

AUDIO

- Clean up audio - inaudible noises, 'umms', filler words, false starts, repeated words, and long pauses

YOUTUBE VIDEO

- Please include guest and host links below the episode show notes in the video description

EPISODE BLOG POST

- Please be mindful not to capitalize articles, conjunctions or prepositions within the episode titles
- Ensure the guest and host transcript text are differentiated (host text in bold)
- Please include a spacer in between the episode title and blog post
- Blog post graphics (ego bait, host and guest quote) all the same size (not too big)
- Organize episode links by 'Guest Links' and 'Host Links'
- Include link titles (sentence case, not capitalized) and add hyperlinks
- Add the podcast subscribe form and disclaimer to every episode blog post - this is the code:

`[fusion_global id="10246"]``[fusion_global id="7973"]`

- Ensure spaces/breaks between each paragraph as well spaces between headers and paragraphs

ASSETS

- Please be mindful not to capitalize articles, conjunctions or prepositions within the episode titles on the episode artwork, graphics and social media assets (e.g. from, to, and, the, etc.)
- For the episode artwork please use the guest headshot as the featured image not a stock image
- For the video meme templates (STORY VERSIONS ONLY), please design so the text or video is inside the safe zone. Instagram Reels and TikTok have margins so is best if you leave the text or video inside the 'safe zone' Example image attached:

