



PODCAST EPISODE CHECKLIST & TEMPLATE

INTRODUCTION

The way this works for SpeakerFlow, is that whenever someone schedules a podcast via our [specific to this type of meeting] scheduling link, the below is added as the description of a task in our project management system. Subtasks are also created automatically.

The task is then assigned to our team, who is responsible for setting up the subtasks on the specified timeline and then moving to the next stage of our podcasting process.

Our process overall looks like this:

1. Scheduled (where the above is handled and the task awaits the recording date approaching)
2. Outlined (the week of the podcast, we map out roughly what we want to cover with that guest)
3. Recorded
4. Editing
5. Edited
6. Scheduled to Post
7. Pushed Live

Each task moves through each stage of this process.

USING THE TEMPLATE

Simple: Fill in the blanks! Then translate to your system of choice.

We recommend Asana or – if you're a SpeakerFlow CRM user – Zoho Projects.

Start building your podcasting process out!



OVERVIEW

TASK TITLE: [GUEST NAME]

TASK DESCRIPTION:

Fill in the name of your podcast

[Guest Name] scheduled a interview. View the event details with how they replied to the questions before scheduling.

Next Steps:

1. Update episode number, recorded date, and push date fields on this task
2. Set subtask due dates

Subtasks & Corresponding Due Dates:

1. Update subtask due dates and custom fields in this task: Immediately
2. Send "Thank You + Who Else Would You Recommend to the Show?" email: Day of recording
3. Write title, description, and show notes: Day of recording
4. Make video thumbnail, podcast episode cover, and featured image: Day of recording
5. Commission MP3 + Video: Day of recording
6. Commission Transcription: 3 days after recording
7. Schedule episode to and YouTube: 3 days after recording
(your podcast hosting tool)
8. Schedule to your website: 5 days after recording
9. Push website post live with updated episode link: Day of website release
10. Send email to the guest after it's live with website URL and episode cover image: Day of website release

SCRIPTING:

Title:

Topic:

Intro (Record in Post):

Outline your introduction here to be recorded after you've recorded the main body of the episode. Be sure to include biographical information about your guests and end with a segue into the "interview" part of the episode.

Interview Questions:

Jot down the questions you want to ask your guest. Some of these can be routine (i.e. you ask them to every guest on your show) but balance them with questions specific to the guest you have at the time.

1.

2.

3.

4.

5.

6.

7.

8.

Additional Questions:

Guest Pitch Section:

This section is a chance for your guest to talk about something of value to them.

On *Technically Speaking*, for example, we say something along the lines of, "So as you know, we're all about creating value for our audience. What are some things you're working on that our listeners can benefit from?"

In this section, once you've said your segue, sit back and let them talk. Asking clarifying questions is fine, but this is their chance to pitch their stuff so they can potentially see some benefits from the episode, too.

Outro:

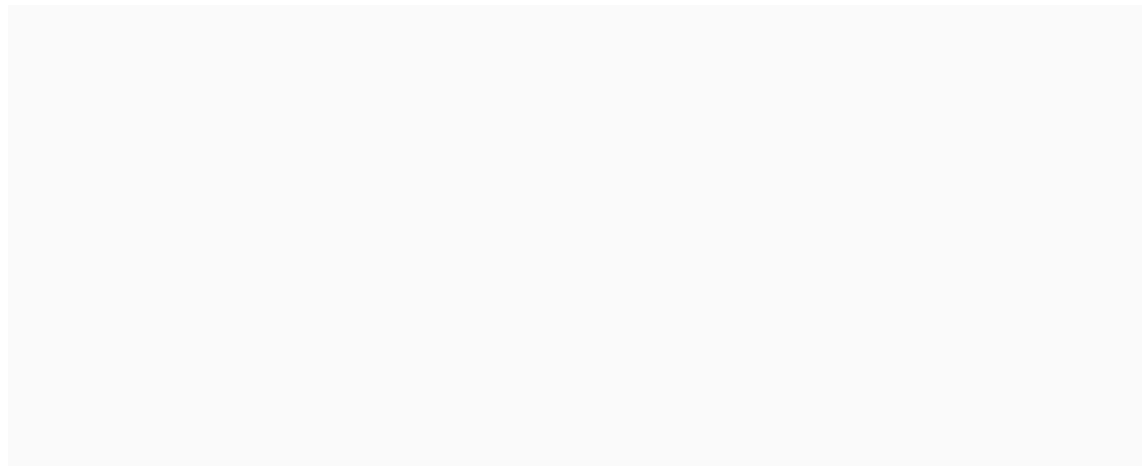
Outline your outro here to be recorded at the end of the episode. This can be as simple as directing listeners to visit your site, follow you on social media – you name it – but the goal is to direct them where to look next so they can continue following and/or engaging with your brand.



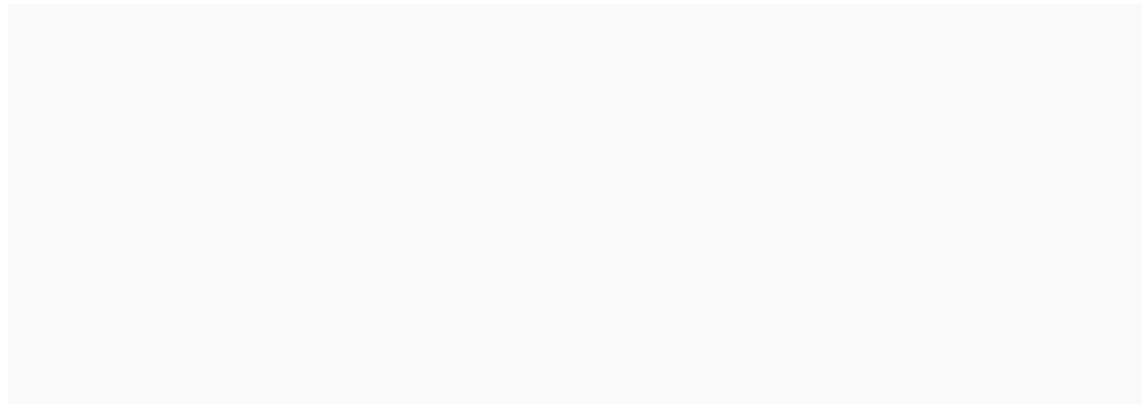
INTERNAL NOTES:

Show Notes:

Use this area to outline anything you'll put in the show notes to copy/paste into your hosting platform.

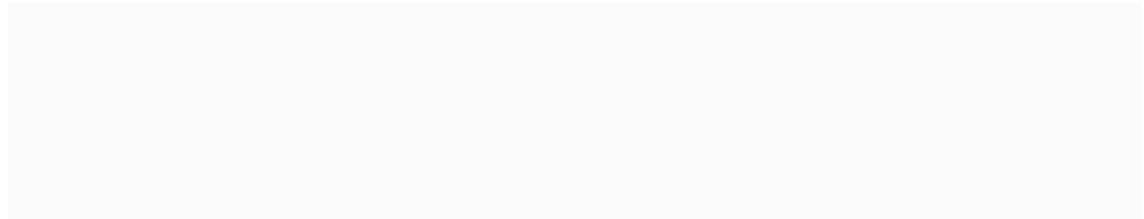


Editing Notes:



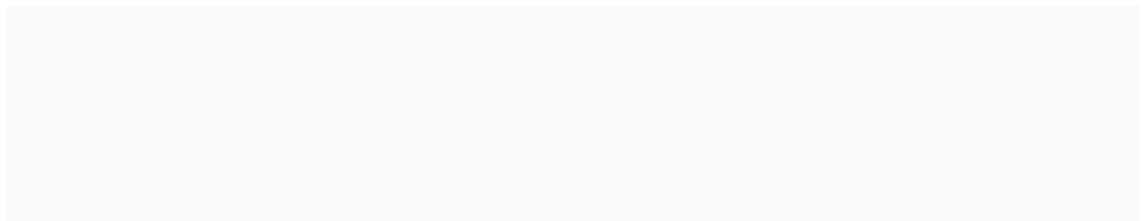
Link to Final Files:

This is the link to the folder in your file storage app (Google Drive, Dropbox, etc.) where you're going to keep the final files for the episode. This includes graphics for sharing the episode, audio and video, and any other files you'd want to keep a backup for in case you needed to re-publish the episode.



YouTube Link:

What's the URL for the episode on your YouTube channel? You can embed this link on your website on the episode page or share the video directly – whatever you choose – but it's good to have it handy.



Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!

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