Podcast Launch Checklist Template

Work through a concrete podcast launch checklist covering audience, naming, pilot, artwork, metadata and publication checks. Download Word or PDF.

A planning checklist does not publish or host your show. Directory approval, release dates and audience growth remain outside these downloads.

Original Podcastools starter. Material review: 2026-10-02.

Plan the show

[ ] Identify one listener problem and the show promise.

[ ] Compare format options and test production capacity.

[ ] Research exact directory name matches; review uncertain social and legal availability separately.

[ ] Prepare a pilot outline and confirm guest permission where needed.

Prepare and review the pilot

[ ] Test microphones, levels and the actual recording setup.

[ ] Keep original audio; compare cleanup results for artifacts.

[ ] Correct names, claims and resource links in your source transcript.

[ ] Export readable cover art and check the thumbnail.

[ ] Review the final MP3 metadata and audio playback.

Publish through your chosen host

[ ] Confirm the public RSS feed's title, description, artwork and episode enclosure.

[ ] Check your host's and directories' current submission requirements.

[ ] Review show notes and a correctly sized promotion asset.

[ ] Verify the published episode links and listening experience.

[ ] Record launch date, actual feedback and a sustainable next production slot.