment for your podcast (microphone, editing software, and headphones).
- Find a host for your podcast files that will be able to syndicate your show. ([Lisbyn](#) is the most popular choice.)
- Create a website for your podcast.
- Create a cover art thumbnail image for your podcast.
- Create an introduction for your podcast.
- Write a description of your podcast show.
- Create an outline for your upcoming podcast episode.
- Plan a call to action for each podcast.
- Find music for your intro and outro. (Try [YouTube Music](#) or [Audio Jungle](#).)
- Create a marketing plan for your podcast on Facebook, your website, and via email.
- Submit your podcast to the main directories ([iTunes](#), [Spotify](#), [Stitcher](#), etc.)
- Transcribe your podcast episodes.
- Add show notes to your podcasts.
- Market each podcast episode to your social media followers, podcast readers, and email subscribers.
- Ask for reviews of your podcast to boost credibility.
- Use these reviews as testimonials on your website.