Podcast Launchpad

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A step-by-step introduction to shaping a podcast idea, preparing a launch, and building a listening habit.

Inside this guide

- Define a show's subject, format, and intended audience.
- Organize the planning and production tasks around a launch.
- Consider ways to keep episodes useful and encourage ongoing discovery.

Who it may help

For aspiring podcasters, independent creators, and organizations exploring audio as a way to share ideas.

Putting the ideas to work

Use the planning prompts to test a manageable format and set a realistic publishing rhythm.

The ideas are starting points rather than one-size-fits-all instructions. Adapt them to your goals, circumstances, and available resources.

Book details

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Download availability: After payment, download the complete ZIP package or the included PDF separately.