

PODCAST PRODUCTION

The Podcast Launch Readiness Kit

Turn a show idea into a repeatable format with production rhythm, episode structure, and launch assets.

For leaders, educators, creators, and brands preparing to launch or upgrade a recurring show.

POSITIONING

- Who is the show for?
- What would make someone subscribe after one episode?
- What point of view makes the show different?

FORMAT

- Interview, solo, panel, narrative, or hybrid?
- What recurring segments make the show recognizable?
- Which format can be sustained for six months?

PRODUCTION

- Where will it be recorded?
- Who owns scheduling, prep, recording, editing, show notes, clips, and publishing?
- What does one clean episode workflow look like?

LAUNCH

- Trailer
- Cover art
- First three episodes
- Clips
- Descriptions
- Email/social announcements
- Measurement checkpoints