

“ONCE MY VIDEO IS RECORDED, WHAT DO I DO WITH IT?”

Workflow Checklist

Your workflow is really important. Having a system you follow will save you time and keep your sanity. Here is our workflow we use to produce our clients shows.

Make sure you have all files for editing in one place. We use Google Drive.

Episode To Do

- ☐ Get mp4 video file of interview
- ☐ Get show and/or business logo to add in editing
- ☐ Have Hex# brand colors for intro and outro
- ☐ Have the show's royalty free stock music
- ☐ Have the shows intro and outro animation templates
- ☐ Get episode approval on edited version
- ☐ Create custom thumbnail for YouTube and optimize
- ☐ Add Tags and Metadata to mp4 file before uploading to YouTube
- ☐ Upload mp4 to YouTube and optimize
- ☐ Convert mp4 file to mp3 audio file for podcast
- ☐ Get podcast Album Art
- ☐ Write blog post/show notes for the episode
- ☐ Upload mp3 to Libsyn.com
- ☐ Create show in Libsyn and optimize
- ☐ Submit show to iTunes, Stitcher and Google Play
- ☐ Embed Libsyn audio player on blog post.
- ☐ Share episode to social networks