

Podcast Workflow Template

A Step-by-Step System for Sustainable Podcasting

One of the biggest causes of **podfade** is underestimating how much happens *before* and *after* recording. A strong workflow reduces stress, improves consistency and helps creators produce quality episodes without burning out. Use this template as a repeatable system for every episode.

Stage 1: Strategy & Episode Planning

Goal: Clarify what the episode is about and why it matters.

Tasks:

1. **Choose your episode topic**
Select a subject relevant to your niche and audience interests.
2. **Define the purpose**
Ask: Is this episode meant to educate, entertain, inspire or inform?
3. **Identify the listener takeaway**
What should the audience learn, feel or do afterwards?
4. **Select format**
e.g. Solo episode, interview, panel discussion, storytelling, Q&A, etc.
5. **Create working title**
Draft a compelling title to guide the direction of the episode itself.

Stage 2: Research & Preparation

Goal: Gather enough substance to make the episode valuable.

Tasks:

1. Research topic trends, data, or case studies to collect verified examples or stories
2. If interviewing a guest, research their background and relation to the podcast theme
3. Use the collected information to prepare discussion angles or audience pain points

Stage 3: Scripting & Structure

Goal: Prevent rambling and improve the flow of the episode.

Tasks:

- **Write a brief episode outline to determine the direction**
e.g. Intro → Main points → Closing CTA (Call to Action)
- **Draft hook for first 30 seconds**
Grab audience attention immediately.
- **Prepare talking points**
Use bullet points rather than word-for-word unless needed. The more natural the conversation, the better, as this feels more authentic for your audience.
- **Write questions for guest(s)**
Keep them open-ended and conversational.
- **Plan outro**
Include CTA: e.g. subscribe, follow, visit website, leave review.

Stage 4: Production Setup

Goal: Reduce technical issues before recording.

Tasks:

1. Test microphones and headphones
2. Check internet connection (especially for remote interviews)
3. Record in a quiet space and remove any current or potential background noise
4. Prepare water for guest(s) & legible notes that the host can refer to during the episode
5. Open recording software and ensure there's a backup recording option

Stage 5: Recording

Goal: Capture strong raw audio efficiently.

Tasks:

- Warm up voice or do articulation exercises for 5 minutes before recording
- Record intro and episode body
- Mark timestamps for edits if needed
- Record outro separately if easier

Stage 6: Editing & Refinement

Goal: Turn raw audio into a polished listener experience.

Tasks:

- If desired by podcast host or guest, remove mistakes, long silences, or sensitive information
- Add intro/outro music, preferably pre-recorded so you can simply slot them in when needed.
- Balance audio levels
- Export final MP3/WAV (or whatever format best suits your software)

Stage 7: Publishing & Uploading

Goal: Optimise online discoverability.

Tasks:

1. Write an SEO-friendly episode title
2. Write SEO-friendly show notes/summary (ensuring the keywords are added naturally)
3. Upload an episode thumbnail that represents the conversation and is aesthetically appealing
4. Schedule release date and time on your preferred platform(s)

Stage 8: Marketing & Distribution

Goal: Ensure people actually listen to the episode. Here are some options to distribute your long-form podcast episode across multiple platforms:

Tasks:

- Create short-form social media clips/reels
- Design quote graphics for swipe-through carousels
- Email your audience through a newsletter
- Share these across social media platforms, e.g. LinkedIn, Instagram, TikTok, etc. depending on the media format
- If appropriate, suggest that the guest shares the episode with their digital audience

Stage 9: Performance Review

Goal: Improve every episode over time.

Tasks:

1. Review the performance analytics of the episode, e.g. downloads/listens
2. Track retention if available
3. Note any patterns in audience comments/questions
4. Identify the strongest segments
5. Improve next episode accordingly

Sustainable Rhythm Tip: Batch tasks where possible:

- **Monday:** Plan
- **Tuesday:** Research & Script
- **Wednesday:** Record
- **Thursday:** Edit
- **Friday:** Publish & Promote

Good luck, you've got this!

Podcast success rarely comes from motivation alone. It comes from systems. A clear workflow transforms podcasting from overwhelming passion project into scalable media asset.

*Want a customised production workflow for your brand or business podcast?
Tim Africa helps creators and companies build sustainable podcasts that grow consistently.*