



How to Create Buzz Around Your Launch ... and spread like wildfire!

1. Build your email list before your podcast launches. This can be blog readers, clients, social media followers, etc.
2. Have **at least 3 episodes** ready to go before you launch.
3. Submit your podcast early as possible to Apple Podcasts and other directories. .
Note: It can take **2-4 days** for your podcast to be approved and show up in the directory after you've submitted it.
4. Create assets like images, audiograms, video clips, and shareable quotes.
5. Tease your podcast at least a week before launch with behind-the-scenes images, IG videos, upcoming guests, etc.
6. Launch day - **PROMOTE! PROMOTE! PROMOTE!**
7. Start working on the next episode and stay **CONSISTENT!**