## Think Bigger Think Better Checklist

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task  | Time | Who | When | Done? |
| Guest recruitment and pre-recording |  |  |  |  |
| Guest pitch email (with enough specific interest in them/ topic) |  | PG/ DB |  |  |
| Guest briefing & scheduling email (links, questions, request for bio etc) , buy book |  | PG/ DB |  |  |
| Ask guest, if appropriate, to share that they will be on the show |  |  |  |  |
| Research guest and topic, prep questions in MS word doc |  | PG |  |  |
|  |  |  |  |  |
| Recording |  |  |  |  |
| Mic check, zencastr check, start zencastr when they arrive not when show starts |  |  |  |  |
| Transfer raw recording to Pavel shared folders for prep of mixdown (for listening, clip selection, and intro prep) |  |  |  |  |
| Prep mixdown  |  | Pavel |  |  |
| Thank you email to guest – request additional links, references |  |  |  |  |
|  |  |  |  |  |
| Pre-production  |  |  |  |  |
| Prepare shownotes bullets/ ideas, with links, pix, bios, and teaser guides |  |  |  |  |
| Record intro and value ad – remember involve them, engage them, CTA |  |  |  |  |
|  |  |  |  |  |
| Production |  |  |  |  |
| Produce show audio |  | Pavel |  |  |
| Produce separate teaser clip |  | Pavel |  |  |
| Produce draft of shownotes |  | Pavel |  |  |
| Add intext links to several key phrases/ topics (say 4) |  | Pavel |  |  |
| Produce Patreon page |  | Pavel |  |  |
|  |  |  |  |  |
| Post - production |  |  |  |  |
| Review and finalize show notes | 2 |  |  |  |
| Decide on hashtags AND USE |  |  |  |  |
| Prepare newsletter to mailing list | 2 |  |  |  |
| Prepare teaser audio for tweeting | 1 |  |  |  |
| Tease audience show is coming |  |  |  |  |
| Send newsletter to guest (for forwarding) |  |  |  |  |
| Send “tweet” to guest and links – request they post on their site  |  |  |  |  |
|  |  |  |  |  |
| Launch day/ promotion |  |  |  |  |
| Hootsuite – twitter, linked in etc… 3x twitter | .1h |  |  |  |
| Pin post to top of twitter page | .1h |  |  |  |
| Ow.ly link (what is this DB – see my Hootsuite email) |  |  |  |  |
| Paid ad on Paul Gibbons author (TBTB) facebook? | .1h |  |  |  |
| Paid ad on twitter? | .1h |  |  |  |
| Newsletter launch – ask for review |  |  |  |  |
| Engage with friends a lot, ask them to share |  |  |  |  |
|  |  |  |  |  |
| Ongoing promotion |  |  |  |  |
| Cycle podcast through hootsuite – a regular re-release ICYMI |  |  |  |  |
|  |  |  |  |  |

Podcast Media Checklist

\*\*Email me if you’re interested in how I connect with the media\*\*