

WORK INSTRUCTION

# Podcast Launch & Implementation Guide

Step-by-Step Playbook for the  
Exceleor Ecosystem Podcast

*"Quality at the Foundation"*

[exceleorllc.com/podcast](https://exceleorllc.com/podcast)

# Phase 1: Strategy & Planning (Week 1-2)

## STEP 1

### Define Your Podcast Identity

**Podcast Name:** Decide on the name (suggested: "The Exceleor Edge" or "Quality at the Foundation Podcast")

**Format:** Choose your primary format:

- **Solo Episodes (60 seconds – 5 min):** Quick compliance tips, standard updates, audit insights
- **Deep Dives (15–30 min):** Full breakdowns of standards, case studies, implementation strategies
- **Guest Interviews (20–30 min):** Industry leaders, ecosystem brand owners, client success stories

**Frequency:** Start with biweekly. Consistency beats volume. Move to weekly once you build a rhythm.

## STEP 2

### Map Your First 10 Episodes

Plan at minimum 10 episodes before recording the first one. This prevents burnout and ensures a strong launch library.

**Suggested Episode Plan:**

- Ep 1: Introduction – Who is Exceleor? The Ecosystem Story (solo)
- Ep 2: "The #1 Mistake Manufacturers Make Pursuing ISO" (solo, 5 min)
- Ep 3: Deep dive – ISO 9001 vs. AS9100 – What's Really Different? (15 min)
- Ep 4: Quick tip – "How to Survive Your First Surveillance Audit" (60 sec)
- Ep 5: Guest – ComplianceFortress on EHS 'Horror Stories' (20 min)
- Ep 6: "Why Your Consultant Shouldn't Also Be Your Auditor" (solo, 10 min)
- Ep 7: ITAR Deep Dive – What Manufacturers Get Wrong (15 min)
- Ep 8: Quick tip – "3 Things to Fix Before Any Audit" (90 sec)
- Ep 9: Guest – QMSLean on Lean Six Sigma + ISO Integration (20 min)
- Ep 10: "The Real Cost of ISO Certification" (solo, 10 min)

### Pro Tip:

Repurpose your existing blog content as episode scripts. You already have 40+ articles – each one is a potential episode outline.

## Phase 2: Equipment & Technical Setup (Week 2-3)

### STEP 3

#### Equipment Purchase

You do NOT need expensive equipment to start. Here is the minimum viable setup:

Item	Recommended	Est. Cost	Notes
Microphone	Samson Q2U or Audio-Technica ATR2100x	\$60–\$70	USB + XLR, great for beginners
Headphones	Sony MDR-7506 or any closed-back	\$50–\$80	Monitor your audio while recording
Pop Filter	Any \$10 pop filter or foam windscreen	\$10	Reduces plosive sounds (P, B, T)
Boom Arm	InnoGear or similar desk mount	\$15–\$25	Keeps mic at mouth level consistently
Recording Software	Audacity (free) or GarageBand (Mac, free)	\$0	Both are more than sufficient to start
Hosting Platform	Buzzsprout or Podbean	\$12–\$18/mo	Auto-distributes to Apple, Spotify, etc.
<b>Total Startup</b>		<b>\$135–\$203</b>	One-time + monthly hosting

### STEP 4

#### Set Up Your Recording Environment

**Room:** Choose a small, quiet room. Avoid rooms with hard walls and echo. A home office with carpet, curtains, and bookshelves is ideal.

**Sound Treatment (budget):** Hang moving blankets on the wall behind you and to the sides. This alone eliminates 80% of room echo for under \$30.

**Mic Position:** 4–6 inches from your mouth, slightly off-axis (pointed at your chin, not straight at your mouth) to reduce plosives.

**Test Recording:** Record 60 seconds, listen back with headphones. If you hear echo or background noise, adjust room treatment.

### STEP 5

#### Set Up Hosting & Distribution

##### Action Items:

- Create account on Buzzsprout (buzzsprout.com) — recommended for ease of use
- Upload your podcast artwork (min 1400x1400px, max 3000x3000px, JPG or PNG)
- Write your show description (use your Exceleor positioning)

- Set category: "Business" > "Management" or "Education" > "How To"
- Connect to Apple Podcasts, Spotify, Google Podcasts, Amazon Music (Buzzsprout does this automatically)
- Set your website URL to [exceleorllc.com/podcast](https://exceleorllc.com/podcast)

**Important:**

Apple Podcasts takes 1–5 business days to approve your show after first submission. Submit early, even before all episodes are ready.

# Phase 3: Recording & Production Workflow (Week 3-4)

## STEP 6

### Pre-Recording Checklist

- Episode outline or script prepared (bullet points, not word-for-word)
- Microphone connected and tested
- Headphones on
- Phone on silent, notifications off on computer
- Glass of water nearby
- Recording software open with correct input selected
- Record 5 seconds of silence first (for noise profile in editing)

## STEP 7

### Recording Process

#### For Solo Episodes:

- Use your outline, NOT a script. Reading sounds robotic. Know your points, speak naturally.
- If you stumble, pause 3 seconds, then re-say the sentence. You'll edit out the mistake.
- Intro format: "This is [Podcast Name], I'm [Your Name], and today we're covering [Topic]."
- Close with a CTA: "Visit [exceleorllc.com/contact](https://exceleorllc.com/contact) to schedule your free consultation."

#### For Guest Interviews:

- Use Riverside.fm (\$15/mo) or Zoom (free) for remote recording. Riverside records each side separately for better audio quality.
- Send guests a prep sheet: 3-5 questions you'll cover, the podcast format, and tech requirements (quiet room, headphones, good mic if possible).
- Record 5 minutes before the "real" start as warm-up. Often the best content comes before you think you're recording.

## STEP 8

### Post-Production Editing

#### Using Audacity (free):

- Import your recording
- Use "Noise Reduction" tool: Select 5 seconds of silence > Effect > Noise Reduction > Get Noise Profile > Select all > Apply
- Cut out long pauses (anything over 2 seconds), "ums", mistakes

- Normalize audio to -1dB (Effect > Normalize)
- Export as MP3, 128kbps, mono (this is the podcast standard)

**Alternative – Descript (\$24/mo):** AI-powered editor that transcribes your audio and lets you edit by deleting text. It automatically removes filler words. Worth it if you value speed over budget.

## STEP 9

### Episode Metadata & Publishing

For each episode upload to Buzzsprout:

- **Title:** Clear, searchable (e.g., "ISO 9001 Gap Analysis: What Manufacturers Miss")
- **Description:** 2–3 sentences + bullet points of key takeaways + links
- **Episode Number & Season:** Use Season 1 for your first batch
- **Tags:** ISO, compliance, manufacturing, quality management
- **Schedule:** Publish Tuesday or Wednesday at 5:00 AM ET (peak download times)

# Phase 4: Launch Strategy (Week 4-5)

## STEP 10

### Launch with 3 Episodes

Do NOT launch with just 1 episode. Upload 3 episodes on launch day:

- Episode 1: Your intro / ecosystem story
- Episode 2: A practical solo tip (short, punchy)
- Episode 3: A deep dive on your strongest topic

This gives new listeners a reason to subscribe immediately. One episode isn't enough to judge a show.

## STEP 11

### Promote Each Episode

For every episode published, do ALL of the following:

- Post on LinkedIn with a key takeaway quote + episode link
- Add to your email newsletter (you already have a subscriber base)
- Create a short audiogram clip (30–60 sec) using Headliner.app (free) for social media
- Cross-post to all ecosystem brand LinkedIn pages
- Email guests and ask them to share (guest episodes get 2–3x the reach)
- Embed episode player on relevant blog posts on [exceleorllc.com](http://exceleorllc.com)

## STEP 12

### Growth & Consistency Playbook

First 90 Days Target:

- 12 published episodes minimum (biweekly schedule)
- Get listed on Apple, Spotify, Google, Amazon, Stitcher
- Ask 5 listeners for ratings/reviews (critical for Apple Podcasts algorithm)
- Track downloads per episode via Buzzsprout analytics

Content Repurposing Machine:

- Each 20-min episode = 1 blog post (transcribe with Descript or Otter.ai)
- Each episode = 3–5 LinkedIn posts (key quotes, stats, takeaways)
- Each episode = 1 short video clip (audiogram or video snippet)
- Each episode = 1 newsletter segment
- This means 1 recording session produces 5–7 pieces of content

## Quick-Reference: Complete Podcast Launch Checklist

- Podcast name and format finalized

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- 10 episode topics mapped out

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- Microphone + headphones purchased

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- Recording environment set up and tested

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- Buzzsprout (or alternative) account created

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- Podcast artwork designed (1400x1400px minimum)

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- Show description written

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- Apple Podcasts submission initiated

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- 3 episodes recorded and edited

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- Episode titles, descriptions, and tags prepared

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- Launch day: all 3 episodes published

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- LinkedIn post for launch day ready

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- Newsletter announcement drafted

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- [exceleorllc.com/podcast](https://exceleorllc.com/podcast) page updated with platform links

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- Biweekly recording schedule blocked in calendar

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