



# PODCAST EPISODE BLUEPRINT

build your plan. build your podcast.

episode name: \_\_\_\_\_

guest[s] / co-host[s]: \_\_\_\_\_

theme / subject: \_\_\_\_\_

recording date: \_\_\_\_\_

publish date: \_\_\_\_\_

episode number: \_\_\_\_\_

approx episode length: \_\_\_\_\_

## RECORDING

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## POST-PRODUCTION

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## PUBLISHING

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## INTRODUCTION

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## TOPIC #1

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## TOPIC #2

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## TOPIC #3

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## SUMMARY & OUTRO

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## ADDITIONAL SEGMENT[S]

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## NOTES

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CONSULTING

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# PODCAST EPISODE BLUEPRINT

build your plan. build your podcast.

**EXAMPLE**

episode name: How to Make a Better Podcast

guest[s] / co-host[s]: Jason Cicone (host) / Samantha Jones (guest, pro podcaster)

theme / subject: What steps and initiatives can podcasters take to build a better show; what are the best ways to market a podcast; what are major issues podcasters face?

recording date:

Dec. 20, 2020

publish date:

Jan. 6, 2021

episode number:

#43

approx episode length:

45-60 minutes

## RECORDING

- ☐ Opening Monologue - Lay out summary of show
- ☐ Interview Open - intro topic and Samantha
- ☐ Outro - Wrap up, preview next episode
- ☐ Topic 1 - 15 minutes
- ☐ Topic 2 - 20 minutes
- ☐ Topic 3 - 10 minutes
- ☐ Summary and Takeaways
- ☐ Additional Segments
- ☐
- ☐

## POST-PRODUCTION

- ☐ Remove background noises
- ☐ Omit pauses and mistakes
- ☐ Clean up audio file
- ☐ Add voiceovers
- ☐ Add promotions and advertisements
- ☐ Add Intro
- ☐ Add Outro
- ☐ Add Theme Music, Transition Clips
- ☐
- ☐

## PUBLISHING

- ☐ Upload to host site
- ☐ Verify dispersal to podcast directories
- ☐ Show Notes
- ☐ Timestamps
- ☐ Blog/Website Post
- ☐ Promotional Graphics, Videos
- ☐ Marketing - social media posts
- ☐

## INTRODUCTION

- Opening monologue - preview Samantha, introduce the topic, build suspense and intrigue
- Show intro - introduce Samantha, let her give her background and plugs
- Reiterate topics - how to make a better podcast, best ways to market, issues podcasters face

## TOPIC #1

- What should podcasters focus on to make a better podcast?
  - Dig deep beyond the obvious answers
  - Uncover specific, actionable steps that Samantha has used
  - If there were one step a podcaster absolutely had to take today, what would it be?

## TOPIC #2

- With social media changing, how should podcasters market their podcasts?
  - Algorithms have changed - what can podcasters get from social media organically?
  - Since most podcasters use social media to promote their show, drill into this topic and uncover real solutions that can be used as an alternative

## TOPIC #3

- What is the main issue you face as a podcaster as the medium continues to grow?
  - What should podcasters be aware of in 2021 in the space?
  - Try to uncover 2-3 real obstacles and best practices for overcoming

## SUMMARY & OUTRO

- Summarize interview and recount biggest takeaways from Samantha; thank Samantha for being on the show, plugs; closing monologue - wrap up, preview next episode (record separate from interview)

## ADDITIONAL SEGMENT[S]

- Listener question submission - read and answer with Samantha
- Use as transition between Topics 2 and 3

## NOTES

- Keep conversation on a positive track
- Tap into Samantha's experience and knowledge and how she's evolved as a podcaster
- Make plans to bring Samantha back for a future episode

**EXAMPLE**

**EXAMPLE**

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