



BATL PLAN

For how to launch a podcast in 3 weeks (or less!)





**Time to
Get It!**

Time to bare down and get this done!

- Easy to follow week by week process
- Complete each task in the current week
- Follow the guideline and you will not fail!
- But first thing first, when is your launch date?



Week 1:

Set the Foundation

- Determine your theme
- Create logo/thumbnail
- Outline goals for the podcast
- Create Calendly link for email and calendar
- Determine production capability and platform
- Buy this microphone (or something like this)
- Record introductory episode and intro/outro
- Schedule 5 inter-network interviews (for weeks 2 & 3)
- Submit intro episode for RSS verification



WEEK 2:

Record, Record, Record

- Block off in Calendly time to record 3-4 episodes a week
- Create an offer/sponsor read for each interview
- Project 2 months of content to batch (time frame)
- Develop 30+ baseline questions for each guest
- Write an email template describing podcast for potential guests
- Create a podcast rundown information sheet
- Write a follow up email template asking for referrals
- Prepare a cheat sheet for yourself to prep for an interview



Week 3:

Now just keep it going

- Design episode artwork for day the episode goes live
- Determine if you will want video/audio laced posts
- Create social media strategy and profiles/pages
- Refresh LinkedIn with Podcast info and begin guest search
- Develop a list of top 10 desired guests and work your way toward it
- Maintain recording 3-4 episodes a week until scheduled 8 weeks out
- Once 8 weeks out, slow down recording to just replace aired episodes



Need Help?

We have three options to assist you:

- Podcast Coaching and Implementation
- Monthly production
- Full production and management

Reach out Today!

ZACK A. KNIGHT

M: 404-771-9368

@BEATACTICALLEADER

INFO@BEATACTICALLEADER.COM

