

content curator

with Sue Bryce

MAP:

start a
podcast

**A START TO FINISH CHECKLIST FOR
DESIGNING, BUILDING AND MONETIZING
YOUR PODCAST**

SueBryce.com

DESIGN

- ☐ Podcast: Name The Baby
- ☐ Connect your Social Triangle - IG - URL
- ☐ Write a POWERFUL tagline!
- ☐ Description: short strong hook
- ☐ Podcast cover art
- ☐ Podcast Type: pick a category
- ☐ Speaker Bio + 3x3
- ☐ Speaker reel (optional)
- ☐ First 10: Who / When / What / Why
- ☐ Top 5 (edited for launch)
- ☐ Write intro/outro
- ☐ Record intro/outro
- ☐ Booking email (template)
- ☐ Booking system
- ☐ Guest preparation email

BUILD

- ☐ Building a set for Audio
- ☐ Building a set for Video
- ☐ Lighting: Natural, Ring, Constant
- ☐ Camera: DIY or Production Team
- ☐ Mic + Stand
- ☐ Podcast platform hosting
- ☐ TECH: podcast recording
- ☐ Video recording (solo)
- ☐ Editing audio ONLY

SELL

- ☐ Monetization:
 - ☐ Payment (donation) listener support
 - ☐ Automated ads (someone else)
 - ☐ Subscription
 - ☐ Ambassador ads (host read)
 - ☐ Record your own ad
- ☐ Marketing: social triangle
- ☐ Merch: branded products