

Podcast Business Plan:

- **Name:**
- **Audience:**
- **Applications:**
 - [Google Workspace](#) (G-suite): Email, Calendar, docs, sheets, etc.
 - [Slack](#): Team communication
 - [Last Pass](#): Password Organizer
 - Podcast: [Podbean](#), [Spotify](#), [Apple](#)
 - Recording: [Streamyard](#)
 - Social: Meta (FB, Instagram), YouTube, TikTok
 - Website: [Squarespace](#)
 - Calendar Booking: [Calendly](#)
 - Automations: [Zapier](#)
 - Connect: G-suite, Slack, Calendly, Etc.
- **Tools:**
 - Mic: [Blue Yeti](#)
 - Any Webcam
- **Team:**
 - Fiverr: <https://www.fiverr.com/>
 - Graphic design, Intro/outro, Press Release, Any Misc. Services
 - **Virtual Assistant (VA):**
 - <https://getmagic.com>
 - How to work with a VA
 - Book: [The 4-Hour Workweek by Tim Ferris](#)
 - Book: [The Art of Less Doing: by Ari Meisel](#)
 - Book: [Your World Class Assistant by Michael Hyatt](#)
 - Book: [How to set up your business for under \\$1,000 by Dan Fleyshman](#)
 - Book: [How to set up your personal brand for under \\$1,000 by Dan Fleyshman](#)
 - VA task flow:
 - Schedule Guest
 - Guest research report if necessary
 - Set up Streamyard link (send to host and guest)
 - Remind: Host & Guest via Email
 - Include FAQ, Links, Etc.
 - Record Episode (audio, video)
 - VA takes notes, time stamp topics, mistakes, cuts, tec.
 - Download episode and edit (if necessary).
 - Create social media collateral.
 - Upload full episodes to podcasting platforms.

- Upload clips to social media (ie. Instagram Reels, TikTok, YouTube Shorts, etc.)
- Upload links to website
- Send Guest links and collateral to co-promote