



Podcast Episode Production

This is a starter template for a podcast production process. It's a static version of a more dynamic process that can be built and used in ProcessKit.

Edit this process and make it your own, and also put it to use in your repeatable projects:

[Sign up for a free trial of ProcessKit.](#)

Learn how to make your business more predictable with our free video course:

[Process Automation for Service Companies](#)

1 Invite the guest

Once you've identified the next guest to invite on the podcast, send that person the invitation.

You can use this template:

Hi ___NAME___,

Would you be interested in being a guest on our podcast, ___PODCAST_NAME___? Your story seems like it will be very interesting to our audience.

If you're interested, please book your recording session using this link:

<https://calendarbookinglink.com/abc123>

Thanks,

___YOUR_NAME___

Editor's note: You may want to use ProcessKit's email template feature to automatically prepare and (optionally) automatically send the above email template.

2 The guest booked the recording session

Assuming you're using calendar booking software, the guest can book their own interview time. If you're not using calendar booking software, then you can send an email to the client to arrange this scheduling.

Once the call has been booked, check off this task.

Editor's note: You can use [ProcessKit's Zapier integration](#) to have this task checked off automatically at the time the interview appointment has been booked.

You can also use Zapier to update the "consultation call" task's start date to be the date of the booked appointment from your calendar software, such as Calendly.

3 Research the guest & topic

Now that we know this guest will be coming on the podcast soon, you can begin doing research and preparation.

Look into the following:

- The guest's company website(s)
- Their personal blog or website
- Their social media accounts
- Other interviews this person has done
- Conference talks they've given

Note down the parts you think are most interesting to you and our audience.

4 Prepare interview questions

Write down a list of questions to serve as your guide while you host the interview.

You can start with your standard / template questions, but be sure to tailor them to fit this guest's story and unique focus for this episode.

Use the research you've gathered in the previous step to inform your line of questioning.

Note the interview questions down here in ProcessKit or in a separate project.

5 Send the guest their pre-interview checklist

A few days before the scheduled interview recording, send the guest our pre-interview checklist.

You can use this email template:

Hi ___NAME___,

I'm looking forward to our upcoming interview for the ___PODCAST_NAME___ podcast!

Please refer to this checklist so we can ensure the highest production quality possible:

- Please find a private room where you won't be distracted
- Please ensure the room is quiet
- Please use the highest quality microphone you have. If you need a mic recommendation, let us know.
- Please ensure your internet connection is stable and high speed.
- If you have any notes or topics you'd like to discuss (or avoid) please let me know beforehand so we can prepare.

Thanks,

___NAME___

Editor's note: You might want to rework this step to make use of ProcessKit's guest sharing feature and email template. This would enable you to send this as a share-able checklist (optionally with the ability for a guest to check tasks, or just refer to them). The guest wouldn't need to log into ProcessKit in order to view a shared checklist.

6 Host the recording session

Join the call at the scheduled time. Before you start recording, have a brief chat with the guest to build rapport and discuss what the focus of the interview will be.

Also ensure that the audio quality is high and that there is no unwanted noise or distractions from either end.

When ready, hit record.

Jot down any notes, timestamps, or links mentioned while you're in the conversation. You can use the comment feature here in ProcessKit to do that.

7 Save notes & links mentioned

When the recording is finished, make sure all of your notes, links mentioned, and time notes are saved. You can post them as a comment here in ProcessKit so that you and the others can refer to them in the upcoming post-production steps.

8 Drop the audio file in Dropbox

Drop the finished raw audio file(s) into the dropbox folder where our audio editor can access them.

Post the link to the shared dropbox folder where you've placed the audio here in ProcessKit. Save it in the *Dropbox folder link* field.

9 Write the show notes

Write the show notes copy that will be published with the episode. Use your rough notes as a guide.

Be sure to include:

- An interesting hook / teaser to make readers want to download and listen to the episode
- An overview of what was talked about

- A list of interesting points and/or links along with the times those were mentioned.
- Any notable quotes from the episode

Post these show notes here in ProcessKit in the *Episode Show Notes* rich text field.

10 Create the episode title

Once you have a clear idea on what the primary focus and value of the episode was, come up with a few ideas for what the title of this episode should be.

Make it click-worthy and tease what will be gained by listening to this episode.

Include the guest's name and/or company name in the title.

Once the title is set, save it here in ProcessKit in the *Episode Title* field.

11 Edit the audio

Get the raw audio from the Dropbox folder. Import into your audio editing software. Ensure all of the following in your audio edit:

- Attach the intro and outro music segments
- Insert bumpers in between sections
- Remove any "umms" and "ahhs" and unwanted spaces in the conversation.
- Ensure that both the guest and host's audio volume are equal
- Apply light compression and equalization to clean up and enhance the audio.

Export the audio as a .mp3 file and save to the Dropbox folder.

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Upload MP3 to the podcast host

Rename the MP3 file to reflect the episode title and focus keywords.

Upload the final MP3 file to our podcast hosting provider for this episode.

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13

Create the featured image

Create a featured image, which will be shown at the top of the episode post and also shown on social media.

Use our standard podcast featured image template.

Incorporate the guest's photo, the title of this episode, and the episode number.

Export as a JPG. Save this image in Dropbox and/or upload it to ProcessKit.

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Set up & schedule the episode for publishing

In our podcast host and/or website/blog where we publish podcast episodes, create a new episode post, or open the one that we've started.

- Paste the episode title, and the show notes.
- Clean up the formatting.
- Ensure all links are set to open in new browser windows
- Apply the appropriate tags and category to this post
- Ensure the MP3 audio file has been uploaded and saved on the post
- Preview the public-facing post to ensure everything looks, reads, and sounds correct.

Schedule the episode for publishing in the morning of the publish date.

15 Inform the guest that their episode has aired

Once the episode has aired, send an email to the guest to let them know that their episode has gone live and ask if they would help to promote it.

You can use this email template:

Hi ___NAME___,

Your interview on the ___PODCAST_NAME___ went live today! You can check it out here:

<https://examplepodcastlink.com/interview-with-guest-name>

It would be great if you'd share the episode with your audience.

Thanks for doing it!

___YOUR_NAME___

Editor's note: You may want to use ProcessKit's email template feature to automatically prepare and (optionally) automatically send the above email template.

16 Promote on social media

Once the episode has gone live, post to our social media accounts to promote this episode.

Be sure to:

- Include the episode title
- Include the episode featured image
- @mention the guest's handle so that they see the social post(s)
- Include the link this episode on our podcast website

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