

# The Essential Podcast Primer

## Foundational Questions Worksheet

As basketball legend John Wooden once said, "Failing to prepare is preparing to fail." The following questions are designed to help you plot out the initial phases of your podcast. The beginning episodes will set the tone for future recordings, so use the next three pages to plan accordingly. Make notes on anything that comes to mind. You never know when you'll stumble into something you want to use long-term as your show grows and evolves. RECOMMENDED: Print out this worksheet and cover it with a ton of ink/ideas!

### **What do I want to accomplish by starting a podcast?**

This is your Why. Do your podcast with purpose - it will make it easier to stick with!

### **Who is my ideal listener?**

Similar to your ideal customer. What does the person consuming your content look like?

### **How much time can I commit to my podcast each week?**

There is no wrong answer here. Be honest with yourself - it will help answer some of the upcoming questions, too.

### **What is the name of my podcast?**

Jot down as many name ideas as you can, then narrow your ideas down to your favorite.



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### How often will I publish new episodes of my podcast?

There's no wrong answer here, but whatever frequency you choose (daily, weekly, bi-weekly, monthly), be sure you can stick to it consistently.

- Daily
- Bi-Daily (more than one episode/week)
- Weekly
- Bi-Weekly
- Monthly
- Season
- Other:

### What is the approximate length of each of my episodes?

Short-form and long-form podcasts are both successful. It comes down to your preference. Think about some of your favorite podcasts- How long are they? Can you produce something similar?

### What is the theme and subject matter of my podcast?

Rule of thumb: Choose a subject you love to talk about even if no one is listening. Until you build an audience, this will be the case.

### Will I have guests? How will I recruit them to appear on my show?

The best strategy for this is to appeal to your desired guest's expertise. Present your show's strong points and invite them to record a friendly conversation with you..

### What is the launch strategy for my podcast?

Determine how you will spread the word of your podcast launch, then how many shows you would like to release when your podcast debuts. Releasing more content from the start gives your audience more to listen to and will help them get familiarized with what your show is all about.



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## **How will I market my podcast? How much can I invest in advertising?**

Determine where it will be best for you to market and advertise your podcast. Social media, blogs, other podcasts, SEO strategies, email, and live events are all viable options.

## **What is the style/format of my show? Will I have additional segments?**

Will you do a solo show, an interview format, a show with co-hosts, a roundtable with many guests, or a mix of all of these? Additional segments on your show can include Q&As, reading listener reviews, bonus material, etc.

## **What is the Unique Value Proposition of my podcast?**

What is the reason your podcast will be the best in your industry and the one that people need to experience?

## **What can I do to make my podcast stand out?**

Think about other podcasts in your niche, as well as other podcasts you enjoy. What makes them stand out? What makes them popular? What makes them unique?



# Additional Notes and Ideas

