

The Podcast Momentum Checklist

A simple end-to-end workflow to keep your next podcast episode moving from idea to recorded, published and promoted — without missed steps, unnecessary delays or another long gap between episodes.

YOUR 10-MINUTE OUTCOME

See exactly where your podcast workflow is working, where momentum is being lost and the actions that will move your next episode forward.

Created by Eme Bassey / Podcast Producer



Eme Bassey

PODCAST PRODUCER
NONPROFIT STORYTELLING &
MARKETING STRATEGIST

- plan with purpose.
- publish with precision.
- promote with impact.

PLAN • PUBLISH • PROMOTE

How to Use This Checklist

This is not a reading book. It is a working tool — a ten-minute check you run against one real episode, ideally the episode you most want to get out next. By the last page you will know exactly where your workflow is holding, where it is leaking momentum, and the single action that will move your episode forward today.

Podcast inconsistency is rarely caused by a lack of ideas or commitment. More often, the workflow underneath the show is unclear: guests need managing, recordings need preparing, editors need briefing, approvals need chasing, and every episode still has to be published and promoted. When those steps live only in your head, each one becomes a place where an episode can quietly stall.

The check itself is simple. Choose one real episode — not a hypothetical one. Tick what is already done. Mark **N/A** beside any task that does not apply to your episode. Write an **owner** beside anything delegated. Then star the first unticked task: that is your next momentum move.

THE SIX MOVES OF EVERY EPISODE

- 01 Plan the episode** — topic, purpose, takeaway, format and dates.
- 02 Book and prepare** — guest confirmed, materials collected, brief written.
- 03 Record safely** — space, equipment and backups secured.
- 04 Edit and package** — one approved master, fully dressed for release.
- 05 Publish and distribute** — live, linked and verified everywhere.
- 06 Promote, close and repeat** — shared, archived and the next episode scheduled.

A NOTE FROM YOUR PRODUCER

Work through one chapter at a time with your episode in mind. Tick honestly — a half-done task is an unticked task — and resist the urge to fix everything at once. You are looking for the first gap, not every gap.

Plan the Episode

Every episode that ships on time begins as a decision, not an idea.

Most stalled episodes were never truly planned. They exist as a topic scribbled in a notebook or a half-formed thought after a conversation — full of potential, but with no shape, no date and no reason to exist. Planning is the move that turns a nice idea into a production commitment, and it takes far less time than most people expect.

Begin with the listener takeaway. Before you think about guests, titles or talking points, finish this sentence: after listening, my audience will know, feel or be able to do ... An episode with a clear takeaway practically writes its own brief, because every later decision — the questions you ask, the clips you cut, the copy you write — is measured against that one promise.

Next, decide the format. A solo episode, an interview and a panel each demand different preparation, different equipment and different amounts of editing time. Choosing the format early is what allows everything downstream — the brief, the booking, the recording setup — to be designed correctly the first time rather than patched later.

Finally, put dates on it. A recording date and an intended publication date convert intention into schedule. The publication date matters most: it is the deadline the whole workflow quietly works backwards from.

YOUR CHECKS

- ☐ Choose the episode topic, purpose and listener takeaway.
- ☐ Decide the format: solo, interview or panel.
- ☐ Set the recording date and intended publication date.

PRODUCER'S NOTE

If an episode has been "almost ready" for weeks, the missing piece is almost always a decision made here — usually the publication date. Choose the date first and let it negotiate with your calendar, not the other way round.

A confirmed guest with a clear brief is worth ten enthusiastic maybes.

Booking is where momentum most often leaks, because it depends on other people's diaries. The antidote is to make saying yes effortless. Send the invitation together with a booking link so the guest can choose a time in one visit to their inbox, rather than beginning a slow volley of "does Tuesday suit?" messages that stretches across weeks.

The moment a guest confirms, collect their materials while enthusiasm is high: a short bio, a photograph, the links they want shared, and explicit consent to record and publish. Chasing these items after the recording — when you need them for artwork and show notes — is one of the most common causes of a finished episode sitting unpublished.

Preparation is what your listener actually hears. An episode brief with talking points or questions does not script the conversation; it frees it. When both of you know the purpose, the audience and the shape of the discussion, the guest relaxes and you can listen properly instead of improvising your next question.

Then close the loop with logistics. Confirmations, reminders and recording instructions — the link, the time, what to wear, how to test the microphone — should be scheduled to go out automatically. Every reminder you send by hand is a small withdrawal from the energy you will need on recording day.

YOUR CHECKS

- ☐ Invite or confirm the guest and send the booking link.
- ☐ Collect the guest's bio, photo, links and consent.
- ☐ Prepare the episode brief, talking points or questions.
- ☐ Schedule confirmations, reminders and recording instructions.

PRODUCER'S NOTE

Send the consent request with the very first confirmation, not after the recording. Guests almost never refuse — but asking late introduces a negotiation at exactly the moment you should be publishing.

The best recording is the one you never have to rescue.

Recording day carries a particular kind of risk: everything you have planned and booked converges on a single hour, and whatever goes wrong in that hour cannot be re-booked without cost. Recording safely means treating the hour as something to protect, not just to attend.

Protection starts the day before. Confirm the studio link still works, check that your equipment is charged and connected, and secure a genuinely quiet space — not a room that is usually quiet, but one you have deliberately cleared for this window. Ten minutes of verification the day before is worth more than any repair you can attempt while a guest waits on the line.

During the conversation, your job is to be present and to take notes. Mark the moments as they happen — a strong quote, a stumble that needs an edit, a story worth clipping for promotion. These timestamps turn the edit from an archaeological dig into a straightforward instruction, and they are the raw material of your show notes and social clips.

When the recording ends, the episode is still only a claim, not an asset. Before you close the laptop, check that every audio and video file is complete — that the files open, play to the end, and contain both voices — and that a backup copy exists somewhere other than the machine you recorded on. An episode does not truly exist until it exists twice.

YOUR CHECKS

- ☐ Confirm the studio link, equipment and quiet recording space.
- ☐ Record the conversation and note edits, quotes or key moments.
- ☐ Check that every audio/video file is complete and backed up.

PRODUCER'S NOTE

Keep recording for thirty seconds after you say goodbye. Guests regularly offer their best line once they believe the pressure is off — and you will already have the tape running.

One approved master file, dressed and ready to meet its audience.

The edit begins with a handover, not a timeline. Whoever edits your episode — a professional editor, a team member or future you — can only be as good as the notes they receive. Send the files together with clear edit notes: the timestamps you marked while recording, the moments to tighten, the quotes to protect. Vague instructions produce a vague edit and a long, deflating review cycle.

When the edit returns, review it once, properly, and approve a single final master. The discipline here is the word one. Episodes lose weeks to version drift — a master file, a "final v2", a "final FINAL" — until nobody is certain which file was actually published. Name it, approve it, and let everything else be deleted.

Packaging is how the episode earns its click. The title, description, show notes and artwork are not decoration applied after the real work; to a scrolling listener, they are the episode. Write the title around the listener takeaway you defined in chapter one, and let the show notes honour the guest's links and bio you collected in chapter two. This is where the earlier moves pay their dividends.

Finally, prepare the promotional assets while the episode is still fresh: short clips, captions, chapters and the copy you will publish with them. Cutting clips three weeks after release feels like archaeology; cutting them now is simply finishing the job.

YOUR CHECKS

- ☐ Send files and clear edit notes to the editor.
- ☐ Review the edit and approve one final master file.
- ☐ Create the title, description, show notes and episode artwork.
- ☐ Prepare any clips, captions, chapters and promotional copy.

PRODUCER'S NOTE

Approve the master in a single sitting, start to finish, at normal speed. Skipping through an edit in fragments is how a missing outro or a clipped final sentence reaches your audience.

An episode is not published when it is uploaded. It is published when it is verified.

Uploading is the visible part of publishing, but the metadata is the working part. As the final file goes up, complete every field the platform offers: the episode title and number, the description with its links, the guest's details, chapters, categories and artwork. Metadata is how directories understand, index and recommend your show — an episode with empty fields is quietly invisible.

Decide deliberately between scheduling and publishing immediately. Scheduling is usually the stronger choice: it lets you coordinate the guest email, the audience email and the social posts so the episode arrives with its promotion already moving, rather than trailing behind it. Whatever you choose, make sure the episode goes out through your podcast host and to YouTube if that is part of your distribution — each platform has its own upload, its own fields and its own failure modes.

Then do the step everyone skips: check the live episode on every chosen platform. Open the apps your listeners actually use. Press play. Confirm the audio is the approved master, the artwork renders, the description links work and the episode appears in the right order in your feed. Distribution systems fail silently and often; the only reliable test is your own ear on the other side.

YOUR CHECKS

- ☐ Upload the final episode and complete all metadata and links.
- ☐ Schedule or publish on the podcast host and YouTube.
- ☐ Check the live episode on every chosen platform.

PRODUCER'S NOTE

Check the episode from a phone, logged out, the way a stranger would find it. Feed errors that are invisible from your hosting dashboard are painfully visible from a listener's screen.

Promote, Close and Repeat

The episode ends when the next one is already moving.

Promotion begins with the guest, because the guest is your most motivated distributor. Email them the live link together with ready-to-share assets — the clips, artwork and suggested copy you prepared in chapter four — so that sharing takes them two minutes rather than an evening. A guest who is equipped to share will introduce your show to an audience that already trusts them.

Then speak to your own audience directly. Send the email you have planned and publish the social promotion you drafted, while the episode is new and your notes are fresh. Promotion written at release time sounds like excitement; promotion written three weeks later sounds like apology.

Closing the episode properly is what makes the next one easier. Archive the files — raw recordings, masters, artwork and assets — somewhere you could find them a year from now. Update your tracker so the show's history lives in a system rather than in memory. And before you step away, schedule the next episode: put its recording date in the calendar while the rhythm of this one is still in your hands.

This is the move that gives the checklist its name. Momentum is not intensity; it is the absence of a cold start. A show that always knows its next recording date never has to gather itself up from a standing stop again.

YOUR CHECKS

- ☐ Email the guest with the live link and ready-to-share assets.
- ☐ Send the audience email and publish planned social promotion.
- ☐ Archive the files, update the tracker and schedule the next episode.

PRODUCER'S NOTE

Schedule the next episode before you celebrate this one. The calendar entry takes ninety seconds, and it is the difference between a show with a rhythm and a show with a gap.

The 10-Minute Workflow Check

Keep your next episode moving

Choose one real episode. Tick what is already done. Mark **N/A** beside any task that does not apply to your episode. Write an **owner** beside anything delegated. Star the first unticked task — that is your next momentum move.

01 PLAN THE EPISODE

- ☐ Choose the episode topic, purpose and listener takeaway.
- ☐ Decide the format: solo, interview or panel.
- ☐ Set the recording date and intended publication date.

03 RECORD SAFELY

- ☐ Confirm the studio link, equipment and quiet recording space.
- ☐ Record the conversation and note edits, quotes or key moments.
- ☐ Check that every audio/video file is complete and backed up.

05 PUBLISH AND DISTRIBUTE

- ☐ Upload the final episode and complete all metadata and links.
- ☐ Schedule or publish on the podcast host and YouTube.
- ☐ Check the live episode on every chosen platform.

02 BOOK AND PREPARE

- ☐ Invite or confirm the guest and send the booking link.
- ☐ Collect the guest's bio, photo, links and consent.
- ☐ Prepare the episode brief, talking points or questions.
- ☐ Schedule confirmations, reminders and recording instructions.

04 EDIT AND PACKAGE

- ☐ Send files and clear edit notes to the editor.
- ☐ Review the edit and approve one final master file.
- ☐ Create the title, description, show notes and episode artwork.
- ☐ Prepare any clips, captions, chapters and promotional copy.

06 PROMOTE, CLOSE AND REPEAT

- ☐ Email the guest with the live link and ready-to-share assets.
- ☐ Send the audience email and publish planned social promotion.
- ☐ Archive the files, update the tracker and schedule the next episode.

YOUR MOMENTUM MOVE

The first unticked task is: _____

Owner: _____ Complete by: _____

Where Episodes Stall

Your first unticked task tells you where your episode is stuck — and each stall point has a characteristic first move that gets it going again. Find your unticked section below and take the smallest action listed. Small and done beats perfect and postponed.

IF YOUR FIRST UNTICKED TASK IS IN...	THE EPISODE IS PROBABLY...	YOUR FIRST MOVE
01 — Plan the Episode	An idea without a commitment	Write the listener takeaway in one sentence and choose the publication date.
02 — Book and Prepare	Waiting on someone else's diary	Send the invitation with a booking link today — one message, one link.
03 — Record Safely	At risk of a preventable failure	Run a ten-minute tech check the day before and confirm the quiet space.
04 — Edit and Package	Sitting in an unfinished review cycle	Send the editor your timestamped notes, then approve one master in a single sitting.
05 — Publish and Distribute	Uploaded but unverified	Press play on the live episode from a phone, on every platform, today.
06 — Promote, Close and Repeat	Published but quietly fading	Email the guest the live link and assets, then schedule the next recording.

REMEMBER

You were not looking for every gap — only the first one. Once that task is moving, run the check again. Ten minutes, one episode, one momentum move at a time.

MEET YOUR PRODUCER



Hello, I'm Eme Bassey.

I'm the founder of The Vivid Story Agency and a podcast producer for founders, experts and purpose-driven leaders who have something worthwhile to say — but do not want to carry every moving part of a podcast themselves.

I know that podcast inconsistency is rarely caused by a lack of ideas or commitment. More often, the workflow is unclear: guests need managing, recordings need preparing, editors need briefing, approvals need chasing and every episode has to be published and promoted.

WHAT I BRING

Calm direction, an end-to-end production process and a producer beside you before, during and after recording — so you can concentrate on being the voice and the talent.

As producer of Early Intervention Matters, I have helped take the show beyond 50 published episodes. My work is not simply editing audio. I build the operational machine around the person holding the microphone.

You bring the microphone.

We bring the machine.

You have the checklist. Now let's produce your first or next episode.

If this checklist exposed several loose ends, you may not need another planner or a promise to be more disciplined. You may need a producer and a clear end-to-end process.

In the private 5-Day Podcast Momentum Sprint, you work one-to-one with Eme to plan, prepare, record and produce one real episode from end to end.

IN FIVE DAYS, WE WILL

- Clarify the episode and production plan
- Prepare the content, guest and recording
- Record with Eme in the studio as your producer
- Manage the edit, approval and complete episode package
- Publish, distribute and prepare the agreed promotional assets
- Complete a Day 5 Momentum and Season Review

You will not be handed another list and left to figure it out alone. We will work together, on a real episode, moving through it from end to end.

APPLY FOR A 5-DAY SPRINT

www.thevidstoryagency.co.uk



SCAN TO APPLY