



Podcast Checklist

For Law Firms



Cover	1
Index	2
Podcast Equipment Checklist	3
Podcast Preparation Checklist	4
Podcast Recording and Editing Checklist	5
Podcast Publishing Checklist for Law Firms	6
Podcast Brainstorming Checklist	7
Back Cover	8

index

Podcast Checklists for Law Firms

One of the key elements of your [content marketing](#) strategy should be a regular podcast. (For more on why, read our [podcast post](#).)

To help you get your podcast up and running, we've created a few checklists that can help you understand and complete all the key tasks necessary for podcast success.

PODCAST EQUIPMENT CHECKLIST FOR LAW FIRMS

Below is a list of the basic equipment that you will need in order to start recording and publishing your podcast. (For ideas of what kinds of products are available for each type of equipment, visit [this site](#).)

Equipment	Notes	Status
Microphone		
Microphone arm		
Shock mount		
Headphones		
Mixers		
Audio interface		
Podcast recording and editing software (e.g. Garage Band, LogicPro , or Audacity)		
Podcast hosting site (we recommend BuzzSprout or PodBean)		
Live streaming platform (if desired)		
Soundproofing		

Podcast Preparation Checklist for Law Firms

An important aspect of your podcast strategy is all the prep work that goes into structuring and developing quality podcast content. All the key preparation tasks you need are listed below.

Task	Notes	Status
Choose content topic		
Write podcast outline		
Research SEO for keywords and title		
Determine podcast title		
Contact guests (if applicable)		
Create guest questions (if applicable)		
Create show notes		
Determine call to action		
Pick podcast recording + air dates		
Test equipment		

Podcast Recording and Editing Checklist for Law Firms

Now that you have all your equipment and preparation ready, it's time to record an edit! Here are the key action items for a successful podcast session.

Task	Notes	Status
Double check equipment, including mic and recording volumes		
Record		
Mention CTA and link to show transcript		
Write up podcast summary and CTA		
Create transcript (for ADA purposes)		
Edit episode		
Add firm + podcast intro (if this is your first episode, you will record this as well)		
Adjust track volumes		
Export as audio file (and video file if applicable)		
Listen and re-edit as necessary		

Podcast Publishing Checklist for Law Firms

Now comes the big moment – publishing your podcast episode! Below are the key steps needed to upload your episode and bring on listeners. For more on how to promote content, see our page on [social media](#) and guide on [newsletter marketing](#).

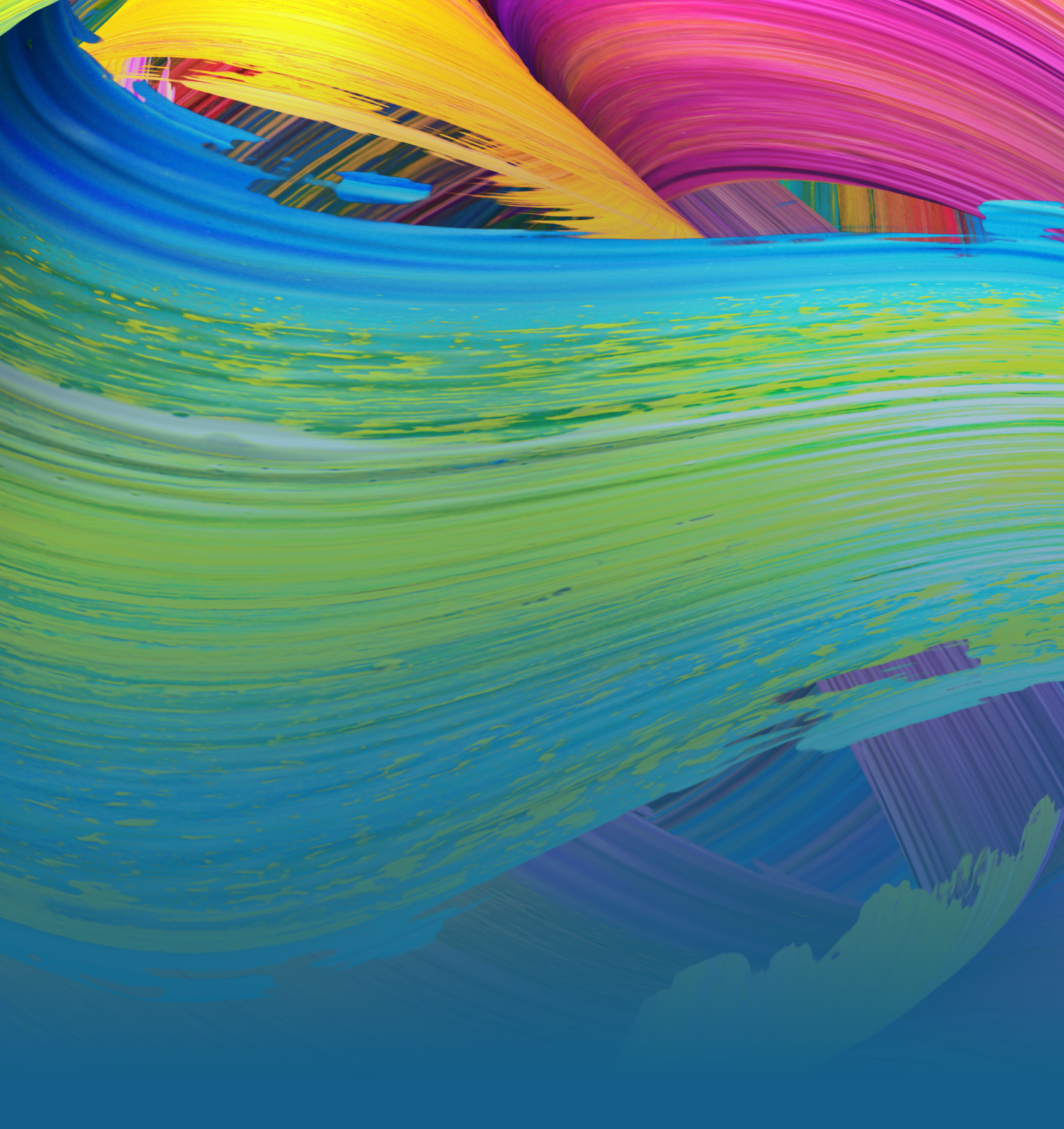
Task	Notes	Status
Upload episode to hosting site		
Add title		
Add episode summary/description		
Add tags		
Add season and episode numbers		
Save and update episode details		
Schedule air date		
Create image for website and social media		
Publish to website with summary and transcript		
Announce on social media		
Send out in newsletters		
Submit to podcast directories		

Podcast Brainstorming Checklist for Law Firms

Now that you have successfully recorded and published your first few podcast episodes, you may be worried about running out of podcast ideas. Luckily, we have compiled our top tips for always having great new podcast topics ready for your next recording session in [this post on podcast brainstorming ideas](#). We've compiled these into the checklist below.

Task	Notes	Status
Hold team brainstorming meetings		
Compile a list of relevant guests to invite onto your show		
Ask for listener suggestions/ feedback at the end of your episodes		
Leverage social media to ask for users' content needs/interests		
Use Google to find new, relevant keywords		
Research content from other firms and adapt it to your own niche		
Contact PaperStreet for ideas	www.paperstreet.com/contact	





We're here to help
Let's Get Started!