



Crafting your Podcast Trailer Script

Your trailer should answer - the 5 W's + C: What, Why, Who, Where, When + Call to Action!

What

What's the name of your show? I know but make sure you include it. Also, what is your show about? (This is where you can start building your strengths.)

Why

Why are you doing this podcast? Why is it important? Why should people listen?

Who

Who is the podcast for? What are they typically interested in? Connect with the potential listener by mentioning something they already know about, understand, agree with, or believe. In many cases, this means acknowledging a problem they have.

When

How often can the listener expect to hear an episode? How often will you publish an episode?

Where

Where can the listener expect to find your podcast?

Call to action

This is an action related to your show. Encouraging people to subscribe to your podcast is the essential outcome you'd need. You may want to include a link to your website and how to sign up for your email list to get the show notes, etc.!