


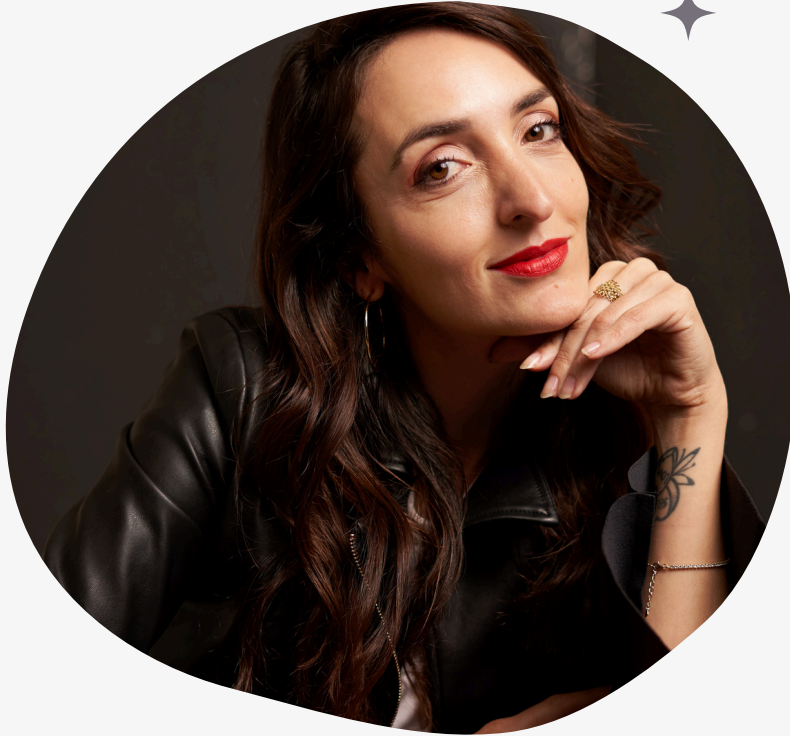
THE ULTIMATE GUIDE TO LAUNCH YOUR FIRST PODCAST EPISODE



YOUR STEP-BY-STEP GUIDE TO LAUNCHING
A PODCAST EVEN IF YOU'RE NOT TECHY!

ROMINA HAKIM | RED LIPS MEDIA LLC

BEFORE WE START



First of all, I want to THANK YOU for being here. I made this freebie with lots of love and making it the most helpful it can be for you. Let's start!



In this workbook you will find different questions, tools and suggestions to determine the key steps in creating and launching your first podcast episode

ABOUT ME



Romina Hakim is a voice-over artist, podcast producer, and founder of Red Lips Media LLC. A former FM radio host and producer, she's passionate about storytelling and helping brands connect authentically with their audiences.

Romina specializes in creating binge-worthy podcasts for business leaders and creatives, turning ideas into impactful, shareable content. Her portfolio includes producing Conect.ar, the podcast for the Argentine Consulate in Barcelona, as well as a podcast for a former Microsoft VCP and a current Microsoft executive.

Known for her bold creativity and unapologetic authenticity, Romina empowers entrepreneurs to launch podcasts that amplify their voices and stories. Her mission is to help others shine by sharing their unique narratives with the world

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ABOUT ME

WHAT YOU'LL LEARN

By the time you finish this checklist, you'll know:

1. How to plan your podcast like a pro: Nail your topic, audience, and show structure.
2. The exact tools you need (and nothing extra): Affordable, beginner-friendly gear and software recommendations.
3. How to create an episode from scratch: From outlining to recording, editing, and polishing like a seasoned podcaster.
4. Where to publish and promote your podcast: A breakdown of hosting platforms, directories, and simple ways to market your show.
5. Pro tips that save you time and energy: Insider shortcuts and advice you won't find on Google.

PODCAST DNA

DEFINING YOUR UNIQUE VOICE

Deep Dive Exercise: Your Podcast's Core Identity

Podcast Mission Statement

Take a moment to crystallize why this podcast matters. Your mission statement should be:

- Crystal clear
- Emotionally compelling
- Specific to your vision

- Example Template: "My podcast helps [specific audience] to [specific transformation] by [unique approach]."

- Real-World Example: "My podcast helps aspiring entrepreneurs to break free from corporate burnout by sharing raw, unfiltered stories of successful career pivots."

PODCAST DNA

DEFINING YOUR UNIQUE VOICE

Audience Avatar

Create a vivid picture of ONE ideal listener:

- Age range
- Professional background
- Key challenges
- Biggest dreams
- Preferred learning style
- Pro Tip: Give this person a name. Make them feel real. This isn't just demographics—it's about understanding their inner world. Remember: If your podcast is for "everyone", then it's for no one. Be more specific.

YOUR PODCAST'S PERSONALITY



Let's make your show uniquely YOU:

Show Name Ideas (pick your favorite):

- [Your Name] + Show/Podcast
- The [Your Expertise] Podcast
- [Catchy Phrase] with [Your Name]
- [Benefit/Outcome] Show

Example: "The Mindful CEO Show with Casey James" or "Scale Without Burnout"

Episode Style (choose one):

- Solo Show (just you sharing your wisdom)
- Interview Style (talking with guests)
- Co-hosted (you + a friend/colleague)
- Mix of styles

Format Matching Worksheet:

- Which format matches your strengths?
- What feels most authentic to you?
- Which format will best serve your audience?

PODCAST FORMAT

Content Pillars

Identify 3-5 core topics your podcast will consistently cover. These are your podcast's backbone.

Example for a Leadership Podcast:

- Career Transformation Stories
- Leadership Mindset Strategies
- Overcoming Professional Challenges
- Personal Development Tactics
- Networking and Relationship Building

Episode Length

Don't overthink this. A good rule:

- 15-20 min for solo episodes.
- 30-45 min for interviews.

Cover Art

Use Canva to design simple, eye-catching art. Include:

- Your podcast name.
- Your photo (optional but great for personal branding).
- 2 fonts maximum

Note: If you need a professional graphic designer, send me an email and grab a special offer!

EPISODE PLANNING GRID



Prepare Your First 10 Episodes:

- Episode Title
- Core Message
- Key Takeaways
- Potential Guest/Co-Host (if applicable)
- Estimated Length

What Goes Into a REAL Episode Plan

Episode Title Template:

- Must be compelling
- Keywords that help SEO
- Speaks directly to listener's pain point or curiosity

Example Transformations

✗ "Talking About Business"

✓ "5 Hidden Strategies That Helped Me Grow My Side Hustle from \$0 to \$5K Monthly"

SHOW NOTES ANATOMY

- Hook/Teaser (1-2 sentences that grab attention)
- Key Takeaways (3-5 bullet points listeners will learn)
- Call to Action (CTA): Ask listeners to subscribe, leave a review, or follow you on social media

Resource Links

- Mentioned websites
- Tools discussed
- Recommended books/articles

Guest Bio (if applicable)

- 3-4 sentences
- Professional achievements
- Contact/social links

Call to Action (CTA) Strategies:

- Specific action
- Easy to execute
- Provides value

Examples:

- "Download my free podcast launch checklist at [link]"
- "Join our free Facebook community for entrepreneurs"
- "Leave a podcast review and screenshot it to get my \$97 course for free"

PRODUCTION WORKFLOW

Batch Recording Strategy

- Recommended Batch Schedule:
- 2-3 full recording days per quarter
- Record 8-12 episodes in these sessions

Time Allocation Breakdown

Recording Day

- Prep: 1 hour
- Recording: 4-6 hours
- Buffer/Break time: 1-2 hours
- Editing Per Episode: Beginner: 2-3 hours per episode
- Intermediate: 1-2 hours per episode
- Pro Tip: Create an editing checklist to speed up process

Basic Editing Checklist

- Remove long pauses
- Cut unnecessary tangents
- Add intro/outro
- Check overall flow
- Final listen-through

PRODUCTION FREQUENCY



Choosing Your Cadence

Weekly

- **Pros:** Consistent audience engagement
- **Cons:** High production demand
- **Best for:** High-energy, topic-rich niches

Bi-Weekly

- **Pros:** More production time
- **Cons:** Slower audience growth
- **Best for:** In-depth, research-heavy content

Monthly

- **Pros:** Low pressure
- **Cons:** Harder to build momentum
- **Best for:** Highly produced, narrative podcasts

Realistic Production Timeline

Batch record 3 months of content

Release consistently. You can leave episodes already scheduled ahead.

Build 1-month buffer always

CREATE A RECORDING SETUP THAT DOESN'T BREAK THE BANK

You don't need a pro studio! Start with this:

- Microphone: [Rode PodMic](#) or [Tonor](#) (\$50-\$100).
- Headphones: [Basic noise-canceling headphones](#) (\$34).
- Recording Software: Audacity (free) or GarageBand (free for Mac users).

Note: Most of these equipment have payment plans available on Amazon. Contains affiliate links, giving me the possibility to earn a small comision, with no extra cost for you.

Pro Tip:

Record in a small, quiet space. Closets work great—seriously! Throw in some pillows or blankets for better sound.

PUBLISH YOUR EPISODE

Choose a Podcast Hosting Platform

Some affordable and beginner-friendly options:

- Buzzsprout
- Podbean
- Anchor (free, owned by Spotify). Now called Creators Spotify.

Distribute Everywhere

Your hosting platform will send your episodes to Spotify, Apple Podcasts, and more. Just follow their setup guides—it's easy!

Promote Your First Episode

1. Share on Social Media

- Post a behind-the-scenes reel of your recording process.
- Create a countdown or teaser for your launch day.

2. Send an Email to Your Network

Announce your podcast to friends, clients, and colleagues. Include:

- What it's about.
- A direct link to your first episode.
- Why they'll love it!

3. Leverage Word of Mouth

Ask friends and family to listen, share, and leave reviews.

ACTION CHECKLIST

Here's a quick summary to keep you on track:

1. Clarify your vision and audience.
2. Choose a name, format, and cover art.
3. Set up a simple recording space.
4. Outline and record your first episode.
5. Edit and polish it with free tools.
6. Publish on a hosting platform.
7. Promote your podcast with teasers and email blasts.

YOU DID IT!



Starting a podcast can feel overwhelming, but now you've got a step-by-step plan to make it happen.

Remember, it doesn't have to be perfect—your audience wants your voice, not perfection.

Now it's your turn to hit record, publish your first episode, and share your brilliance with the world. You've got this!



CONGRATULATIONS!

You've just taken the first step toward launching your first episode!

Whether you're ready to dive into ditch the self doubt, fulfill your dream to finally launch your podcast, or improve your workflow, I got you!

We know you may have some questions along the way, or you'd like personalized support or exclusive tips for growing, editing or managing your podcast, DM me on Instagram [@romihakim](#) or over [Linkedin](#), where I share practical tools and short insights for podcasters. You can also [check my website here](#).