THE

PODCAST LAUNCH

ACCELERATOR

Launch Your Podcast, Attract Your First 100 Listeners AND Cover Your Costs, in Just 28-Days!

FREE DOWNLOAD

Welcome to your podcast launch journey!

Hi there, I'm Mark.

I've been podcasting since 2013, have produced over 1,100 episodes and have built a podcast hosting & growth platform that does the things that I wish I had available when I began.

I live and breathe podcasting and have helped thousands of podcasters to successfully launch their shows.

Now, it's your turn to launch.
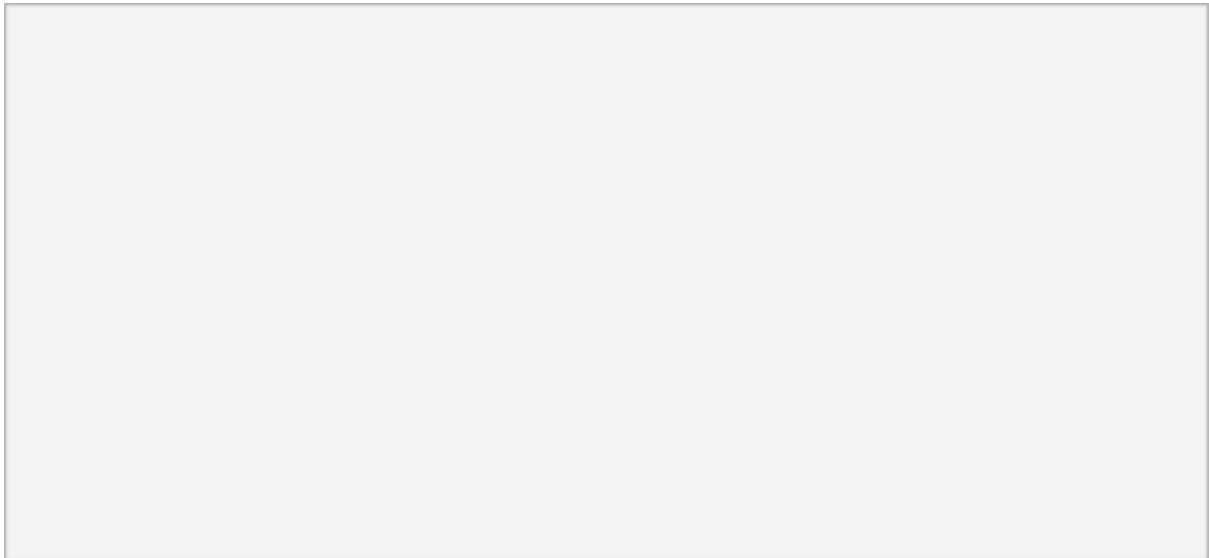Let's work through this together.

How to use this crib sheet

This crib sheet is intended to be used alongside the FREE *The Podcast Launch Accelerator* course at captivate.fm/podcasting-course.

The simple, jargon-free modules in the course walk you through everything that you need to know about podcasting, explained by real people in human terms. I show you how to overcome the fear of hitting record, how to find the perfect topic for your podcast and how to remove all of the complexity of starting your podcast by showing you how to produce a quality show (without worrying about the time required!)

Use this crib sheet to gather your thoughts, ideas and to complete the exercises in the course itself. Let's get started.

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The Podcast
Launch Accelerator

Full, simple free course at:
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![Captivate logo]

I <u>will</u> launch my podcast on:

(Get a thick, bold Sharpie. Write this BIG and proud!)

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![Captivate logo]

Your podcast ideas

You need to play with your ideas - look at what you're passionate about and what you want to achieve so that you can find the perfect podcast topic (hint: search Apple Podcasts and Spotify for "competition"!)

Podcast idea generation

❏ My podcast is a hobby

❏ My podcast is for my business

❏ My podcast is for my employer

Things I love talking about

Things that my audience likes

Things with low podcast competition

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Phase 1:
Designing your podcast

Designing your podcast can be daunting, but it needn't be. In this module, we'll talk through every decision you need to make about your podcast, together.

I'm creating a podcast to:

❏ Build my network

❏ Sell my own things to the audience

❏ Sell sponsorship or listener support

...and my show will be a

❏ Solo podcast

❏ Interview podcast

❏ Co-hosted

My ideal listener avatar is:

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I will serve my avatar with the following "XYZ" statement:

My show name is:

My show tagline is:

I'll publish at this time, on these days:

AM / PM	Mon	Tues	Weds	Thurs	Fri	Sat	Sun

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My show notables are:
[optional]

My calls to action are:

Location	Call to action	Link
Pre-roll (before your episode)		
Mid-roll (during your episode)		
Post-roll (after your episode)		

My audio assets

1. Introduction [voice]:

❏ I'll record
 it myself

❏ I'll get it from
 MusicRadioCreative

❏ I'll get it from Fiverr

2. Introduction [music]:

❏ I'll get it
 from Fiverr

❏ I'll get it from
 MusicRadioCreative

❏ I'll get it from Songs
 for Podcasters

3. Introduction [script]:

4. Outro [music]:

❏ I'll get it
 from Fiverr

❏ I'll get it from
 MusicRadioCreative

❏ I'll get it from
 elsewhere

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My podcast episode flow

[Use as many as you need, don't fill them for the sake of it]

	Segment	Notes
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		

Podcast cover art
[Once you've finished, send this page to your designer]

Remember the specifications:

- .jpg format (smaller file)
- 3,000 pixels exact square
- no bad language

- under 500kb file size
- 72 dpi
- RGB colorspace

❏ I'll do it
  on Canva

❏ I'll get it
  from Fiverr

❏ I'll get it from
  99Designs

Brief

I want my podcast cover art to look...

Other podcast covers I like

Show name	Why I like it

Captivate

My podcast description
[Used in Apple Podcasts, Spotify, etc]

My podcast categories
[Choose three with the first one being the primary category]

	Category
#1	
#2	
#3	

For a full list of podcast categories, visit captivate.fm/podcast-categories

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Episode show notes template
[Use this as a starting point and develop it further as you progress]

#1	One paragraph introduction to the episode that teases enough to push people to listen to the episode
#2	Guest bio (if an interview show)
#3	Timestamps to relevant points within the episode, use this format: • [00:00] - Intro • [03:47] - Exciting thing I talk about • [06:26] - Another exciting thing • Etc... Note: timestamp formats: [mm:ss], [hh:mm:ss]
#4	Key takeaways in bulleted format
#5	Relevant links mentioned in the episode
#6	Your own personal calls to action in summary
#7	Any shareable images or clickable social shares you'd like to include
#8	Teaser paragraph of the next episode

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Phase 2:
Understanding podcast technology

Podcast technology is one of the biggest challenges that new podcasters face. It can be scary!

But once you see it for what it is, it's really rather straightforward. I'll teach you everything you need to know within the video series, in short, bite-size chunks (head to *The Podcast Launch Accelerator* course at captivate.fm/podcasting-course to watch the videos).

Use this checklist to make sure you have all of the equipment that you need.

Support & resources

You *will* need help with your show, whether it's podcast cover design or editing help.

But don't worry - this doesn't have to be expensive or even cost anything.

At the back of this crib sheet, you will find a comprehensive and personally vetted list of tools, people and resources to help you - some free, some not free - but for each *type* of help, there is a free option included where possible.

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My microphone choice is:

❏ ATR-2100x   ❏ Samson Q2U   ❏ RØDE PodMic   ❏ Heil PR40

Any extras?
[Headphones, cables, etc]

My recording choice is:

❏ Audacity   ❏ SquadCast   ❏ RØDECaster Pro   ❏ Zoom Podtrak P4

My editing choice is:

❏ Alitu   ❏ Audacity   ❏ Person
[Fiverr]   ❏ Person
[Virtual Staff Finder]

Have you set your podcast hosting account up?
[Sign up at Captivate.fm
(there's a special coupon within the course that accompanies this sheet, too)]

❏ My podcast hosting is set up

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Phase 3:
Building your podcast

Now that you have designed your podcast and you understand podcasting technology, it's time to build and produce your podcast ready for launch!

Copyable trailer format template
[Use this as a starting point and develop it further as you progress]

#1	Approximately 90-120 seconds long
#2	No long music introduction (music running underneath your voice throughout is pretty cool, though!)
#3	Who you are
#4	A short line on your background (aka. "Why should I trust you?")
#5	The day(s) and time(s) that you release your episodes (include if you ever might release bonus episodes, too)
#6	The format of your episodes (e.g. interview, solo, variety, story etc)
#7	How to find your podcast*
#8	Where to find your podcast*

*It's vital to make sure that you tell people that your show is free to listen to and that it's available in any app that supports podcasts.

Remember, not everyone knows what a "podcast" is!

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Pre-recording checklist for you, the host
[Use this as a starting point and develop it further as you progress]

#1	Check all cables (between mic, computer, recording hardware)
#2	Check microphone recording levels are in the green (not the red)
#3	Headphones on and working
#4	All doors and windows closed where possible, fans switched off
#5	Cell phone & tablet on silent, computer notifications switched off
#6	"Armed" your channels for recording
#7	Run 15-second test recording & review
#8	All set? Hit record!

Additional pre-recording checklist for your guests

#1	Suitable guest microphone?
#2	Headphones on and working
#3	Cell phone & tablet on silent, computer notifications switched off

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Publishing your podcast trailer

Publishing your podcast trailer is easy, just make sure that you save your audio file as a .mp3 file (*The Podcast Launch Accelerator* course at captivate.fm/podcasting-course walks you through that process).

From there, log into your Captivate.fm dashboard and click *Publish* - you will be guided through the process.

(Here's a step-by-step guide: captivate.fm/publishing-tutorial)
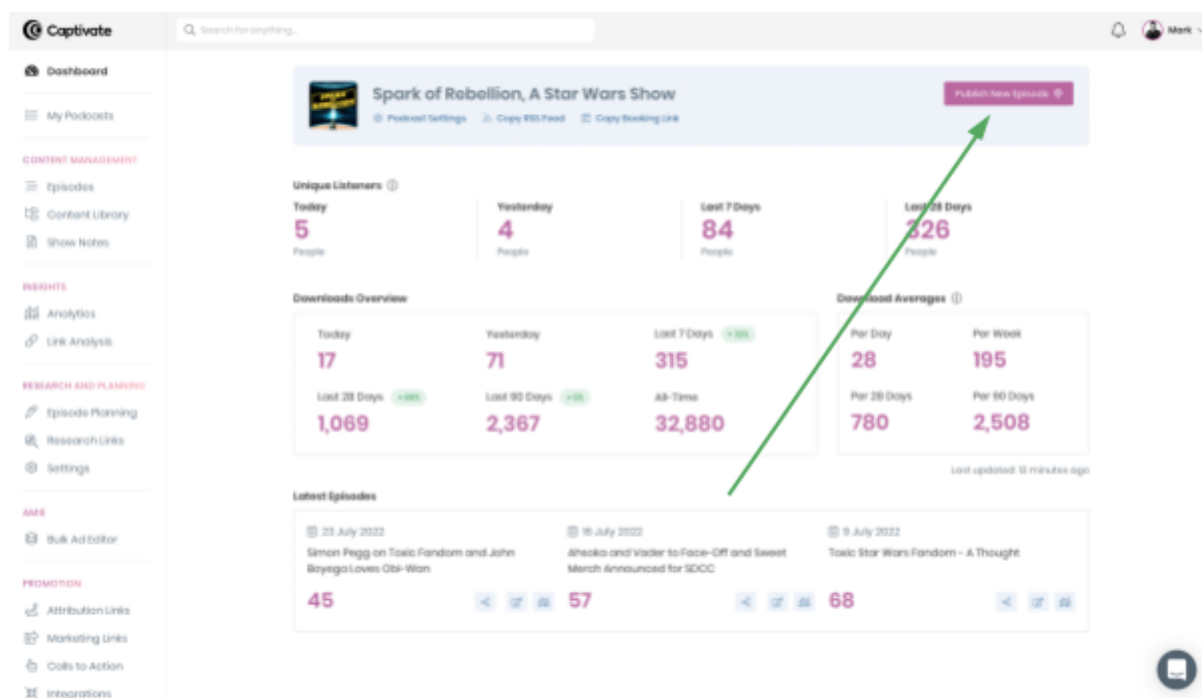
Publishing each and every episode after that is exactly the same process!

Refer to the videos on this subject within *The Podcast Launch Accelerator* course at captivate.fm/podcasting-course.

Creating your podcast website

The goal is to launch your podcast with as little friction as possible. Don't worry for now about a complex website, instead use your free, in-built Captivate website and set it up in minutes: captivate.fm/websites-setup.

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Phase 4:
Launching your podcast

What does it mean to "launch" your podcast? It's not as simple as just hitting "*Publish*" - instead, it's important to understand what we're trying to achieve with the launch: a solid base to build upon and picking up your first listeners!

We'll walk through the two-stage process of launching your podcast step-by-step so that you feel comfortable with everything that we're doing together and can be confident that you're setting your show up for success.

(Remember, I talk through the podcast launch process in depth in the free, accompanying course at captivate.fm/podcasting-course.)

Hint: use the notes pages at the back of this crib sheet to make notes of potential partners, groups and more!

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Podcast launch stage one checklist - pre-launch

❏ Made a list of friends and family who will listen and review your show

❏ Emailed/messaged each of them with a link to your Apple, Spotify or Captivate single subscription links

❏ Prepared a list of industry PR contacts

❏ Drafted a press release for the PR contacts [included launch date and link!]

❏ Sent press release to PR contacts and scheduled a follow-up email with each in your diary

❏ Researched, listed and joined 3-5 relevant Facebook Groups

❏ Scheduled 20 minutes per day to engage in those groups to add value and build authority

❏ Set up Podchaser profile and claimed your podcast

❏ Gathered 3 reviews from friends, peers or (whoop) strangers

❏ Listed 7 podcasts where you have common content/niches

❏ Emailed each host to introduce yourself and offer your help/collaboration

❏ Posted your pre-launch trailer & launch date in The Podcast Launch Accelerator Facebook Group! (captivate.fm/launchfbgroup)

Podcast launch stage two checklist - launch week

❏ Published a thank you/acknowledgements episode

❏ Scheduled shares of that episode to your social channels, making sure to tag the relevant people mentioned throughout this week

❏ Created shareable graphics for social media of your original 3 reviews

❏ Scheduled shares of these visual reviews to your social channels, making sure to tag the reviewers, where possible, throughout this week

❏ Booked a live stream for your launch day [optional, but recommended]

❏ Scheduled emails to your email list with a link to your Captivate single subscription link [if an email list is available]

❏ Promote in Podcast Growth Labs Facebook Group (captivate.fm/growthfbgroup)

❏ Created a simple graphic to teach people how to leave a new review

❏ Scheduled shares of this "review tutorial" throughout the week

❏ Committed time every day this week to be present and engage in Facebook Groups, Twitter, Instagram discussions

❏ Recorded and released your "What's coming up" teaser bonus episode

❏ Recorded and released your "How you can help" bonus episode and made it really clear how people can share your show
[use your Captivate single subscription & promotional link!]

Podcasting resources you'll need

Captivate	Launch your podcast with simple, easy-to-understand podcast hosting and get your podcast in Apple, Spotify and more!	Captivate.fm
Podcast Websites	24/7 WordPress support from real people with years of experience in podcasting. It's WordPress but in a safe pair of hands.	PodcastWebsites.com
AWeber	Every podcast has fans. But, without a way to build relationships with them, how can your show grow?	MarkAsquith.com/aweber
Podcorn	Find curated sponsor opportunities for your podcast with Podcorn's easy-to-use sponsor matchmaking service.	captivate.fm/podcorn
Alitu	Easy podcast editing with no tech knowledge required, polishing your audio has never been easier!	captivate.fm/alitu
Squadcast	Record with guests anywhere in the world and sound like you're in the same room!	captivate.fm/squadcast
99Designs	Hire a personal podcast cover art designer and choose from the designs that you love the most! Simple, affordable and fast! Get $20 off, too :)	captivate.fm/99designs
Fiverr	From graphic designers to audio producers and voice over artists, Fiverr is the one-stop team building shop!	captivate.fm/fiverr
Canva	The simplest way to create stunning podcast cover art, and hey - it's free!	captivate.fm/canva
Virtual Staff Finder	Save time & grow: hire your virtual assistant to edit your podcast, write your show notes & publish your show.	captivate.fm/vsf

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|		
Music Radio Creative	Find, script and order the perfect podcast introduction from industry pros, in just a few minutes!	captivate.fm/mrc
Your podcasting equipment	Choose the right mic, desk, cables, headphones & more the first time with our time-saving, personally curated list.	captivate.fm/amazon (UK) captivate.fm/amazon-us (US)
The Podcast Accelerator	Launch & grow your podcast with Mark's impactful education in under 10 minutes per episode - available in all podcast apps for free!	MarkAsquith.com/listenonline
Calendly	Guest booking tool that makes it easy to sync schedules and availability. **Important:** Captivate has a free, built-in guest booking & interview management tool that builds your podcast show notes, too!	https://www.calendly.com

Disclaimer: some of these links are affiliate links so we may make a few bucks if you use them. But, it doesn't cost you any more and often actually costs you less!

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Congratulations!

Take a second to look back at what you've achieved in such a short time - launching a podcast isn't easy and you've DONE it! The impact that you've *already* had is something that you should be very proud of and your content will continue to positively affect your listeners for years to come!.

Well done, you.

Not quite made it to launch, yet?
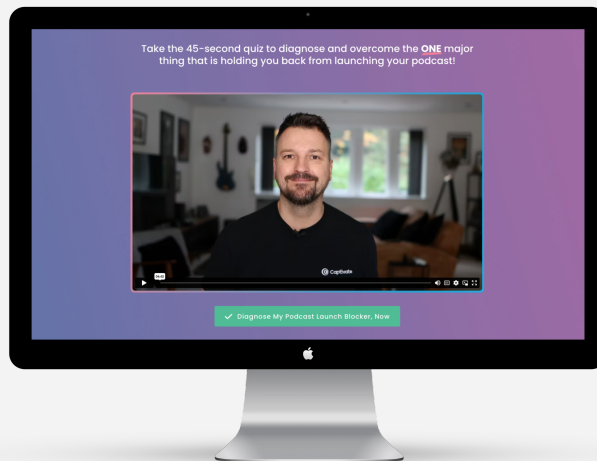
Did you know that there are only FOUR things that can stop you from launching a successful podcast?

Take this 45-second quiz where I'll diagnose and help you to overcome the ONE thing that is holding YOU back from launching your podcast!

captivate.fm/podcast-launch-quiz

My notes

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