

A SONGBUILDER MEDIA GUIDE

# The Podcast Launch *Checklist*

A complete, three-phase roadmap for launching a professional branded podcast. From strategic foundation to sustained growth — everything you need to get on air with confidence.

## 1 PHASE ONE Pre-Launch

8–12 weeks out

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| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Define your show concept</b><br/>Topic, format, target audience, episode length</li> <li><input type="checkbox"/> <b>Name your podcast</b><br/>Verify domain and social handles are available</li> <li><input type="checkbox"/> <b>Write show description</b><br/>Clear positioning and target listener call-out</li> <li><input type="checkbox"/> <b>Produce intro and outro</b><br/>Branded music bed, voice-over, sonic identity</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Clarify business goals</b><br/>Lead gen, thought leadership, retention, etc.</li> <li><input type="checkbox"/> <b>Design cover art</b><br/>3000×3000 px, readable at thumbnail size</li> <li><input type="checkbox"/> <b>Plan first season arc</b><br/>Outline 8–12 episode topics in advance</li> <li><input type="checkbox"/> <b>Set up hosting platform</b><br/>Omny, Spreaker, Libsyn, or PodBean</li> </ul> |
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## 2 PHASE TWO Launch

2–4 weeks out

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| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Record 3+ episodes</b><br/>Launch with a backlog so listeners binge</li> <li><input type="checkbox"/> <b>Submit to directories</b><br/>Apple, Spotify, Amazon, YouTube, iHeart</li> <li><input type="checkbox"/> <b>Create promo assets</b><br/>Audiograms, video clips, social graphics</li> <li><input type="checkbox"/> <b>Plan launch-day push</b><br/>Email blast, LinkedIn posts, press outreach</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Professional editing &amp; mix</b><br/>Noise reduction, leveling, mastering to spec</li> <li><input type="checkbox"/> <b>Build a landing page</b><br/>Subscribe links, episode embeds, email capture</li> <li><input type="checkbox"/> <b>Brief your internal team</b><br/>Talking points, share kit, posting schedule</li> <li><input type="checkbox"/> <b>Soft-launch to insiders</b><br/>Get early reviews and ratings on day one</li> </ul> |
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## 3 PHASE THREE Post-Launch

Ongoing

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| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Publish on a consistent cadence</b><br/>Weekly or bi-weekly — consistency beats volume</li> <li><input type="checkbox"/> <b>Track listener analytics</b><br/>Downloads, completion rate, top markets</li> <li><input type="checkbox"/> <b>Book strategic guests</b><br/>Expand reach through guest networks</li> <li><input type="checkbox"/> <b>Refresh creative quarterly</b><br/>Update intro, art, and format as you grow</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Repurpose every episode</b><br/>Clips, quote cards, blog posts, newsletter</li> <li><input type="checkbox"/> <b>Engage your audience</b><br/>Reply to reviews, comments, voice messages</li> <li><input type="checkbox"/> <b>Measure against goals</b><br/>Tie episodes to leads, deals, and pipeline</li> <li><input type="checkbox"/> <b>Plan season two</b><br/>Build on what worked, retire what didn't</li> </ul> |
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### Ready to launch with a partner who's done it before?

SongBuilder Media produces branded podcasts end-to-end — strategy, recording, editing, and distribution. Remote production, no studio visits required.

GET IN TOUCH  
[songbuildermedia.com](https://songbuildermedia.com)  
(443) 424-2287