



Episode Essentials Checklist



1. Planning Check:

- ☐ Sources for stats and facts properly credited?
- ☐ What will the listener doubt or question and are those concerns/objections addressed?
- ☐ Who is the best expert I can put before my audience on this topic?
- ☐ Have I fully leveraged the guest's appearance?

2. Script Check:

- ☐ Did I answer a question my listeners are asking?
- ☐ What is my desired outcome for this episode?
- ☐ Is the **First Mental Image** powerful and does it create a question in the listener's mind?
- ☐ Is the length appropriate?
- ☐ What is my call to action?
- ☐ Call to action in the script at least 3 times?
- ☐ Does the **Last Mental Image** support the call to action and close open loops?



Lori L. Barr, MD, FACR
The Doctor's Mentor™

Helping doctors build practices that are rewarding, fun and profitable.

3. Pre-Recording Check:

- ☐ Is background noise in check?
- ☐ Is my script/outline displayed to minimize extra noise?
- ☐ Is my equipment ready to record?
- ☐ Am I dressed and poised for this role?
- ☐ Have I clearly voiced my desired outcome to myself?
- ☐ Am I talking to my one ideal listener?
- ☐ Is my energy up?
- ☐ Am I smiling?

4. Pre-Production Check:

- ☐ Is the recording acceptable?
- ☐ Are my production notes clear?
- ☐ Did I clearly state the call to action?

5. Pre-Publication Check:

- ☐ Are there any flaws in the recording?
- ☐ Is the timestamp transcription accurate?
- ☐ Is my sound file properly encoded?
- ☐ Are my keywords and metatags search engine optimized?
- ☐ What metric will measure episode success?
- ☐ What is my promotion plan?
- ☐ Do I need to fulfill anything for my guest?
- ☐ How can I leverage the episode results?

Is a podcast the fastest path to more profits or is there a better strategy for you?

Go to TheDoctorsMentor.com/profits

and schedule a complimentary half-hour profit planning session to find out now.

This is my \$500 value gift to you.