



# PODCAST INTENSIVE

## Module One: Research + Planning *Workbook*





# PODCAST INTENSIVE

## Module 1.1

### Your Why & Your Niche

#### Your Why

Before you get into the fine details of how to create a podcast, I want you to start with why to create a podcast. Podcasting is fun, but it is also a lot of work. It's a time commitment, especially if you want to consistently produce great content. Your "why" will help you get through the hard days of planning, producing, editing, and promoting.

In the space below, begin to list out the different reasons WHY you want to create this podcast, and any goals associated with it.

	WHY	GOAL
01		
02		
03		
04		
05		
07		
08		

## Your Niche

The best podcasts are laser-focused on 3 fundamental aspects. This guides many of the content decisions they make:

- Your interest and expertise/knowledge in a particular topic
- An audience that's interested in that topic
- Your ability to put a unique angle on the subject matter and give your audience something they won't get elsewhere.

Use the space below to list out some ideas in each of these fundamental areas.

*Interest & Expertise*

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# PODCAST INTENSIVE

## Module 1.2

### Research: Inspiration & Keywords

#### Inspiration

Listen to other podcasts to get ideas for your show. Listen to shows within your niche and outside of it. Pay attention to what you like and don't like. Think about unique segments, sound design, the flow of the podcast, the feel of the music, and other ideas you can incorporate into your show. In the space below, record your findings.

SHOW NAME	LOVE?	HATE?	WHY?

## Potential Episode Topics

List out 20 potential episodes topics with your niche and audience in mind. Include the name of a guest, if applicable! (Hint: If you can't come up with at least 10 potential topics, this is usually a good sign your theme needs to change or be broadened a bit!)

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## Keyword Planning

This type of in-depth keyword research can be done using a tool like **Google's Keyword Planner** or Wordtracker's **Free Keyword Research Tool**. I've made this step a little easier; download our Keyword planner. Once you've narrowed down your list of 10 keywords, plan to incorporate them into your podcast name, episode titles, descriptions, and more.

[CLICK TO USE GOOGLE  
KEYWORD PLANNER](#)

[CLICK TO USE KEYWORD  
RESEARCH TOOL](#)

[CLICK TO DOWNLOAD  
KEYWORD PLANNER](#)

*My Top 10 Keywords are...*

*Ideas for my podcast name and titles are...*



# PODCAST INTENSIVE

## Module 1.3

### What's in a Podcast Name?

#### Pick your Podcast Name

A podcast name should convey who you are and what the show is about. It should be descriptive and creative, giving potential listeners an idea of what to expect before downloading the first episode. In the previous module, you came up with a list of names based on keywords, but now test out your favorite ideas based on additional criteria.

#	<i>My Incredible Podcast Name</i>	Website?	Social?	Easy to say?	Easy to spell?	Searchable?	On Brand?
01	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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03	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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07	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
08	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
09	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# PODCAST INTENSIVE

## Module 1.4

### Format, Frequency and Length

#### Format

A podcast format is simply the standard way you choose to organize your show content. It gives your podcast structure and creates consistency for your listeners.

Without a robust format, your show may seem disjointed and messy. For instance, if you feature a storytelling narrative one week, a solo monologue the next, and a guest interview the following week, it may be challenging for your audience to remain engaged. A consistent format will offer a framework for each episode, and keep them coming back for more.

#### Common types of formats:

- Solo (example: The Lazy Genius Podcast)
- Interview-Based (example: The Alli Worthington Show)
- Hybrid (example: Jesus over Everything with Lisa Whittle)
- Narrative/Storytelling (example: Storytellers LIVE)
- Panel (example: The Writers Panel)

Not sure which type is right for you? Click below to take the quiz and learn more about each type.

[\*\*CLICK TO TAKE THE  
PODCAST FORMAT QUIZ\*\*](#)

*My podcast format will be...*



## Frequency & Length

Frequency is simply how often you plan to publish new episodes. Some podcasters schedule weekly episodes, while others publish new episodes bi-weekly or monthly. A regular release schedule helps your audience know when they can expect new content and grow their connection with the show over time.

Like many things in podcasting, you must do what works best for you, your schedule, and your bandwidth. This principle also applies for determining the length of your shows. Generally, I recommend keeping your podcast between 20-40 minutes, but once you begin publishing episodes, you can see what your audience wants based on their listening habits.

*I will publish my podcast on...*

*Day of the week*

*The frequency at which I publish will be...*

*Daily, Weekly, Bi-Weekly, Monthly, Other*

*The average length of my episodes will be...*

*Approx. Minutes, hours*



*"It's better to produce a great show with excellent content less frequently than to have a sloppy weekly show with lousy content. The key here is consistency!"*

*- Tammy Munson*



# PODCAST INTENSIVE

## Module 1.5

### Let Music Tell the Story!

#### Select Your Music

When selecting theme music for your intros, outros, and interludes, keep the podcast's theme and the target audience in mind. Since each podcast is different and has a unique listener-ship, the music you choose should reflect both in a complementary fashion. Most importantly, choose royalty-free theme music to avoid copyright infringement.

Below are a few popular sources for royalty-free music:

- AudioJungle
- Epidemic Sound
- BenSound
- YouTube Audio Library
- Local Musicians

In the space below, list out the various points at which you would like to insert music and an estimate of how long that snippet of sound will need to be. This will help guide your search!

Segment	Length	Style/Genre/Mood