

YOUR PRINTABLE

Podcast Roadmap

YOUR MAP TO A **SUCCESSFUL**
PODCAST – WITHOUT THE
FRUSTRATION, PANIC, OR TIME-
WASTING MISSTEPS!

BY SARAH RHEA WERNER

Let's get moving.

Honesty time! When I launched my first podcast, *Write Now with Sarah Werner*, back in 2015, I had no idea what I was doing.

Seriously. Back then, there *was* no comprehensive how-to-podcast roadmap, so I invested **hundreds of hours** experimenting via trial and error. I agonized over every decision and had to re-do work multiple times after making mistakes. I was constantly realizing that I should have done X before Y, and Y before Z.

Since then, I've learned a *ton*, and I've innovated my own systems for a smoother, better, and more successful show. I now help other podcasters launch and improve their podcasts with joy and success. And I'd love to help **you** do just that today.

Whether you're looking to launch a successful show OR you're a veteran podcaster wanting to boost your signal, this roadmap is here to help. It's never too late to do **any** of these steps. Ready?

Words & warmth,

Sarah

THE *Roadmap*

STEP 1: START WITH STRATEGY.

What does success mean to **you**? And what metrics will indicate success for your show?

STEP 2: KNOW YOUR AUDIENCE.

Who are your listeners, and where are they on- and offline? What do they **want** to get from your show?

STEP 3: ESTABLISH YOUR BRAND.

Select a fantastic show name and set the tone with colors and show art that will help you **stand out** across multiple platforms.

STEP 4: SELECT HARDWARE & SOFTWARE.

What is your show's budget? And which microphone, headphones, and software (DAW) are best for **your** show's unique needs?

STEP 5: CONTENT STRATEGY & CREATION.

This is where you'll spend the most time: brainstorming your first 50 episodes, **OR** writing your killer audio drama script.

STEP 6: RECORD & EDIT YOUR FIRST EPISODE.

Create your recording workflow, decide whether you want to create a show trailer, and get that **first episode** in the can!

STEP 7: LAUNCH PARTY.

Set your soft and hard launch dates, submit your show's RSS feed, market the heck out of it, and **celebrate!**

STEP 8: EVALUATE & EVOLVE!

An important step that **most podcasters ignore** — go back to your strategy from Step 1 and make changes and adjustments where needed to facilitate your show's success!

It's never too late.

It's *never* too late for your podcast to find **the success and attention it deserves**. My course, *Podcast Now*, features everything you can't simply Google about podcasting... BUT, if you're not ready for that yet, start with this video replay of my FREE class: "*My 4-Step Framework For A Seriously Successful Podcast*".

In this video, you'll get a more in-depth explanation of the roadmap we just covered. PLUS... you'll learn the **3 huge mistakes** most other podcasters don't know to avoid!

Watch the replay for **FREE** right here!



FREE PODCASTING CLASS

(The link will open [in YouTube](#).) Enjoy! And if you find you have additional questions about podcasting, you can connect with me on [Facebook](#), [Twitter](#), or [Instagram](#), or visit me at [sarahwerner.com](#)!

Happy podcasting. :)