

THE CLUB

PREMIUM RESOURCE — THE CLUB MCR

THE 90-DAY

PODCAST GROWTH SPRINT.

A week-by-week action plan for the first 90 days of a new podcast. Content, promotion, audience building and conversion — for business owners who do not have time to figure it out alone.

THE OVERVIEW

What 90 Days Actually Gets You

Most podcasts that fail do so in the first 90 days — not because the content was bad, but because the host had no system. This plan gives you the system. Follow it consistently and by day 90 you will have a defined audience, a publishing habit, a growing guest network, and a clear path to monetisation.

WEEKS 1 TO 2: FOUNDATIONS

Record your first 3 episodes before you publish anything. Launching with 3 episodes dramatically increases subscriber conversion. Record a 60 to 90 second trailer explaining who the show is for. Set up hosting on Buzzsprout or Transistor. Design your cover art. Submit to Spotify and Apple Podcasts. Write your show description leading with your audience, not your name.

WEEK 2: AUDIENCE MAPPING

Before you publish, write a one-paragraph description of your ideal listener: their job, their challenge, what they are trying to achieve, and what they are currently failing at. Every episode for the next 90 days should be written for this person specifically. Share this with your first 5 guests so they understand who they are speaking to.

WEEKS 3 TO 6: LAUNCH AND ESTABLISH

Publish your first 3 episodes on the same day. Send a personal email to everyone in your network — not a newsletter blast. Post on LinkedIn the day the show goes live. Share the trailer as a video clip. Ask your first 3 guests to share their episode on the day it drops. Reviews in the first 7 days matter for discoverability — ask specifically for them.

WEEKS 4 TO 6: BUILD THE HABIT

Publish on the same day every week without exception. Set up a production workflow: record on one day, edit on another, publish on a third. Block these times in your calendar as non-negotiable. Start booking guests 4 to 6 weeks in advance. Begin repurposing each episode into at least two pieces of social content per week.

WEEKS 7 TO 10: GROW

By week 7 you should have 6 to 8 episodes live. Identify 10 podcasts in adjacent niches and pitch yourself as a guest on each. Being featured on another show is the fastest way to reach a new audience. Post on LinkedIn 3 times per week minimum. Start building your email list using a lead magnet relevant to your niche.

WEEKS 10 TO 12: CONVERT

Add a specific CTA to the end of every episode — not follow us on social media but a direct call to book a call or enquire about your services. Review your listener data: which episodes drove the most downloads? Double down on those topics. Measure how many enquiries mention the podcast. This is your 90-day ROI metric.

THE CLUB

READY TO RECORD?

Book Your First Session Today.

Manchester's Premier Podcast Studio.

For Business Owners, Coaches and Creators.

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