

INVEST IN YOURSELF, AND OTHERS

LEARN TO PODCAST

PODCASTING MADE EASY: HOW TO
LAUNCH A SUCCESSFUL PODCAST
IN 8 WEEKS OR LESS!

GET STARTED →

The Ultimate, Step-by-Step Beginners Guide for
Launching Your Podcast in 8 weeks - *or less!*

WEEK 1

Clarifying Your Vision & Laying the
Foundation of Your Podcast



DISCLAIMER: Please note and understand that the contents of the assignment guide, other class materials, resources, videos, podcasts, coaching sessions, emails, texts, and any and all suggestions and recommendations that Dave makes to you are made in good-faith with the sole intention of helping you succeed. His recommendations are his opinions based on his own experiences. You are 100% responsible to do your own research and make your own decisions. Furthermore, by taking this class you acknowledge, understand, and agree that you are 100% responsible for your own actions.

WHAT IS THE VISION FOR YOUR PODCAST?

The bible says, “Where there is no vision, the people perish...” (Proverbs 29:18). With that in mind, if you close your eyes and picture your podcast with the grandest possible success you can imagine a year or two from now, what does that successful podcast look like to you?

Question 1. What is the vision for your podcast?

The examples in the following bullet list are to start your imagination, not mandatory to answer.

- What does the cover art look like?
- What does the show sound like?
- Are you recording your episodes in a studio, home office, on-location, or traveling abroad?
- Who’s listening? (describe what your core audience member looks like demographically)
- Do you have sponsors?
- Do you sell your own products and services?
- How often does your show air?
- How many listeners do you have?
- Is it your own project or has it been picked up by a major network and syndicated?
- What awards are you receiving, and from who?
- And anything else specific you can think of! 😊

Write all the details you can think on the lines below and on a second page if necessary.

WHAT ARE YOU GOING TO CALL YOUR PODCAST?

The best podcast names are typically short, properly descriptive of what the audience is to expect when they listen, embodies who you are and your purpose, is creative, fun, and the internet domain is available. Easy, right? 😊

Seriously though, naming your podcast is a big deal and a big decision. Pray about it, really put your effort into thoughtfully answering the questions above and write all names down you come up with (brainstorm on a separate sheet of paper). Then, eliminate the ones you do not like and bring the list down to 2-3 of your favorites.

Now take that short list and ask people you know, respect, and trust for their input. People who you consider from Question 1 as part of your target audience (people who will be by choice listening to your podcast, not spouses and family members held hostage 😬).

Next, do some internet searches to see if the podcast name you want to use is taken in podcast directories (such as Apple Podcasts), and if the domain name is still available with a reputable domain registration company such as GoDaddy.

Please Note:

- 1. A website and domain are not necessary, but well advised. Naming a podcast something you do not own the domain for may cause you big headaches down the road when your podcast is successful. Thinking ahead now is worth the effort! 🤝*
- 2. Legally, podcasts and books can have the exact same name. So if you want to call your podcast, “Love”, and five other people already have podcasts with that title, you can legally be number six. Only one can legally own the domain name though. 😊*

Question 4. So, considering your vision and the answers you provided above in this guide, **What are you going to name you podcast?** 😊

YOU DID IT! YOU FOUND THE PERFECT NAME! 🎉

Congratulations on naming your podcast! While I'm confident you've put in a lot of thought picking out the perfect name for your podcast, let's do a little more work to make sure that the name you chose will work for you and your audience short-term, and long.

With that said, here are just a couple of easy steps that you should take to ensure this is the right podcast name for you, and save you a lot of time, money, and frustration down the road:

1. Search for the name you came up with in podcast directories such as **Apple Podcasts, Spotify, and Stitcher.**

- Remember, if you see the name already being used by another podcast this should not be an issue. From what I have seen and been told there are no copyright laws that protect podcast names exclusively. That is why you will often see multiple podcasts by the same name.
- You are researching this only to be aware of what is out there in your space, what the other podcasts look like, and if you still want to proceed with a name already being used.

2. Search for the name you came up with in major search engines and domain registrars such as **Google and GoDaddy.**

- While the podcast name can be shared, only one can own the domain URL.
 - i. For example: While there can be two *Remarkable People Podcasts* out there in podcast directories, only one individual or entity can own the URL / domain name, *RemarkablePeoplePodcast.com*
- Ideally you want to own the name that is exactly like your podcast name. However, don't be afraid to use a domain name that is just good marketing.
 - i. For example: Your podcast might be named, *Cooking with Matt*, but that URL (*CookingWithMatt.com*) is taken. So, you purchase and use the URL *DeliciousMealsInMinutes.com*. If your audience knows what to look for and you index your website well, this shouldn't be an issue.
- IMPORTANT: If you are starting a podcast and have no intention of starting a website, please note and understand that I **strongly** recommend buying the domain that ties to your podcast for multiple reasons. Two of which are:
 - i. Your show may blow up and a few months from now building a website is the logical next step. You do not want a simple, inexpensive thing like a \$10 domain name to hold you back, haunt you, and cost you money and opportunity down the road.

- ii. Laws changes. Having the same podcast name may not be an issue today, but with the podcasting space growing so quickly and generating so much income, it won't be long before the bottom-feeders, attorneys, and major media outlets pollute the space. With that said, **I strongly recommend buying the URL for your podcast** if it is available even if you do not anticipate ever starting a website. For about \$10 a year, I believe it is totally worth it and may save you countless dollars and headaches long-term.

3. Consider the goal for your show.

- Are you looking to create a show and community that you will grow with over the years, or are you looking to grow an audience and syndicate?
 - i. Meaning, are you looking to keep this show as your own or sell it to a major network if the right offer came around?
 - ii. Either way, do not worry about this too much, but definitely consider your long-term goals and make sure that the name aligns with that outcome.
 - For Example: *The Extraordinary People Podcast* could be bought, marketed, and syndicated by almost anyone. However, *The Sally Hardy Show* would be a bit more difficult. Especially if the new owners don't want Sally Hardy around after the acquisition. 😊