

# Podcast Production for Businesses — Workbook

This workbook turns the course into a shippable show. You will write a one-page show brief, build and pressure-test a remote recording workflow, lock an editing template with real loudness targets, and stand up distribution with an ROI scorecard. Work through one section per module and use the templates to keep every episode on a repeatable production line.

## Show Strategy That Serves the Business

Define the buyer, the thesis, the format, the cadence, and the budget so the show has a reason to exist and a path to funding.

### Exercise: Write the ICP One-Liner

Interview one colleague in sales or customer success who talks to buyers every week. Using what they tell you, draft the sentence: this show is for [role] at [company type] who struggle with [problem], especially when [trigger]. Read it back to a second colleague and revise until they nod without hesitation.

- Which exact job title and seniority feels the pain and can influence a purchase?  
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- What single recurring problem keeps that person up at night?  
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- What trigger event makes the problem urgent enough to act on now?  
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- Where does this person already learn (a named newsletter, community, or conference)?  
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### Worksheet: Show Brief One-Pager

Fill every field to produce the one-page brief you would defend in a budget review. Leave nothing vague; if you cannot fill a field, you are not ready to record.

ICP one-liner (role, company type, problem, trigger)

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Show thesis (a sentence someone could disagree with)

\_\_\_\_\_

Format (solo, interview, or narrative) and why it is sustainable

\_\_\_\_\_

Target runtime in minutes

\_\_\_\_\_

Segment order (intro, body, signature question, outro, CTA)

\_\_\_\_\_

Cadence (weekly or biweekly) and season length in episodes

\_\_\_\_\_

Monthly budget estimate

\_\_\_\_\_

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Business outcome the show is funded to drive

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### Checklist: Ready-to-Record Strategy Gate

- ICP one-liner passes the colleague nod test
- Thesis is a claim a reasonable person could argue against
- Format chosen and confirmed sustainable for 20 episodes
- Cadence committed and achievable for a full season
- Budget written down and paired with a named business outcome
- Signature question drafted for every episode

## Recording Remote Guests Without Disasters

Stand up a separate-track remote recording workflow and a guest-prep system that protects audio quality even with bad guest internet.

### Exercise: Run a Full Mock Recording

Book a colleague as a practice guest in Riverside or SquadCast. Send them the guest prep note in advance, do a 30 second test, then record a 10 minute mock interview. Afterward, confirm separate local tracks uploaded for each speaker and listen back on a phone speaker.

- Did each speaker record on a separate isolated track that you can edit independently?

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- Listening on a phone speaker, do you hear echo, hum, plosive pops, or clipping?

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- What broke or felt awkward, and what will you change before a real guest?

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### Worksheet: Guest Prep Note (Send 24 Hours Ahead)

Draft the short note you will send every guest. Keep it friendly and to the point; the goal is clean source audio, not turning the guest into an engineer.

Recording tool and the one-click browser join link

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Headphones reminder and why (stops echo)

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Best available microphone instruction

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Quiet, soft room instruction

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Notifications and interruptions to silence

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Three or four themes to expect (not exact questions)

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What you will need afterward (headshot, social handles)

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### Checklist: Pre-Record Five-Minute Setup

- Both ends wearing headphones or wired earbuds
- Best available microphone in use, laptop mic only as last resort
- Guest in a small soft room, fans and AC off
- 30 second test recorded and played back for echo, hum, pops, and clipping
- Backup local recording confirmed running on at least one device

[ ] Host mic close, roughly a hand-span away, level not clipping

### Worksheet: Interview Run Sheet

Build the run sheet you keep on screen during recording so the conversation is produced, not improvised. Mark gold-moment timestamps live so clip-making is fast later.

Warm-up opener to cut

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Clean intro line for guest name and role

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Theme 1 and lead-in question

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Theme 2 and lead-in question

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Theme 3 and lead-in question

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Signature closing question

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Gold-moment timestamps (note live during recording)

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## Editing to a Repeatable Template

Lock an editing approach, a processing chain, and concrete loudness and noise targets so every episode is produced the same way, fast.

### Exercise: Measure and Hit Your Loudness Target

Take your mock recording and master it toward minus 16 LUFS integrated with true peaks below minus 1 dBTP, using your editor's loudness normalization or a service like Auphonic. Then apply gentle noise reduction only until the background stops distracting, and compare before and after.

- What integrated LUFS and true peak did your final master measure?
  - Are the host and guest within a couple of LUFS of each other?
  - Did any noise reduction introduce watery or robotic artifacts, and did you back it off?
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### Worksheet: Editing Template Definition

Document your fixed template once so each episode starts from the same place. Save this as a preset in your editing tool.

Editing approach (Descript text-based, DAW, or freelancer)

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Intro script and music bed

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Outro script and call to action

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Processing chain order (noise reduction, leveling, loudness)

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Target integrated loudness in LUFS

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True peak ceiling in dBTP

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Standard chapter scheme

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Per-episode edit time budget

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### Checklist: Episode Publish-Ready Edit Check

- Dead weight removed: long pauses, false starts, tangents, worst filler
- Host and guest voices balanced to similar perceived loudness
- Noise reduced enough to be inaudible under speech, no artifacts
- Mastered to minus 16 LUFS integrated, true peak below minus 1 dBTP
- Intro, outro, and call to action added from the template
- Final master auditioned on a phone speaker or cheap earbuds
- Chapters and timestamps added
- Transcript exported for show notes and repurposing

### Distribution, Repurposing, and Proving ROI

Publish through one RSS feed, multiply reach with a repurposing menu, and report the metrics a business sponsor respects.

### Exercise: Launch the Feed and Submit Everywhere

Set up a podcast host, upload your pilot plus at least two more episodes, and submit the single RSS feed to Apple Podcasts Connect and Spotify for Podcasters. Publish a video or static-image version to YouTube. Record where each submission stands.

- Which host did you choose and why (analytics, price, player)?

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- Is your cover art legible as a small thumbnail at 3000 by 3000 pixels?

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- What is the approval status for Apple, Spotify, and YouTube right now?

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### Worksheet: Per-Episode Repurposing Plan

For one episode, plan the two or three derivative assets that fit your channels. Do not attempt all six at launch; pick where your buyers actually are.

Two to four short clip moments (with timestamps)

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Newsletter angle and key insight

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LinkedIn takeaway post copy

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Pull quotes for graphics

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Guest tag and reshare assets to send them

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Channels chosen for this episode and why

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## Checklist: Distribution and ROI Readiness

- Single RSS feed submitted to Apple and Spotify
- YouTube version published
- Launched with at least three episodes for binge-ability
- Repurposing menu narrowed to two or three consistent formats
- How did you hear about us added to demo and form questions
- Target accounts engaged as guests are logged
- Quarterly review scheduled against the module-one business outcome

## Your Action Plan

1. Write the ICP one-liner and confirm it with a sales or customer success colleague
2. Complete the show brief one-pager: thesis, format, cadence, season length, and budget tied to a business outcome
3. Set up Riverside or SquadCast and run a full mock recording with a colleague to learn the tool cold
4. Finalize and save the guest prep note and the interview run sheet as reusable templates
5. Record your pilot episode with a real guest using the pre-record five-minute setup
6. Build and save the editing template, then master the pilot to minus 16 LUFS with true peak below minus 1 dBTP
7. Produce the full written package: benefit-led title, description, show notes, chapters, and a call to action
8. Choose a podcast host, prepare cover art at 3000 by 3000 pixels, and queue three episodes
9. Submit the RSS feed to Apple and Spotify, publish to YouTube, and launch with the back catalog
10. Stand up the ROI scorecard and book a quarterly review against your module-one business outcome









