

# The Ultimate How-to Start a Ministry Podcast Checklist

**Steps 1-4 comprise decisions you will make and implement before launching your show.**

1. Develop an Audience and Content Strategy
  - Who is your audience?
  - What is your Content Schedule?
  - What type of show are you doing?
  - Will your show air live?
  - Will your show include video?
2. Build Your Podcast Brand Identity
  - Decide your brand name
  - Write your brand messaging
  - Create your brand visual identity
3. Get your gear
  - Microphone
  - Cameras
  - Lighting
4. Purchase your software
  - Audio (and Video) editing tools
  - Interview Software
  - Appointment Scheduling
  - Distribution & Hosting
  - Website or Archive Page
  - Promotion

**Steps 5-16 will be rinsed and repeated with each episode.**

5. Find a guest for the show.
6. Schedule the guest.
7. Create questions to guide the show.
8. Conduct the interview/recording.
9. Edit and export the final episode.
10. Run the episode file through Auphonic.
11. Transcribe the audio into written content.
12. Publish the episode and transcription on your host provider.
13. Publish the episode on your website or archive page.
14. Create promotional content from templates.
15. Distribute promotional content across platforms of choice.
16. Create micro-content from the show.

**Rinse and Repeat**