

Episode Planning:

2 Months Before Release:

Identify potential guests for upcoming episodes.

Reach out to guests with a preliminary invitation.

1 Month Before Release:

Confirm guest availability and schedule recording dates.

Develop a list of topics/questions for the upcoming episodes.

Guest Coordination:

3 Weeks Before Release:

Send guests a detailed schedule, including recording time and any technical requirements.

Gather any necessary information or materials from guests in advance.

2 Weeks Before Release:

Confirm technical setup (microphone, internet connection, etc.) with guests.

Send a reminder email with the finalized schedule and any last-minute details.

Recording:

1 Week Before Release:

Conduct a tech check with the guest to ensure a smooth recording.

Record the episode(s) with the guest(s).

Editing:

Within 48 Hours of Recording:

*Review the recording for audio quality and note any edits needed.
Begin the editing process, cutting out any unnecessary parts and
enhancing audio quality.*

3-5 Days Before Release:

*Complete the final edit of the episode.
Add any intros, outros, or music.*

Review and Feedback:

2 Days Before Release:

*Share the edited episode with guests for review and approval.
Make any necessary adjustments based on guest feedback.*

Publication:

1 Day Before Release:

*Finalize episode details (title, description, etc.).
Schedule the episode for release on your hosting platform.*

Release Day:

*Promote the episode on social media platforms.
Share the episode link with your email subscribers.
Monitor engagement and respond to listener comments.*

Marketing and Promotion:

1 Week After Release:

Continue promoting the episode on social media.

Encourage guests to share the episode on their platforms.

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Ongoing:

Incorporate episode highlights into your overall marketing strategy.

Share throwback episodes or relevant snippets periodically.

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Follow-Up:

2 Weeks After Release:

Analyze episode performance and audience feedback.

Plan improvements or adjustments for future episodes.

1 Month After Release:

Reach out to past guests for feedback and potential collaboration on future episodes.

Begin planning for the next set of episodes.