



THE MIC PROTOCOL™

FROM MISSION TO MICROPHONE

Three steps to launch a podcast with purpose. Most people start with the mic. Start with the mission.



MISSION: WHY YOUR SHOW EXISTS

Get this right and every other decision gets easier.

- ☐ Finish the sentence: "I want to start a show because..."
- ☐ Describe your ONE listener: age, situation, and the problem that keeps them up at night
- ☐ Pick 3 topics you could talk about for 50 episodes. That's your message map.



IDENTITY: HOW YOUR SHOW SOUNDS AND LOOKS

Make it obvious who it's for and what they get.

- ☐ Name it: who it's for + what they get (say it out loud, then search it)
- ☐ Choose a format: solo, interview or co-host, and a length you can keep up
- ☐ Plan for video first. YouTube is now where most people watch podcasts.
- ☐ Simple cover art, intro and outro, used the same way every time



CONTENT: RECORD, LAUNCH, KEEP GOING

Progress beats perfection. Your phone is enough to start.

- ☐ Episode 1: your story and why the show exists
- ☐ Episode 2: your listener's biggest problem
- ☐ Episode 3: your first guest, or a how-to
- ☐ Publish to YouTube, Spotify and Apple Podcasts, plus a short trailer
- ☐ Set a schedule you can actually keep, then keep it

The Elite 21: commit to 21 episodes before you judge your show. Most podcasts quit early. The ones that keep going are the ones people find.

Want help doing this live? Join Ed's free workshop or the PodVeteran Founding Class at podveteran.com.