

OPTIMAL PODCAST LISTENER worksheet

WHO IS YOUR OPTIMAL PODCAST LISTENER? Developing your optimal listener profile is the equivalent of building a target customer avatar for your brand. By narrowing down who you want listening to your content, you'll be able to create content that connects with your audience and leads to a deeper connection with your podcast...and your brand.

Important criteria to uncover when finding your Optimal Podcast Listener (OPL) are:

What is the age range of my OPL?

What is the gender of my OPL?

Where is my OPL located?

What industry/occupation/niche is my OPL a part of?

What are my OPL's interest and hobbies?

What is my OPL's lifestyle?

What social causes does my OPL believe in?

What problems does my OPL encounter?

What causes my OPL pain and displeasure?

Where does my OPL hang out online (so I can find more OPL's just like them)?

Optimal Listener Profile Final Example (for a dog care podcast)
*as heard on Episode 65 of Pod Theory

Sally Jones is 26 years old and lives in Austin, Texas. Sally is a freelance writer who works from home and has a black lab named Freddie. Sally starts her day at the gym and does yoga three times a week. In addition, she loves taking 3-mile walks with Freddie every day to keep both herself and her pup in great shape. Every year, Sally gives a donation to the shelter where she rescued Freddie. She feels she does a lot for her dog, but one of the things she struggles with is Freddie's diet. Sally wants to ensure she's giving him the best foods she can, but she doesn't want to break the bank to keep his diet in check.

My Optimal Listener Profile