

## The Elite Advisor Blueprint Podcast Process

### 1 Media Schedule is updated by Brad

- Brad reviews/updates media schedule on a regular basis. This will provide the team with interview release dates and other important information including any specific areas he wants the audio team to cut/edit/pay attention to.
- Brad will also be able to come up with the title for the episode and place it in the media schedule. (Alternatively PodPost Media can create the headline for each episode)

### 2 Raw interview files are uploaded to Dropbox by Brad (designated folder for each guest)

- After an interview has been recorded, Brad uploads all unedited audio interview elements to Dropbox, including episode specific intro/outro, main interview (both audio & video), and sponsorships (if applicable).
- Brad uploads important guest information including guest bio (if provided by guest), guest image(s), Optin Monster free report and related info.
- Brad to send a quick email to [info@podpostmedia.com](mailto:info@podpostmedia.com) to let the team know new files are available in Dropbox.

### 3 Audio is edited by PodPost Media

- [PodPost Media](#) to clean, edit, arrange and mix interview together. Note: Any pending elements from steps 2 can hold up the process.

### 4 Podcast graphics are created by PodPost Media

- Custom graphic created for website and YouTube that helps to promote the topic and guest being interviewed.
- NGNG to resize for social (Facebook, Twitter, LinkedIn)

**5 Audio is transcribed by PodPost Media**

- The edited audio is transcribed using a clean verbatim style of transcription. This step should typically take place after the audio is edited, otherwise the transcript may include things we've cut.

**6 Show Notes created by PodPost Media**

- Detailed show notes are written and will include opening paragraph(s), guest bio, time stamped key takeaways, links & resources mentioned, people mentioned, tweetable quotes.

**7 Video is pieced together and uploaded to YouTube by NGNG**

- Standard YouTube intro/outro added to the video interview and uploaded to YT
- YouTube description is added
- YouTube video is published.
- NGNG to send YT link to PodPost Media so it can be published to the WordPress post.

**8 Publish Interview to WordPress and Libsyn by PodPost Media**

- Audio uploaded to Libsyn and scheduled for release.
- Audio, video, show notes, podcast graphics and transcript are published to Wordpress and scheduled for release, as well as uploaded to Dropbox. (TIP: Install and use "Read More Without Refresh" plugin for WP for clutter free transcripts)
- PodPost to let NGNG know that the giveaway can be added to the Wordpress post.

**9 OptinMonster giveaway by NGNG**

- Free report/giveaway graphics are created. These graphics can actually happen at any point in the process, as long as the details for the report are available.
- Free report/giveaway opt-in is created in OptinMonster and connected to Main List in MailChimp
- Opt-in is added to the WordPress show notes page (page created by PodPost Media in step 8)

## 10 Email by NGNG



### MailChimp

- Brad will send us the notes he used for the podcast episode
- Jill will use the notes to write the email copy and schedule in MailChimp

### Infusionsoft

- Brad will send us the notes he used for the podcast episode
- Jill will use the notes to write the email
- Jill will send the email copy to Brittany to schedule in Infusionsoft

## 11 Social Media by NGNG



[NGNG](#) to handle social media posts for the podcast.

Facebook - scheduled post via Facebook's scheduling system

Twitter - scheduled post via Buffer

LinkedIn - draft post made (not able to schedule LinkedIn). This LinkedIn post has to be made live manually.

- Format:
  - Only promoting every other Monday when a new podcast goes live.
  - Pull Facebook/Twitter/LinkedIn graphics from DropBox.
  - DO NOT use hashtags.
  - 1 Twitter post w/show tile
  - 1 FB Post w/show tile
  - 1 LinkedIn post w/show tile
  - 1 LinkedIn Article using identical format for all podcast articles.
  - Send social content to Brad for review as far in advance as possible (typically Thurs/Fri of previous week).
  - Upon Brad's approval, schedule/publish posts/article via Hootsuite or directly through social network.