

THE CLUB

FREE RESOURCE — THE CLUB MCR

THE PODCAST LAUNCH CHECKLIST.

From idea to live episode — every step a business owner, coach or creator needs to get right the first time.

PHASE 01 — STRATEGY & CONCEPT

Week 1

Define your podcast niche and target audience

Be specific: "B2B founders in professional services" is far more powerful than "business people". Tighter niche = faster growth.

Choose your podcast name

Make it clear, memorable and searchable. Clarity beats cleverness — avoid abstract names that mean nothing without context.

Decide your episode format

Interview / Solo / Co-hosted / Hybrid. Most business podcasts use interview format — it builds your network while producing content simultaneously.

Set your episode length and release frequency

20–45 minutes is the sweet spot for business podcasts. Weekly is the gold standard. Fortnightly works. Monthly loses momentum.

Plan your first 10–15 episode topics before recording anything

Proves the concept is sustainable and prevents running out of ideas. Write them all down now before you record a single episode.

Research your competition

Listen to 5 podcasts in your space. Note what they do well and — more importantly — what gap they leave that you can fill.

Design your podcast cover art

3000x3000px minimum. Bold text, strong contrast, readable at thumbnail size. This is your first impression on Spotify and Apple Podcasts.

Write a compelling podcast description

Lead with who it's for and what they'll get from listening — not what the show is called. Think outcomes, not labels.

Record a punchy intro and outro

15–30 seconds each. Your name, show name, and clear value proposition. Keep it tight — listeners skip long intros.

Define a consistent episode structure

Intro → Guest intro → Main content → Key takeaway → CTA → Outro. Consistency builds listener habit. Stick to it every episode.

Set up a dedicated email for podcast enquiries

Keeps everything organised from the start and signals professionalism to guests and potential sponsors.

Book your recording studio sessions in advance

Professional audio is non-negotiable. Poor sound quality is the number one reason listeners stop after one episode.

Choose and set up your podcast hosting platform

Buzzsprout is easiest for beginners. Transistor suits businesses. Captivate is best for growth and analytics. All under £20/month.

Submit to Spotify, Apple Podcasts and Amazon Music

These three cover 90%+ of podcast listeners. Your hosting platform handles RSS submission — takes about 20 minutes total.

Create a simple podcast landing page

Even a single page with your episodes, bio, and contact is enough to start. Link to it from all your social profiles.

Build a show notes template

Episode title, guest bio, 3–5 key takeaways, timestamps, and links mentioned. Consistency here saves hours per episode over time.

Record your first 3 episodes before you launch

Launching with 3 episodes dramatically increases listens per subscriber. Listeners binge — give them something to binge on from day one.

Send a pre-interview brief to every guest

Format overview, episode length, 3–5 topics to cover, your signature question. Send 48 hours before recording.

Create a personal pre-recording checklist

Phone on Do Not Disturb / water ready / notes printed / intro rehearsed / equipment tested. Run through it every session.

Book editing for your episodes

A professionally edited episode builds trust from the first listen. Raw audio signals you don't value your audience's time.

Write show notes for your launch episodes

Short summary, key takeaways, timestamps, and a clear CTA. Good show notes also help new listeners find you through search.

Record a 60–90 second episode trailer

Tells new listeners exactly what your show is about and who it's for. Pin it to the top of your feed — it's your shop window.

Announce your launch across all social channels

Post a countdown, behind-the-scenes content, and guest previews in the week before launch. Build anticipation early.

Send a personal email to your existing network

A personal email to 50 engaged contacts outperforms a blast to 5,000. Ask them to listen, review, and share with one person.

Ask your first 3 guests to share their episode

Their audience becomes your audience. Provide a pre-written caption, the link, and a short audiogram clip to make it easy.

Post a short-form video clip from every episode

60–90 seconds on LinkedIn drives significant reach for B2B creators. Use captions. Highlight the most interesting moment.

Start building your email list from episode one

Offer a free resource in exchange for an email. Your email list is the only audience platform you actually own.

Track your numbers from the very beginning

Downloads, listen-through rate, listener location. Use data to double down on what works and cut what doesn't.

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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