

GET LOUD

Growing Your Podcast from the Ground Up

Podcast Vision Plan

Whether you're dreaming of launching a podcast or you're fired up and ready to go, this vision and planning guide equips you to imagine your future podcast, tackle the planning details and launch your podcast into the world!

The information in this guide has been curated from various widely available resources. There are numerous hyperlinks throughout that you can click on for more information.

ProTip...Pray. Don't underestimate the power of inviting God into the process. He cares about the details of your podcast and the people you desire to reach. Ask Him to show up for You!

Cheering for you!

Barb

Podcast Vision Questions

- Who will be the audience for your podcast? (Be specific)
- What specific problems do you want to help them solve? How will their lives improve once they solve those problems?
- What do you want to encourage them to know and/or do?

Other Common Research Questions

- What types of podcasts does your target audience already listen to?
- What are some possible names for your podcast?
- What are some of the concerns or questions that you have about starting a podcast?

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Finding Your Podcast Personality



CHOCOLATE CHIP COOKIE

Popular topics like marriage, parenting, motherhood, Bible

Positive: Large audience potential

Challenge: Standing out in a crowded category



OATMEAL RAISIN COOKIE

Niche audience and topics on tenderhearted issues

Positive: Offering marginalized or overlooked communities a way to be seen, heard and resourced.

Challenge: Connecting with the target audience.



OREO COOKIE

Wide variety of topics that appeal to a specific audience

Positive: Lots of variety in topics and guests

Challenges: Making sure that topics maintain listening audience attention

Finding Podcasting Mentors

RESEARCH: Listen to three podcast episodes that are similar to the style of podcast that you're planning. Write down the name of the podcast. Make note of the show elements (music, questions, flow, interview style, etc) that appeal to you.

Podcast #1:

Podcast #2:

Podcast #3:

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Practical Questions

- How often do you want to release new episodes? Monthly Bi-Weekly Weekly
- Would you like to have guests on your show? Yes No
- Who are some of the guests that you'd like to have on your show?
- What is the process that you will use to invite, schedule and communicate with your podcast guests?
- How long will each episode last? (Consider your audience and other similar podcasts.)
- What is the program plan/flow for each show?
- Will you edit and produce your podcast or use a freelance/assistant?
- When do you want to launch your podcast? _____
- Do you want to monetize your podcast by offering advertising?

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Hardware & Software

Okay, now it's time to get down to the nitty gritty on the technical side about how to create your podcast if you're planning to do the recording, editing or final production on your own.

You can always outsource all or pieces of the process to either a tech-gifted friend, a virtual assistant or to a freelancer on [Fiverr](#).

If you'd like to create your own podcast, YouTube offers a lot of great tutorials no matter what hardware or software you choose.

Recording Software

- Zoom
- Audacity
- Podbean
- Restream
- Zencaster
- Squadcast
- Adobe Audition
- Garage Band
- Logic Pro
- StreamYard
- Riverside.fm

Editing Software

- Garage Band
- Adobe Audition
- Auphonic
- Alitu (super easy!)
- Audacity (free)
- Descript
- Other:

Hosting Platforms

- Anchor (incl. recording and editing)
- Podbean
- Buzzsprout
- Blubrry

Hardware

- Computer/laptop
- USB Microphone
- Headphones
- Other (pop filters, mic stand, etc)

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Podcast Vision Plan

Podcast Prep Checklist (Begin six months in advance)

- Complete vision document, choose podcast name, select "[podsafe](#)" music and write show description (test it out on friends to help tweak it). (Six months before launch)
- Create podcast graphic for Facebook, IG an IG stories. (Six months before launch)
- Choose podcast mic, recording/editing software and sign up for hosting service. Locate a podcast player plugin that will work on your website. (Six months before launch)
- GUESTS: Create list of potential podcast guests and desired topics. Script out invitation emails to potential podcast guests. (Five months before launch)
- [Email guest invites](#) via email 8-10 weeks prior to desired interview period. Launch guest experience. Automate as much as possible by using software like [Calendly](#).
- [Submit](#) your podcast to iTunes (click link for step-by-step instructions) or [Spotify](#). (Click link for instructions). (Three months before launch)
- Begin promoting launch of podcast three months prior to launch date with emails to newsletter audience as well as targeted social media posts.
- Record two-four episodes prior to launch (Two months before launch)
- Invite 25-50 target listeners to be a part of a podcast launch team. Give them special access to early episodes, podcast promotional graphics and ask them to share episodes when they release. (Bonus: T-shirts, mugs and other merch, if desired)
- Launch Day! Do IG/Facebook Live about launch of podcast .
- Release new episode each week for three or four weeks to build audience.
- Encourage audience to share episodes and post reviews on iTunes.

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Barb's Podcast Process

Quarterly

- Meet with Tabitha (Barb's fabulous podcast producer) for one to two hours to brainstorm ideas for the next round of guests and topics. Generally, a list of 15-20 guests is brainstormed based on topics that interest Barb's audience.
- Tabitha emails invitations to guests.
- Guests access Barb's Calendly Link to sign up for a podcast timeslot. Barb and Tabitha record two episodes on the 2nd and 4th Tuesdays of the month. Each interview is 60 minutes long.
- After signing up, guests are automatically re-directed to a Google form complete pre-interview questionnaire. [Here](#) is a copy - you can use what works for you.

Monthly

- Meet with podcast producer for 1.5 hrs to program the next month's episodes by reviewing the Google pre-interview questionnaire.
- Barb and Tabitha share a podcast planning document in Google docs. During the planning session, they title the episode, write the show notes, create the questions and brainstorm "First Thing to Mind."

Day of When Recording an Episode

- Calendly automatically sends out email and text reminders to guests.
- The day before or the day of the interview, podcast producer loads in questions into StreamYard.
- Podcast producer emails link to guest an hour before podcast (to keep link from getting lost in email).
- Barb and Tabitha meet 15 minutes prior to guest arrival to check tech and review recording session details.

Podcast Recording Session

- Barb and Tabitha welcome guest on StreamYard (which is video, but only audio used)
- Tabitha walks guest through the format of the episode.
- Barb goes over interview questions and prays before recording begins.
- Tabitha starts the recording and then displays the questions on screen in the background for Barb and their guests.

Post-Recording

- Freelancer Tabitha edits episodes, creates [graphics](#) and uploads the episode to [Libsyn](#) (podcast host), and creates audiogram promo in [Wavve](#) for Facebook and [IG](#).
- Barb's social media scheduler creates social posts and pre-programs into social media.

About Barb...

Barb Roose is a popular speaker and author who is passionate about teaching women to live beautifully strong and courageous so that they experience God's great adventure of faith and purpose for their lives. Since 2005, Barb has been speaking to audiences in the US and abroad at women's conferences and events, including national platforms like the Aspire Women's Events, She Speaks Conference and the UMC Leadership Institute.



Barb is a Bible teacher who loves following God more than anything else in life. She's a real woman who has experienced God's power and presence during battles with depression and anxiety, parenting challenges and family addiction trauma. Rather than teaching audiences to follow God to get what they want, Barb inspires them to discover that God is all that they truly need!

Barb is the author of multiple Bible studies such as *Breakthrough: Finding Freedom in Christ*, *Surrendered: Letting Go and Living Like Jesus*, *I'm Waiting, God: Finding Blessing in God's Delays*, *Joshua: Winning the Worry Battle* and *Beautiful Already: Reclaiming God's Perspective on Beauty*. She's also the author of multiple books like *Surrendered: 40 Devotions to Help You Let Go and Live Like Jesus*, *Winning the Worry Battle* (also on audio) and *Enough Already: Winning Your Ugly Struggle with Beauty*.

She also writes a weekly Happy Monday Devotional and hosts the Better Together podcast. Barb lives in NW Ohio and is proud mother of three adult children. Whenever possible, Barb prefers to eat dessert first. Visit Barb's online home at BarbRoose.com.

