

# Podcast Planner

## Where the heck do I start?



**You start at the beginning. The very beginning. The Planning Stage.**

**The Planning Stage is a lot of fun. It's where you get to define what your podcast will sound like and how you'll make money.**

### Key Questions to Start the Podcasting Process

**Let's begin. Grab your notetaking item of choice. Give some serious thought before answering these questions. Your answers will serve as your guide for as long as you have your podcast.**

Why do you want a podcast? Is there something you wish to accomplish or a message you want to share? Does it just sound like a fun way to express yourself? There is no wrong answer.

Who is your target audience? I know you may be tired of being asked this, but it's one of the most important bits of information needed for success and for making money off your podcast.

The better you can define the person who will listen to your podcast the more successful you will be. And it is totally OK for you to answer that you are the only one you are doing the podcast for. There is a lot of value in the pursuit. However, don't get your hopes up about making money off a podcast you're doing for yourself.

What is the subject or theme of your podcast? Think of your target audience as you define the subject or theme. What are some topics and guests? Potential advertisers for that subject?

What will you name it? Why? Is it a short catchy title? Does it make sense to people who hear the name? Does the name resonate with your target audience?

**Now let's shift to format. This is where you define style, length, breaks, different pieces and how it all fits together. Let's do it.**

How long will your podcast be? Both in terms of the length of each episode and the number of episodes. Nothing says you must go on endlessly. Define your limits. Maybe your topic only needs 3 half-hour segments to cover.

How will you format your episodes? Below is a simple Episode Rundown.

- **Intro music followed by teaser headlines**
- **Introduce theme of show and guests if any**
- **Chat on topic**
- **Break with fill music**
- **Back to topic**
- **Close out topic and this episode**
- **Back announce guests**
- **Promo next episode**
- **Follow with outro**
- **Pat yourself on the back for a great show**

Theme music. What genre? Bold and peppy or mellow and relaxed? I recommend you pay to buy one of the nicely produced music pieces with clear rights. There are many websites online that specialize in theme music. Make sure it's a reputable company with a good track record.

The other option is to hire someone to produce a custom theme. Make sure you have in writing the rights to the piece. Otherwise, you could be in a big pickle later.

Who is the talent? You? You and a co-host? Maybe you're just the producer and you hire a host? If you and a co-host share the show as partners, be sure to clearly define roles, rules, and responsibilities. And have a defined exit strategy should the relationship sour.

Start thinking of sponsors and how you will pitch your podcast to them. Refer to your target audience. Which company would resonate with them? Who wants to reach that group of people?

**That's plenty to think about. And that's just the beginning. Start taking notes on what you want to do or what you want to change if your podcast is already up and going.**

**I recommend you not sweat the technical details yet. And don't invest lots of money into equipment until you are sure you want to make the big commitment of producing a podcast. It is a lot of work. Fun and rewarding work, but don't fool yourself, it can be frustrating as well as fun.**

**Once you get these basic, beginning steps of the podcasting process ironed out you can then go on to consider equipment, specific sponsors, where you'll host and post your episodes.**

**First though you've got to begin. These questions should get you a long way on the path to a successful, paying podcast.**