



THE ULTIMATE LAUNCH YOUR EXPERT PODCAST CHECKLIST

EVERYTHING YOU NEED TO KNOW
TO CRAFT, PRODUCE AND GROW YOUR PODCAST



Jens Schaller

DERPODCASTCOACH.COM



YOU ARE WHAT YOU HEAR

AND SOME THOUGHTS ON WHY PODCASTING IS THE BEST THING SINCE SLICED BREAD AND WHY YOU ARE TOTALLY ON THE RIGHT PATH...

Globally, more and more successful experts like you are using podcasts to help grow their audience and connect with their community on a whole new level. Which is exactly why I am so glad you decided to download **The Ultimate Launch Your Expert Podcast Checklist** and take this first crucial step towards getting your voice heard.

This might come at a total shock to you, but just go with it:

Your Listeners are already waiting for you!

Surprised? Go read that again!

It may feel like there are a lot of podcasts out there but believe me, it is nothing compared to the gazillion blogs, Facebook and Instagram accounts. Women and Men are choosing podcasts over other platforms for the value they receive.

Chances are, you have been feeling jaded with social media, like you have to work really hard and invest a lot of time as you are desperately competing for the attention of your ideal client.

The truth is, you are!

Social Media has become very saturated and it is becoming harder and harder to near impossible to make meaningful connections and drive organic conversion to your actual business sites.

Your Expert Podcast should not only reflect your expertise and business but also be absolutely aligned to your brand.

You are THE EXPERT and I know you place a high emphasis on your business values and standards. This level of professionalism should also reflect in the audio experience you provide to others.

You have this incredible community just waiting to hear your learnings, values, expert thoughts and views. These are prime leads who are ready to give you their full attention for longer than on any other platform. Start today and drive conversion through the power of hearing your authentic voice.

What can you expect in this guide?

Choosing the right microphone is only a small part in launching your podcast. We'll start off setting your goals by defining your WHY and what differentiates your podcast from others.

Create the perfect show format for your expert podcast followed by honest hardware recommendations that get you podcasting today. Learn to promote your podcast on your online channels, grow and connect with your audience on a whole new level.

As a bonus we added helpful checklists for your podcasting needs.

Now let's jump right in...



YOUR PODCASTING GOALS

STARTING OFF BY DIGGING DEEP

LET'S START WITH YOUR WHY

To make your podcast sustainable in the long-term we have to start with your WHY. This will help you commit long-term and most importantly grow your audience.

QUESTION #1: WHY DO YOU WANT TO PODCAST?

QUESTION #2: WHAT'S POTENTIALLY STANDING IN YOUR WAY?

QUESTION #3: HOW MUCH TIME CAN YOU INVEST PER WEEK?

QUESTION #4: WHAT WILL HAPPEN IF YOU DON'T TAKE THIS STEP?

QUESTION #5: WHAT ARE YOUR NEXT STEPS MOVING FORWARD?



LET'S DEFINE YOUR VALUE

Defining your value will help amplify your differentiation factor, in which ways your podcast is different to other currently available shows.

I have included a list of 50 words to help you define your language and create a differentiation statement that comes from your heart. Just circle all words that apply and then narrow down to 5 words that resonate the most and that you will use in your statement.

- | | | | | |
|----------------|-------------|----------------|----------------|--------------|
| Sustainability | Inspiring | Adventurous | Support | Transparency |
| Innovation | Honesty | Resourceful | Caring | Results |
| Excellence | Integrity | Service | Partnership | Fanatical |
| Reliability | Consistent | Fun | Best Value | Friends |
| Loyal | Efficient | Humble | Global | Family |
| Committed | Humorous | Community | Transformation | Listening |
| Dependable | Optimistic | Responsibility | Leadership | Learning |
| Passionate | Positive | Quality | Teamwork | Educating |
| Courageous | Nurturing | Satisfaction | Diversity | Remarkable |
| Respectful | Open-minded | Delight | Humility | |

QUESTION #1: WHAT VALUE DOES YOUR PODCAST BRING TO PEOPLE?

QUESTION #2: WRITE DOWN WHY YOUR EXPERT PODCAST IS DIFFERENT TO OTHER PODCASTS? MAKE SURE YOU DRAW ON YOUR EXPERTISE HERE.

QUESTION #3: WHAT MAKES YOUR PODCAST DIFFERENT?



DEFINE YOUR DIFFERENTIATION FACTOR

Differentiation allows you to understand what sets your podcast apart from the rest. This is a chance to draw on your experience and expertise. Investigate these key areas to help you define your differentiation factor.

Product - Product differentiation is the most visible, what do you offer, how many lives have you impacted in a positive manner because of it?

Service - How do you execute your services?

Channels - How accessible are you? What platform is your community on?

Relationships - How do you build relationships?

Branding - How welcoming is your branding?

Reputation - Are you an industry leader?

Jot down your notes here:



GET CRAFTY

LET'S GET YOU STARTED IN 5, 4, 3, 2, 1....

1. WHAT IS YOUR PODCAST NICHE

In order to really stand out from the rest, you need to find a niche within your broader industry. As you grow your audience and your audience grows accustomed to your format, you can start to take them on a smooth ride into other dimensions.

2. CHOOSE YOUR PODCAST NAME

Choosing a unique name may come really easy to you and I would highly recommend to align to an existing program or a key element in your services. I would strongly recommend not to start skimming the podcast directories for already existing podcast names. This may completely get you off track and you will get hung up on a name before even having recorded a single note.

Instead, come up with a name that you love, then check the directories and settle on a variation if the name happens to already exist.

3. DECIDE ON YOUR PODCAST FORMAT

Tip: You have a unique opportunity to repurpose already existing content and you are speaking about topics you are knowledgeable and passionate about. Now it is down to you to decide if you can keep your audience engaged for the duration of your podcast. There is no pressure to force 60 minute long episodes. It is all about quality and not quantity. I learned very early on that I love the interview format however I do tend to swing between solo and interview.

4. CREATE YOUR UNIQUE COVER ART

Just like with the rest of your brand presence online, you want it to be eye-catching so it attracts your audience when they are browsing the directories. You can easily adapt an existing design in Canva or perhaps you have a square format already.

5. PRE-LAUNCH YOUR PODCAST

Once your cover art stands, utilize your existing newsletter and social media platforms to pre-launch your podcast to your warm audience. They will be excited to see you will be available audibly soon and best of all, organically share this with others. It means you can launch your podcast with a much higher download rate than others.





PODCASTING FORMAT(S)

FINDING YOUR NATURAL WAY OF PODCASTING

Your podcast structure is made up of four elements:

- **Format**
- **Episode**
- **Release schedule**
- **Production schedule**

Combined, this will determine which **kind of equipment** you will need, **how much time** you will need to produce your podcast and **what cost** might be incurred to set yourself up. Of course, these elements can change as you go along and discover your ideal way of podcasting. Creating a hybrid is also possible. Mix and match if you like, but don't overdo it in the beginning.

Start by choosing your format. Below you find the most common podcast formats.

	SOLO	INTERVIEW	CONVERSATIONAL / CO-HOSTED	PANEL	NON FICTION STORYTELLING	FICTIONAL STORYTELLING
SUMMARY	A single person speaking on a topic, unprompted. Often more time is invested in scripting and editing to create a clear narrative.	A host or multiple hosts ask a guest multiple questions based on their expertise or point of view on a particular topic.	Two or more people discuss a topic. Usually the same constellation of people is present across all episodes. The participants may prompt each other in a natural flow.	Great for news or current affairs where a host invites a number of different guests (often experts) for each episode to discuss a certain topic.	A host or hosts uncovers information in a journalistic or investigative fashion. This might include guests, witnesses and research by the host or even a production team.	Fictional storytelling podcasts tell a original, fictional story in each episode, which is written, scripted and recorded like a TV drama, similar to a fictional audiobook.
EXAMPLES	- The Straight Shooter Recruiter - Dan Carlin's Hardcore History	- Don't Keep Your Day Job - The Jordan Harbinger Show	- Nobody Panic - Accidental Tech Podcast	- Mom and Dad Are Fighting - The BeanCast	- 99% Invisible - This Is Love - Criminal - Blockbuster	- The Truth - Everything Is Alive - Welcome to Night Vale
PRODUCTION BUDGET	\$	\$\$	\$\$	\$\$\$	\$\$\$	\$\$\$\$
TIME INVESTED	Medium	Medium	Medium	Medium	High	High



CHOOSE YOUR FORMAT

QUESTION #1: WHICH FORMAT/S MAKE MOST SENSE TO YOU?

QUESTION #2: HOW DOES THE FORMAT MATCH YOUR AVAILABLE CONTENT?

QUESTION #3: HOW WILL THE FORMAT MATCH WHAT YOU WANT TO ACCOMPLISH?

QUESTION #4: DOES THE FORMAT MATCH YOUR TIME AND BUDGET?



GETTING INTO GEAR

CHOOSING THE RIGHT EQUIPMENT & TOOLS

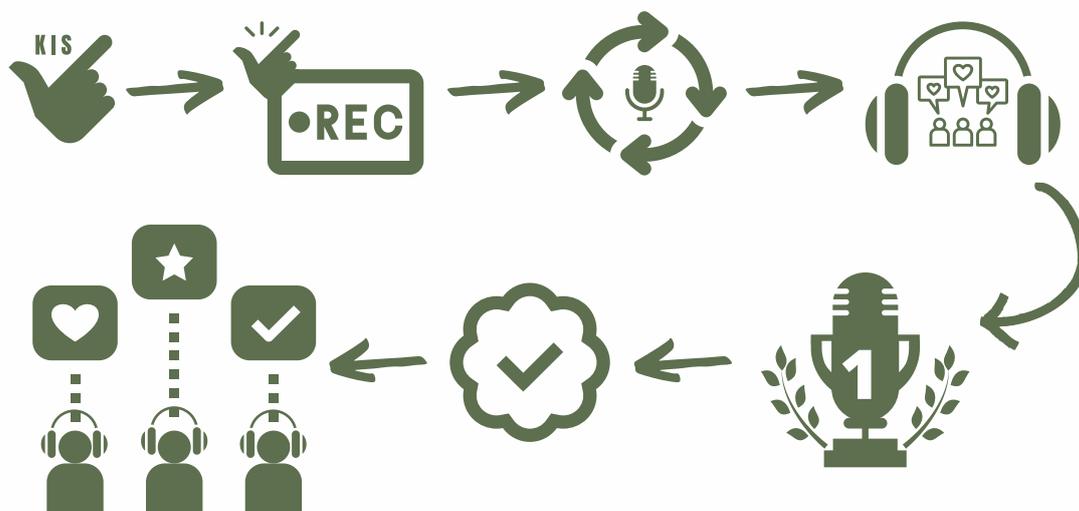
THE RIGHT EQUIPMENT

Finding the right equipment can be really intimidating when starting off with podcasting. I myself tried A LOT of hard- and software to really build the setup I love. There is no universal answer for the right option for you and your needs. Especially since there are a lot of factors for getting your setup right: It depends heavily on your show format, local or remote recording, room situation, background noises, etc.



But regardless of what your true needs are: **For starters - keep it simple (KIS)!**

- Keeping it simple means easier recording
- Easier recording means more consistency for your podcast
- More consistency means gaining a larger audience quicker
- A regular episode schedule improves your podcasting game
- Mastering your podcast allows your true authentic self to shine
- And the more you shine the more relaxed your voice becomes
- More authenticity means being able to connect with more ideal clients





If you want to get started fast, an entry level USB microphone setup is your way to go.



A USB headset (headphone with attached microphone) put the mic at the right position near your mouth so you don't have to worry about positioning your microphone. A good entry level headset would be the Sennheiser PC 7 USB.



A good value USB handheld microphone is the Audio-Technica ATR2100x-USB (richer voice, more recording options) but you need headphones and a mic stand for this option.

Please remember: These shown microphones are very basic entry level mics. While suitable for trying out podcasting, I strongly recommend getting expert knowledge for your expert podcast setup. Good audio quality isn't the main focus of podcasting, but it's nevertheless a very pivotal part and should be done correctly.

THE RIGHT RECORDING TOOLS

What is true for finding the right equipment is also true for finding the right recording option. If you are conducting interviews while traveling, the setup is completely different from a local one. You could go with a portable recorder for example to which you can connect a number of mics.

When recording from the comfort of your home, using a very simple recording app on your computer could be the way to go, if you are not doing the editing yourself.

Doing the editing yourself takes time but also gives you full control over what the finished episode will sound like. Using a full fledged DAW (Digital Audio Workstation, aka editing app) is not that hard and there are plenty of choices suited for your podcasting needs.



GROWING YOUR EXPERT PODCAST

HOW TO REACH AND GROW YOUR AUDIENCE

Finalizing the edit on a new episode is such a good feeling but the work only starts from there. A strategic marketing plan will ensure your podcast reaches a wider audience.

SHARE YOUR PODCAST ON SOCIAL MEDIA

Ensuring you share your podcast on all relevant platforms will ensure your target audience is listening! Consider creating smaller soundbites or short video snippets for platforms like Instagram to get people thirsty for more!

LET YOUR EXISTING AUDIENCE KNOW

Never underestimate the power of a small group of loyal followers. They will convert to loyal listeners and help spread the word to a wider audience. Utilizing your existing audience can deliver incredible pivot as they happily spread the word.

MERGE YOUR PODCAST INTO YOUR WEBSITE

Be sure to include your podcast to a dedicated page on your website. Be smart and place snippets (in form of audiograms for example) on your sales pages and full episodes only for your subscribers inside the membership area.

Choosing the right hosting provider for your podcast is very important, too. Good (payed) services let you integrate seamlessly into your website and give you full control over analytics and more.

Don't go for free hosting as you will lose control over your podcast feed, the integration into your website and important analytics.

COLLABORATE WITH OTHER EXPERTS

Using the interview format and collaborating with other industry experts is a sure way to maximize your chances of success and add value.

CREATE VIDEO CONTENT OR LIVE STREAMING

A growing number of podcasters have started recording or streaming their podcast sessions. Video has become one of the most engaging ways to reach and create loyal following.

Recording and/or streaming video in addition to your audio only podcast can be done simultaneously and is a great way to maximize your efforts!

There is an added advantage of building a new audience on platforms like Twitch or YouTube.

HOST A LIVE EVENT

Yep, this might sound scary now but if you think about it, putting on an event allows you to gain a significant increase in your following compared to picking up individual followers from episode to episode.

Live Events do not have to be hosted in person anymore, consider an online event and reach more ideal clients globally compared to hosting a local live event in one city.



CHECK, CHECK, 1, 2

CHECKLISTS FOR YOUR EVERYDAY PODCASTING LIFE

Starting a Podcast is actually not that difficult, the challenging part is to keep it going. Commit to the process to create a whole new level of connecting with your following and draw an even bigger audience to you.

On the following pages you'll find checklists to guide you through your podcasting life. In some parts we only scratched the surface of podcasting. The **checklists** on the other hand make sure that you got everything from **kicking-off your expert podcast** to **planning your first 10 episodes**, all the way through to **pre-production, recording, post-production** and **growth**.

Podcasting may sound to you like much when going through all the checklists, but believe me: it's an incredible journey and every step will be very much worth it.

So, grab the checklists and start your podcasting journey right now!



YOUR EXPERT PODCAST KICK-OFF CHECKLIST

- IDENTIFY SPEED, PITCH AND TONE OF YOUR VOICE
- CHOOSE THE LENGTH OF YOUR EPISODES
- CREATE A REALISTIC EPISODE RELEASE SCHEDULE
- WRITE DOWN THREE NAME OPTIONS FOR YOUR PODCAST
 - POST INTO MY EXPERT COMMUNITY FACEBOOK GROUP TO GAIN FEEDBACK FROM OTHER EXPERTS
 - USE A NAME THAT MATCHES YOUR BUSINESS OR EXPERTISE FOR DISCOVERABILITY
- CREATE A PODCAST DESCRIPTION
 - ENSURE THE USE OF KEYWORDS
 - INCLUDE WHO, WHAT AND WHY
- CREATE YOUR PODCAST ART
 - USE GRAPHICS THAT MATCH YOUR BRAND
- COMMIT TO THE PODCASTING JOURNEY
- HANG YOUR WHY PAGE UP ON YOUR WALL
- HANG YOUR VALUE STATEMENT UP ON YOUR WALL
- DEFINE THE IDEAL LISTENER OF YOUR EXPERT PODCAST
- UNDERSTAND YOUR COMPETITION
- DEFINE YOUR DIFFERENCE
- WRITE A DIFFERENTIATION STATEMENT
- MARRY YOUR BRAND TO YOUR PODCAST
 - WRITE DOWN 5 WORDS THAT DESCRIBE THE PERSONALITY OF YOUR PODCAST
 - MAKE A LIST OF BRANDS, FIGURES AND COMPANIES WHO INSPIRE YOUR PODCAST



YOUR EXPERT PODCAST STRUCTURE CHECKLIST

- DECIDE ON A PODCAST STRUCTURE
- CHOOSE YOUR IDEAL PODCAST LENGTH
- CREATE AN EPISODE RELEASE SCHEDULE

I strongly recommend that you manage your podcast episodes alongside your other business commitments and social media and marketing calendars.

Plot your production time into your calendar and use a separate episode schedule to keep you organized in terms of managing guests and your recording time.

I have included a episode schedule into this document to help you organize your first 10 episodes.



YOUR EXPERT PODCAST PRE-PRODUCTION CHECKLIST

- RESEARCH EPISODE TOPICS
- IDENTIFY AND RESEARCH YOUR GUEST SPEAKERS
- CONFIRM AND SCHEDULE RECORDING TIME
- SCHEDULE RECORDING AND RELEASE DATES IN YOUR EPISODE RELEASE SCHEDULE
- DISCUSS REMOTE RECORDING OPTIONS WITH GUEST
- TEST REMOTE RECORDING SETUP
- WRITE SHOW SCRIPT OR SHOW GUIDELINES
- PREPARE GUEST INTRO
- PREPARE INTRO AND OUTRO



YOUR EXPERT PODCAST RECORDING CHECKLIST

- PREPARE YOUR STUDIO SPACE:
 - GET ENOUGH WATER
 - PREPARE SOME TEA
- PREPARE YOURSELF:
 - BODY STRETCH
 - BREATHING EXERCISE
 - VOCAL WARM-UP
- PREPARE YOUR GUEST:
 - PROVIDE RUNDOWN OF THE SHOW
 - TECHNICAL BRIEFING
 - MIC TECHNIQUE BRIEFING
- START RECORDING YOUR REMOTE SOFTWARE / TOOLS ON YOUR COMPUTER
- ADJUST GAIN ENSURING ALL SPEAKERS ARE AT THE SAME VOLUME
- COMPLETE RECORDING



YOUR EXPERT PODCAST POST-PRODUCTION CHECKLIST

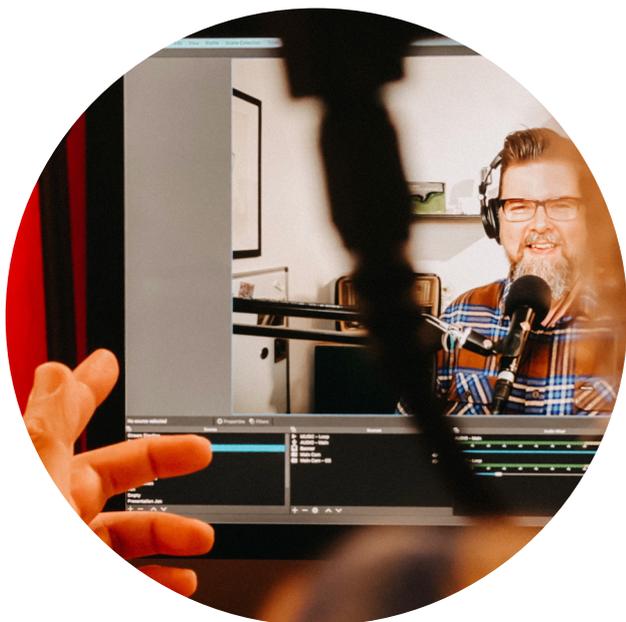
- CREATE A NEW FOLDER FOR YOUR EPISODE
- COPY A VERSION OF YOUR MASTER EPISODE TEMPLATE INTO THE FOLDER AND RENAME IT
- SAVE ORIGINAL RECORDING INTO THE EPISODE FOLDER
- SAVE AUDIO CLIPS, MUSIC OR VOICE OVERS INTO THE EPISODE FOLDER
- BEGIN EDITING BY COMPILING ALL AUDIO CLIPS AND MUSIC USING SEPARATE TRACKS
- NORMALIZE GAIN LEVELS
- COMPLETE A CONTENT PASS
- COMPLETE A QUALITY PASS
- EXPORT AN MP3 FILE USING THE APPROPRIATE SETTINGS INCLUDING META INFORMATION
- SAVE A COPY OF THE MP3 IN YOUR EPISODE FOLDER
- CREATE A NEW EPISODE ON YOUR HOSTING WEBSITE
- UPLOAD MP3 FILE AND INPUT SHOW INFORMATION
- CREATE SHOW NOTES
- COMPLETE EPISODE TRANSCRIPT
- SCHEDULE EPISODE LAUNCH
- ONCE LAUNCHED CHECK:
 - AUDIO
 - COPY
- INFORM GUEST OF LAUNCH AND PROVIDE SOCIAL MEDIA MATERIAL FOR HER/HIM TO SHARE
- PROMOTE EPISODE (SEE GROWTH CHECKLIST)



YOUR EXPERT PODCAST GROWTH CHECKLIST

- TRACK YOUR METRICS
 - TRACK NUMBER OF UNIQUE DOWNLOADS
 - TRACK NUMBER OF UNIQUE SUBSCRIBERS
 - TRACK EPISODE LISTEN DURATION
- ENCOURAGE YOUR LISTENERS TO RATE YOUR PODCAST ON MAJOR PODCASTING DIRECTORIES, LIKE APPLE PODCASTS OR GOOGLE
- INCLUDE YOUR PODCAST IN YOUR MEDIA KIT
- PUBLISH EVERY EPISODE TO YOUR WEBSITE
- INTRODUCE YOUR PODCAST IN YOUR NEWSLETTER
- SEND A PROMO EMAIL WITH EVERY NEW EPISODE
- IDENTIFY THE BEST SOCIAL MEDIA PLATFORM BASED ON YOUR IDEAL CLIENTS
- PITCH YOUR PODCAST OR SPECIFIC EPISODES FOR FEATURE PUBLICATIONS
- INVITE HIGH PROFILE GUEST EXPERTS TO YOUR SHOW TO HARNESS THEIR AUDIENCE
- CONSIDER STREAMING YOUR PODCAST
- CONSIDER VIDEO PODCASTING SPECIAL EPISODES TO YOUR SUBSCRIBERS
- CREATE MERCHANDISE USING FAVORITE PHRASES
- CONSIDER DOING PREMIUM CONTENT FOR SUBSCRIBERS
- PROMOTE YOUR SERVICES IN AN ORGANIC WAY
- HOST HAPPY CLIENTS ON YOUR PODCAST AS THE ULTIMATE TESTIMONIAL
- CONSIDER HOSTING A LIVE INTERVIEW AND SELLING TICKETS TO IT
- CONSIDER JOINING A PODCAST NETWORK BASED ON YOUR NICHE
- IF YOUR PODCAST TAKES OFF CONSIDER CREATING SPECIAL SOCIAL MEDIA AND EVEN A DEDICATED WEBSITE

I have included some reliable ways to grow your podcast, however more options arise every day. Marketing is an ever changing industry as technology and methods are adjusted as people's behavior is continuously evolving. Stick to what feels ultimately good to you and has worked for you and your business before.



WHAT'S NEXT?

Well, the beginning of an incredible journey. A new way of connecting with your existing clients and the uncapped opportunity to grow a new audience.

If you are serious about setting up your expert podcast to reflect your business and brand, feel free to check out my [Launch & Grow Your Expert Podcast](#) program because I have the vision of making podcasting **attainable** and **sustainable** to business owners so they could make authentic and meaningful connections with their listeners and grow their audience.

You shouldn't spend your valuable time collecting and setting up everything you need for your expert podcast. With a clear picture in mind of what your podcast vision is all about, I will gladly support you in building a studio that is tailored to you.

If you have any questions and would like to connect with likeminded experts who are launching their experts podcast, join my Facebook group: [The Expert Podcast Network](#)

This group allows experts to connect and fosters a support network of likeminded professionals who you can exchange with and learn from.

And feel free to join my Instagram [@derpodcastcoach](#) where I post a ton of helpful tech tips to get you set-up and recording.

Stand out in your niche and be counted as a thought-leader in your industry.

I am your expert podcast coach and would love to partner with you to get you set up and recording in no time!

Jens
Jens Schaller
CEO & FOUNDER
DER PODCAST COACH



**PEOPLE ARE REALLY LISTENING
AND WANT TO CONSUME ALL
OF THE CONTENT THAT IS
THERE AND AVAILABLE.
THERE'S A LEVEL OF
DEDICATION THAT COMES
FROM PODCAST LISTENERS
THAT YOU DON'T OTHERWISE
FIND. AND NOW THE NUMBERS
PROVE IT. PODCASTS AREN'T A
BUBBLE, THEY'RE A BOOM —
AND THAT BOOM IS ONLY
GETTING LOUDER.**

MIRANDA KATZ, AUTHOR AT WIRED