

Podcast 4-Week Action Planner

Use this template to plan your upcoming podcast episodes. Start planning at least 4 weeks in advance to allow time for any mishaps or interruptions.

Week 1: Topic & Guest Selection

- Brainstorm topics for the next episode.
- Talk with your team regarding subject ideas.
- Research latest news surrounding the topic.
- Research the topic well
- Locate and send out guest invitation. (if applicable)
- Research products / services to promote via affiliate link.

Week 2: Testing & Prep

- Schedule guest speaker. (if applicable)
- Create questions for guest speaker (if applicable)
- Outline the show including stories you want to share, which products to promote, etc.
- Test audio, video, lighting and recording equipment.
- Gather affiliate links to items you will be promoting & create short links that are easy to remember.
- Start talking about the show topic - not necessarily the show itself. Perhaps about the issue the show is going to address (to get the topic on their mind)



Week 3: Record & Edit

- Record episode
- Follow up to thank the guest for joining you. (if applicable)
- Edit show recording or send to an editor.
- Add intro, background music and final promos got the guest and your business..
- Create and release pre-launch marketing material including topic hints, teasers, hyping up your guest speaker, etc.
- If you're doing a live call, send last minute reminders to join you starting 3 hours before the call, 1 hour prior, 10 minutes prior. Use social media and email.

Week 4: Publish & Promote

- Publish according to schedule.
- Test to make sure it's playing properly on a variety of browsers and devices.
- Distribute throughout all platforms.
- Update descriptions and rewrite pre-launch promos to send post launch.
- Promote it across all your platforms.
- Track your results. How many joined, how many new subscribers, how many watched the replay, etc.
- Make notes of any changes you want to make prior to the next episode.
- Make notes of potential new show topics based on the conversation and feedback about this episode.

