

# PODCAST ROADMAP

key tasks leading to launch

## LAUNCH

Publish Episode 01

### 1 week out

Release Ep01 audiogram to social

### 2 weeks out

Release audio teaser and series audiogram to social

### 4 weeks out

Submit RSS feed to directories  
Dependencies: valid RSS feed, series art, series summary, audio files, CDN

### 5 weeks out

Validate RSS feed  
Create audio teaser

### 6 weeks out

Sign-off on all copy, art, audio teaser content

### 8 weeks out

Select podcast name  
Purchase domain  
Set up website  
Select CDN  
Create series artwork  
Write series summary copy  
Generate RSS feed