

Podcast Strategy Worksheet

1. Mission Charter:

- a. Why do you want to start a podcast?
- b. Who is your listener?
 - i. Age:
 - ii. Gender:
 - iii. Characteristics:
- c. What is your value proposition?
- d. What is the overall theme of my podcast?
- e. What is your podcast goal?

2. Structure and Guests?

- a. Do you have a co-host? Yes no
- b. Will you be inviting guests? Yes no
- c. What is the criteria for a guest?
 - i. Define what type of guests you are interested in:
- d. How Long will your podcast Be?

15 minutes 30 minutes 45 minutes 1 hour 1.5 hours 2+ Hours
- e. Will you have: Audio Video or both
- f. Where will you record:

3. Pre-Production

- a. Check list
 - i. Guest confirmed
 - ii. Location confirmed
 - iii. Time confirmed
 - iv. Equipment check
 - v. Background research
 - vi. Podcast Outline with intros and outros

4. Production

a. Equipment Choice

i. How many mics? 1 2 3 4 +

ii. **Types of mics to use:** USB (1-2) XLR (1-4) Wireless (1-2)

1. If XLR, how many channel mixer? 1 2 3 4

2. Portable or non-portable

b. **Software:** Adobe Audition (Free for students) Audacity (free) Garageband (free)

c. Production Checklist:

i. Gear check

ii. Storage space

iii. Record room noise

iv. Always sound check

5. Post-Production:

a. Will you be editing? Yes no

i. If no, who:

b. Customized Intro and outros:

i. Standard- Every episode has the same customized sound

ii. Unique- Every episode has a unique different sound

iii. Live- Intro and outro is recorded live

6. Distribution:

a. Which platform will you use?

i. Anchor (Free)

ii. Buzzsprout (paid)

iii. Podbean (paid)

iv. Libsyn (Paid)

45 Minute Podcast Episode Plan

Introduction (Equation: Who + What + Where + Why)

Questions:

1. **Kick off question (10 minutes)**

2. **Deep dive (10 minutes)**

3. **Value bomb (10 minutes)**

Outro (equation: recap conversation + highlight value bomb + thank guest + Call to action)

Notes: