



Technical Setup

- ☐ Microphone confirmed as active input device
- ☐ Headphones connected and levels checked
- ☐ Recording platform open and tested
- ☐ Backup recording running (Audacity, GarageBand, or phone)
- ☐ Notifications silenced on all devices
- ☐ 30-second test recording made and listened back to
- ☐ Environment quiet and door closed

- ☐ Guest audio and connection confirmed before starting
- ☐ Notepad ready for follow-up questions and timestamps
- ☐ Recurring check-in timer set for technical monitoring
- ☐ Recording started on both primary platform and backup

- ☐ Best moments noted with approximate timestamps
- ☐ Shareable quote or clip identified for social use
- ☐ Any production decisions or flags noted while fresh
- ☐ Guest thanked and next steps communicated if applicable

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POST-PRODUCTION

Editing

- ☐ Full listen-through at 1.5x speed with sections marked
- ☐ Structural cuts made first (tangents, off-topic sections, promotional content)
- ☐ Cleanup pass for most distracting technical issues
- ☐ Opening tightened: Does the episode earn the listener's attention in the first 60 seconds?
- ☐ Closing checked: Does the episode end cleanly without trailing off?

Audio Quality

- ☐ Levels consistent throughout episode
- ☐ Loudness normalized to -16 LUFS (stereo) or -19 LUFS (mono)
- ☐ No clipping, distortion, or significant background noise remaining
- ☐ Music, intro, and outro added if applicable
- ☐ Final export in correct format (MP3, 128kbps minimum for voice)

Written Assets

- ☐ Episode title written: specific, benefit-forward, searchable
- ☐ Show notes written as standalone content (not just a summary)
- ☐ Guest credentials, key topics, and resources mentioned included in show notes
- ☐ Relevant links checked and working
- ☐ Transcript generated if applicable
- ☐ Chapter markers created if platform supports them

Notes:

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DISTRIBUTION

Upload and Metadata

- ☐ Episode uploaded to hosting platform
- ☐ Title, description, and season/episode number entered
- ☐ Guest name included in metadata
- ☐ Episode artwork sized correctly and uploaded
- ☐ Chapter markers added if applicable
- ☐ Publish date and time scheduled (consistent day and time each week)

Social Promotion

- ☐ Quote card, audiogram, or short clip created from identified shareable moment
- ☐ Social posts written for each active platform
- ☐ Posts scheduled in advance using scheduling tool
- ☐ Any platform-specific formatting applied (hashtags, tags, character limits)

Email List

- ☐ Episode email written: title, one-paragraph summary, link
- ☐ Email scheduled to go out on publish day
- ☐ Subject line reviewed for open rate (specific and compelling)

Post-Publish

- ☐ Episode live and playing correctly: checked across at least two podcast apps
- ☐ Social posts confirmed published
- ☐ Email confirmed sent
- ☐ Comments and listener responses monitored and replied to
- ☐ Any listener questions flagged as potential future episode topics

Notes

SUSTAINABILITY REMINDERS

- ☐ Next episode already on the calendar
- ☐ Batch recording sessions scheduled where possible
- ☐ Minimum viable episode standard maintained — not skipped, not exceeded to the point of burnout
- ☐ Planned breaks built into the schedule before they're needed

Notes:
