


PODCAST ROADMAP: LAUNCH YOUR MEDIA EMPIRE IN SIX WEEKS OR LESS



SPEKE PODCASTING





PHASE 1: STRATEGIC PLANNING

This is the boring part. Do it anyway.

Most founders skip planning because they think it kills the creative spark. Wrong. Planning is what channels the spark. It's the difference between a campfire and a wildfire.

What You're Actually Deciding:

Your Niche (Be Specific)

Not "business." "Bootstrapped SaaS founders who are tired of VC bullshit."
Not "fitness." "Founders who run 5ks instead of going to the gym because they have no time."

The tighter your niche, the easier everything gets.

Your Ideal Guest

If your format has guests, who are they?
What do they have that your listeners need?
Can you get them?

This matters more than you think.

Episode Length

30 minutes? 45? 90?

Choose based on your niche, not on what Joe Rogan does.

Your time. Your rules.



PHASE 1: STRATEGIC PLANNING

Publication Cadence

This is not scripture. Weekly looks cute on a spreadsheet. It kills podcasters.

Start where you can win on your worst week.

Biweekly? Monthly with seasons? Quarterly deep dives? All legit.

The worst choice: promising weekly, burning out in six weeks, ghosting for three months.

Relevant Dates/Events

Product launches? Industry conferences? Book releases?

Time your episodes around moments that matter to your audience.

Exercise: The Niche Clarity Sprint (30 minutes, grab a pen)

Answer these three questions:

Who am I making this for? (Name a real person if you can.)

What's the one thing they're struggling with that I can help solve?

Why me? What do I know that they don't?

You don't need a 40-page strategic plan. You need clarity. Write it down anyway. You'll thank yourself in week three when you're exhausted.

Timeline: Give this phase 3-5 days. Overthinking kills momentum.

PHASE 2: RECORDING



Time to stop planning and start producing.

Most podcasters record one episode, edit it to death, obsess for a week, then launch a month later. Wrong move. You want momentum, not perfection.

Here's the move: Batch record 2-3 episodes in one or two sessions. Two mornings. Three evenings. A Saturday afternoon. Stack 'em up.

Why? Because:

1. You get into a groove. Takes you three minutes to find your rhythm instead of starting from zero each time.
2. You build a buffer. Episode one launches, episode two's already in the can. You breathe.
3. You don't burnout before you launch.

Your Gear Matters (But Not As Much As You THINK it Does)

You have two paths: USB or XLR.

Path One: USB (You Have \$100-200 and Want to Start Tomorrow)

Get:

- USB Mic (less than \$100 from Amazon)
 - Plug it into your laptop. Record into Audacity or GarageBand.
 - Sounds surprisingly professional for the money.
 - You can scale to XLR later if you want to.
- Sennheiser HD 400s (~\$70)
 - Monitor yourself without lag.
 - Cheap enough you won't cry if you break 'em.
- Audacity or GarageBand (free)
 - If you can hit record, you can use these.



PHASE 2: RECORDING

Path Two: XLR (You've Got \$500-1000 and Want to Build a Studio)

Get:

- Shure SM7B (~\$400)
 - The most forgiving mic ever made.
 - Rejects room noise like it owes you money.
 - Used in every professional studio on earth.
- RODECaster Pro (~\$600)
 - Your all-in-one board: recording, mixing, guest interviews
 - Built for podcasters. Not overengineered for radio.
- XLR Cables & Cases (~\$50-100)
 - Get two cables. One breaks. Trust me.
- Headphones (see above)

Recording Software Options:

- Riverside.FM (best for guests, ~\$25/month)
 - Records locally on their computer and yours. Failsafe.
 - You'll never lose an interview to internet lag.
- Audacity (free, clunky but honest)
- GarageBand (free, Mac only, actually solid)
- Logic Pro (\$200 one-time, overkill unless you're mixing albums)
- Zoom (only as a last resort because there are a ton of better options)

Choose your software. Stick with it.

PHASE 2: RECORDING



Exercise: The Gear Decision

Write down:

1. Your budget
2. How much editing you want to do (hint: less is better)
3. Will you record guests in-studio or remotely?

Match it to Path One or Path Two. Stop overthinking.

The Recording Session

Do this once or twice before your real recording. Yes, actually record yourself saying stupid things and listen back. You'll find your pace.

Real talk: Your first episodes will be rough. Not in a charming way. In a "why am I saying um so much" way. That's normal. That's why you're recording 2-3. By episode three, your voice finds itself.

Exercise: The Pre-Record Ritual

Whatever gets you in the zone, do it before you hit record:

- A quick walk around the block
- Stretches and breathing exercises
- A pep talk to yourself (no joke)

Find what works. Do it every time. Your brain will know it's time.

Timeline: Block two mornings, evenings, or one full Saturday. Get your 2-3 episodes done.



PHASE 3: POST-PRODUCTION

You've got raw audio. Now you make it not sound like you recorded it in a closet.

Editing isn't everything. It's 20% of what makes a podcast good. But those 20% carry a lot of weight.

What You're Doing:

Edit for Clarity, Not Perfection

Remove dead air over three seconds
If you say "um" five times in one sentence, trim it
Don't remove every single stutter.

Add Intro/Outro Music

8-10 seconds. Something that says who you are.
Epidemic Sound or Artlist (\$10-15/month) are podcaster-friendly
Or search Creative Commons on YouTube. Free exists.
Make sure it's royalty-free. You don't want a legal letter.

Write Show Notes (Criminally Important)

What's this episode about? One paragraph.
Timestamps for big moments: "8:15 - When we talk about the thing"
Links to anything you mentioned
If you had a guest, who are they and where do people find them?

PHASE 3: POST-PRODUCTION

Create Episode Artwork

3000x3000px minimum

Your show logo + episode title

Canva Pro (\$180/year) or hire someone on Fiverr (\$50-100 per piece)

Make it legible at thumbnail size. That's your real test.

Prepare for Distribution

Audio file exported as MP3 (320 kbps)

Episode title, description, guest name (if applicable)

All show notes ready to paste

Exercise: The Speed Edit Challenge

Set a timer. 45 minutes. One episode. Edit for clarity, not perfection.

You'll discover: Perfection is the enemy of shipping. Done beats perfect every time.

A Sidebar on Editing:

You can spend six hours polishing one episode. Or you can spend 45 minutes making it sound good, then move on. Guess which one scales.

Editing is the work that nobody hears. The listener only knows if something's off. Make it not off. Then ship.

Timeline: 3-5 days total. Edit one day. Show notes and artwork the next. Prepare files the day before submission.



PHASE FOUR: PRE-PROMOTION

Your show is ready. Now nobody knows.

This phase isn't about viral growth. It's about: Does anyone know this exists?

Platform Submission (Give Yourself Two Weeks)

- Apple Podcasts (24 hours to 1 week)
- Spotify (24 hours to 1 week)
- Amazon Music/Audible (1-2 weeks)
- iHeartRadio (varies)
- Audacy, etc. (varies)

Two-week buffer = you don't panic when one platform takes longer.

The Hype Play (Week 3-4)

Email list (if you have one): "We're launching in two weeks. Here's episode one."

LinkedIn/Twitter/Instagram: "Launching [date]. First episode drops [time]."

Slack communities, Discord, Reddit (if relevant): "Made a podcast about [thing]. First episode is about [specific thing that solves a problem]."

PHASE FOUR: PRE-PROMOTION



Exercise: The Hype List

Where do your ideal listeners hang out?

- Slack communities?
- Reddit subreddits?
- LinkedIn groups?
- Email lists?
- Specific Discord servers?

List five places. Write a one-sentence description of your show. You're not spamming. You're raising your hand and saying, "Hey, this exists for people like you."

A Sidebar on Expectations:

Odds are, you won't "find success" immediately. You won't. Even if you throw ad money for exposure and downloads and views, you won't reach your desired North Star right away.

And that's okay.

Remember, you're buying momentum: You launch with two to three episodes already in your audience's feed. You don't launch and disappear.

That's professionalism.

Timeline: 2 weeks. Submit during week 3. Let platforms approve through week 4.

PHASE FIVE: LAUNCH!



This is the move that separates people who launch podcasts from people who have podcasts.

You're not releasing one episode and waiting a week for episode two. You're releasing two (or three) at once. Different days if you want, but already published.

Why? Because someone discovers you on day one. They listen to episode one. They want more. If episode two isn't there, they bounce.

With two episodes live, they listen, they're curious, they're back in three days when episode three drops.

That's momentum.

PHASE FIVE: LAUNCH!



Launch Day Checklist:

- Episodes published to all platforms
- Show notes live
- Social posts scheduled
- Email blast sent (if you have a list)
- You've told everyone who gave you feedback that it's live
- You've recorded a quick thank you to anyone who helped

After Launch:

Ship episode three on schedule. Then episode four. Stick to your cadence.

Don't obsess over downloads for the first month. You're building something. Building takes time.

The Real Timeline: 4-6 Weeks

- Week 1: Planning
- Week 1-2: Batch recording
- Week 2-3: Editing + show notes + artwork
- Week 3-4: Submission + hype
- Week 4-6: Approval + launch day

That's it. From zero to live podcast in six weeks.

YOUR UNFAIR ADVANTAGE



You're competing with people who:

- Overthink their format
- Record one episode, wait a month to launch
- Launch with nothing in the queue
- Expect an audience before they've built one

You're going to:

- Start where you can win
- Batch work (one recording session, done)
- Launch with momentum (multiple episodes live)
- Stay consistent without burning out

That's not luck. That's strategy.



ONE LAST WORD

A FINAL WORD

Here's the lie everybody tells you: "Perfect is the enemy of good."

Nope. Shipping is the enemy of perfect.

Ship imperfect. Ship early. Ship often.

That's how you build an audience that actually cares.

Questions? Email: freddy@spekepodcasting.com

We'll help you think this through.

Freddy Cruz
Founder, Speke Podcasting

