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*Disclaimer: The information provided in this checklist for informational purposes only*

## Podcast Brainstorming Questionnaire and Development Checklist

Developing a new podcast is exciting! Regardless of the goals for your podcast (marketing for business, a hobby or for a cause) you should have a vision and plan for launch. This podcast development checklist includes action steps to help you get started with launching your new show. Good luck!

### **Brainstorming Questionnaire**

1. What will be the premise (overall theme) of your show? What do you want your podcast to be about?

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2. Who is your target audience?

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3. Do you have a name for your podcast? If so, what is it?

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4. Will you be hosting the podcast yourself and/or will you have a co-host?

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5. What type of format/s will your podcast include (video, audio, interview, Q&A, etc.)?

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6. How often do you want to air podcast episodes (daily, weekly, two times a month)?

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7. How long do you want your episodes to be? Please circle the best answer.

1-5 minutes

5-10 minutes

10-20 minutes

20-30 minutes

45-60 minutes

**Note:** *I suggest shows be no longer than 45 minutes long.*

8. What audio and/or video equipment do you have for recording your content?

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9. Where will you post your episodes?

My own website: \_\_\_\_\_

My own blog: \_\_\_\_\_

My own YouTube Channel: \_\_\_\_\_

Somewhere else: \_\_\_\_\_

10. Do you plan on making money through your podcast via advertising and/or sponsorship? If so, explain.

\_\_\_\_\_

11. Do you have any ideas for future show topics? If so, list them here.

\_\_\_\_\_

12. What do you hope to achieve by having your own podcast?

\_\_\_\_\_

### **Podcast Development Checklist:**

Once you have considered the length, format type, topic of your show and other points as discussed in the previous section – you can get to work on developing your podcast. The development stage should come before you even start planning and then producing your first episode.

	Name your podcast
	<a href="#">Register</a> a domain name for your podcast
	Create a artwork/logo for your podcast
	Create a web presences: a Website, Facebook Page, YouTube Channel, etc.
	Add to your web presence (at minimum): a brief description about the podcast, a bio about the host(s), and a way for people to contact you.
	Create a tag line that describes your show in one complete sentence.
	Decide where you are going to <a href="#">host your audio</a> /video files.
	Setup social media accounts for your podcast: Twitter, Facebook (wherever your audience hangs out)
	<a href="#">Setup and test your RSS feed</a>

If you've gotten this far, awesome! You are ready to move to the next step; production. If you would like to discuss production or need assistance with any of the steps listed in this questionnaire/checklist, you can setup a paid 1-hour phone consultation. During the call I can answer any questions you have about launching your podcast and help you with next steps. You can schedule a consultation by emailing me direct at [darlene@darlenevictoria.com](mailto:darlene@darlenevictoria.com) or contact me via my website at <http://www.darlenevictoria.com>.