LIVE PODCAST CHECKLIST

✅ PLAN & PREPARE

☐ **DEFINE TARGET AUDIENCE**

Who is the show for?

☐ **BRAINSTORM A TITLE**

What is trending in your niche?

What will your audience like to listen?

☐ **DEVISE A SHOW STRUCTURE**

Is it a solo show or a co-host show?

Is it an interview or a panel discussion?

Are you inviting guests?

☐ **CHOOSE THE RIGHT EQUIPMENT**

Which mic suits your best?

Do you have noise-cancellation headphones?

Is your location noise-free?

☐ **DESIGN COVER ART**

Include elements that depict your brand. Brand your podcast so people can associate with your podcasts.

✅ EVALUATE

☐ **ANALYZE YOUR PERFORMANCE**

Track trends and listenership. Survey your audience to ask for their feedback.

☐ **EXTRACT KEY TAKEAWAYS AND PLAN FOR THE NEXT PODCAST**

Build your next podcasts based on your listeners' feedback.

✅ ENGAGE & INTERACT

☐ **ENGAGE WITH YOUR LISTENERS**

Monitor chat or comments & respond to them in real time. Add a show moderator to ensure timely responses to incoming messages.

☐ **ENCOURAGE YOUR GUESTS TO INTERACT**

Ask opinions, suggestions & feedback. Promote healthy discussion

☐ **ENCOURAGE YOUR LISTENERS TO SHARE THE PODCAST**

Announce a giveaway for the sharers.

☐ **END WITH A CALL TO ACTION**

Ask your listeners for feedback. Ask them to signup for email newsletters, subscribe to your channel, comment on this week's podcast, and more.

✅ PROMOTE & DISTRIBUTE

☐ **PROMOTE YOUR LIVE PODCAST ON MULTIPLE PLATFORMS**

☐ **EMBED YOUR PODCAST ON YOUR WEBSITE**

Use custom RTMP to embed your live podcasts on your website. Or create a dedicated webpage to live stream your podcast using OneStream Live hosted pages.

☐ **MULTISTREAM YOUR PODCAST**

Use OneStream Live to multistream your podcast on 40+ social media at once.

☐ **RECORD, EDIT & REPURPOSE**

Record your live podcast, download it to OneStream Cloud Storage, and repurpose if for pre-recorded streaming later. Edit your recording to fine tune your podcast for your audience.

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