

Podcast Process

1. Scheduling Of Guest

- a. Identify podcast guest
- b. Admin contacts via email and/or phone to schedule time
- c. Admin emails guest to be confirmed at least 24 hours prior to scheduled appointment
 - i. Professional bio and picture of guest
 - ii. Confirm guest has a Skype account created
 - iii. Request guest use a headset if they own one
 - iv. 48 hours prior to scheduled appointment time, Admin confirms via email guest appointment
- d. If guest has not confirmed appointment via email 24 hours prior to scheduled appointment, Admin calls guest via phone
- e. Guest notification must be received no later than 24 hours prior to appointment
- f. Admin confirms by writing “confirmed appointment” in notes on the calendar
- g. If guest does not confirm, notify 24 hours prior to appointment

2. Recording of Podcast Episode

- a. Have professional bio, questions/notes to be visible
- b. Calls guest via Skype at scheduled time
- c. Hit record on CallRecorder and notify guest
- d. Record podcast interview approximately 30-45 min
 - i. Hey [GUEST] thanks for being on the show
 - ii. Tell me your background
 - iii. Biggest mistakes, biggest breakthroughs, top secrets
 - iv. Are there any books, thought leaders or influencers that you’re following right now that has really made a difference in your life?
 - v. Thanks for being on the show, how can people get a hold of you?
- e. OPTIONAL: Record backup with Screenflow

3. Recording of Podcast Episode Intro

- a. Record separate intro to podcast after interview is recorded using talking points from interview and mention previous episode
 - i. Hey advisors, [YOUR NAME] here, your host today and the last show's topic was [INSERT BLOG TITLE HERE] with [GUEST NAME], be sure to check it out if you missed it
 - ii. Today I'm interviewing _____
 - iii. He's an expert in _____
 - iv. He'll be talking about _____
 - v. Please welcome John Doe

4. Recording sent to KNVP Studios with Form completed

- a. Uploads podcast recordings to KNVP Studios "Episodes To Edit" Google Drive folder and completes form regarding recording content
- b. Email to KNVP and copy Admin and copywriter that recording files have been uploaded to Google Drive with the link included in email
- c. Copywriter has 24 hours to complete the following and return notes to Admin in Google Drive:
 - i. Email broadcast copy
 - NEED TO CREATE Email Broadcast Template
 - ii. Blog post copy
 - NEED TO CREATE Blog Post Template
 - iii. Episode Description (without CTA's or links)
 - NEED TO CREATE Episode Description Template

5. Notification of completion by KNVP podcast is ready

- a. Once episode completion notification from KNVP has been received:
 - i. Podcast recording must be listened to in its entirety for quality editing
 - Edited episode needs to be free of audible "cuts", coughs, cursing
 - ii. Create show notes by adding timestamp and point of reference while reviewing recording quality. Add notes in Google word doc for Podcast Show Notes
- b. Admin show notes are created by adding any sites, references, books, contact info., etc. mentioned in the episode
- c. If any errors noted, send email to KNVP

6. Submit Episode Information Libsyn Publishing Form V4.1 for KNVP

- a. Admin logs into KNVP account to “submit episode show information” using Copywriter’s written copy
- b. Select Your Podcast Name
- c. Publish Date And Time
 - i. Publish Episode Immediately
- d. Check “I UNDERSTAND THE ASAP POLICY EVEN IF I DIDN'T CHOOSE IT ABOVE”
- e. Episode Title - Use Copywriter’s headline but append Ep: [SHOW #], ie
- f. (OPTIONAL) Episode Subtitle
 - i. Same as Episode Title
- g. Episode Description
 - i. Use same copy provided by Copywriter but remove CTA’s
- h. Hyperlink Points to:
 - i. Your website
- i. Enable Public comments
 - i. Yes
- j. (Optional) A Note for KNVP?
 - i. If any edits need to be made, include them here
- k. iTunes Rating
 - i. Clean
- l. Edited Audio File Approval
 - i. File is approved
- m. Disclaimer
 - i. I Agree
- n. Please enter your first name
- o. Submit Form

KNVP emails you, your podcast is uploaded and tagged in Libsyn and waiting to be syndicated to iTunes.

7. Admin posts blog and email

- a. Admin logs into website
- b. Admin clones previous Podcast blog post
- c. Admin creates new Podcast blog post using copy provided by copywriter
- d. Admin logs into email marketing service
- e. Admin uses Podcast email template to create new email using copy provided by copywriter

- f. Notify team member when podcast blog post and email are completed for review and get final
- g. Upon approval, post blog, sent email to database