



# Hustle Smart

The Ultimate Guide  
To Building A Coaching Business You Love  
*Podcast Checklist*

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New Episode

# OBSESSED

with perfection



Be The Voice That Changes The World  
Learn More About Julie Lokun + The Obsessed Podcast

[www.crownandcompasslifecoaching.com](http://www.crownandcompasslifecoaching.com)

[www.julielokuncoaching.com](http://www.julielokuncoaching.com)

# THE HUSTLE SMART PODCAST LAUNCH CHECKLIST:



## Requirements To Start Podcasting-

1. Subscribe to a Podcast Hosting Site like Anchor FM or Libsyn

Email/Username: \_\_\_\_\_

Password: \_\_\_\_\_

I highly recommend the Advanced 400 Plan of Libsyn which already includes analytics reporting. AnchorFM, BuzzSprout, Captivate, and Wondery are good options as well.

2. Dedicated Email Address

Email:

Password:

For podcast use only. This dedicated email address is to set up the podcast channels and tools.

3. Log-in Credentials for Apple (Apple ID)

Apple ID: \_\_\_\_\_

Password: \_\_\_\_\_

The hosting site will need to be connected to your Apple ID.

I will need to submit the show to Apple for approval.

4. Source Music and Sound Effects

Link: Email/Username:

Password:

To avoid legal problems in the future, I highly recommend getting a paid musician or check out my list below!



#### 5. Intro audio recording.

Create an elevator pitch or benefits that the listeners will get from the show. You may hire voice talent for this or you can record your own.

#### 6. Outro audio recording

What is your Call To Action?

You may hire voice talent for this or you can record your own.

#### 7. Shared Repository or Storage if you are Co-Hosting or Have A Producer (Google Drive Recommended)

Link:

Email/Username: \_\_\_\_\_

Password: \_\_\_\_\_

We can use DropBox or Google Drive. Please provide access.

It's highly recommended that we have a single location for all assets and files (audios, music, and documents)

#### 8. Trailer Episode audio recording- Post a trailer episode 2-3 weeks prior to the launch. The trailer length should be 3-5 minutes long.

Your About Episode:

Let your listeners know they are in the right place and what will they get every time they tune in.

#### 9. 1 Pilot Episode audio recording

This will be the first podcast episode.



## **Hustle Smart Brainstorm:**

Your Podcast Name/Show Title :  
Chose Something That Stands Out!

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Podcast Description:  
(AKA show summary) why should someone listen? What can they expect?  
Limit to 2-3 sentences only.

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Show Category:  
Here's a guide:  
<https://podcasts.apple.com/us/genre/podcasts/id26>

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Authors:  
AKA the host(s) of the podcast show

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Keywords  
Curate a list of keywords that spell out what your show is about.

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Podcast artwork  
(please observe image requirements to prevent the show from getting rejected by Apple/iTunes).  
Link:  
[Cover art must be] a minimum size of 1400 x 1400 pixels and a maximum size of 3000 x 3000 pixels, 72 dpi, in JPEG or PNG format with appropriate file extensions.



## Compiled List of Resources For Launching your Podcast:

Anchor FM- Free Hosting App

Apple For Podcast Creators- Upload and monetize your podcast.

Audacity- Audio Editor

Audio Jungle- Royalty Free Music Clips

Audrey.io- Collaborate with other podcasters

BuzzSprout- Hosting App

Canva - Create Podcast Artwork

Captivate - Hosting App

Chartable- Podcast Ranking Resource

Epidemic Sound- Royalty Free Music Clips

LinkTree- One-stop site for all your links

Libsyn - Hosting Apps

Pitch Podcasts - Pitch yourself to other podcasters

Riverside FM- Hosting Site and Recording Site

Zoom- Record your episodes and download audio file

More Questions?

Sign Up For A Free 25-Minute  
Podcasting Strategy Session  
[julie@julielokuncoaching.com](mailto:julie@julielokuncoaching.com)

