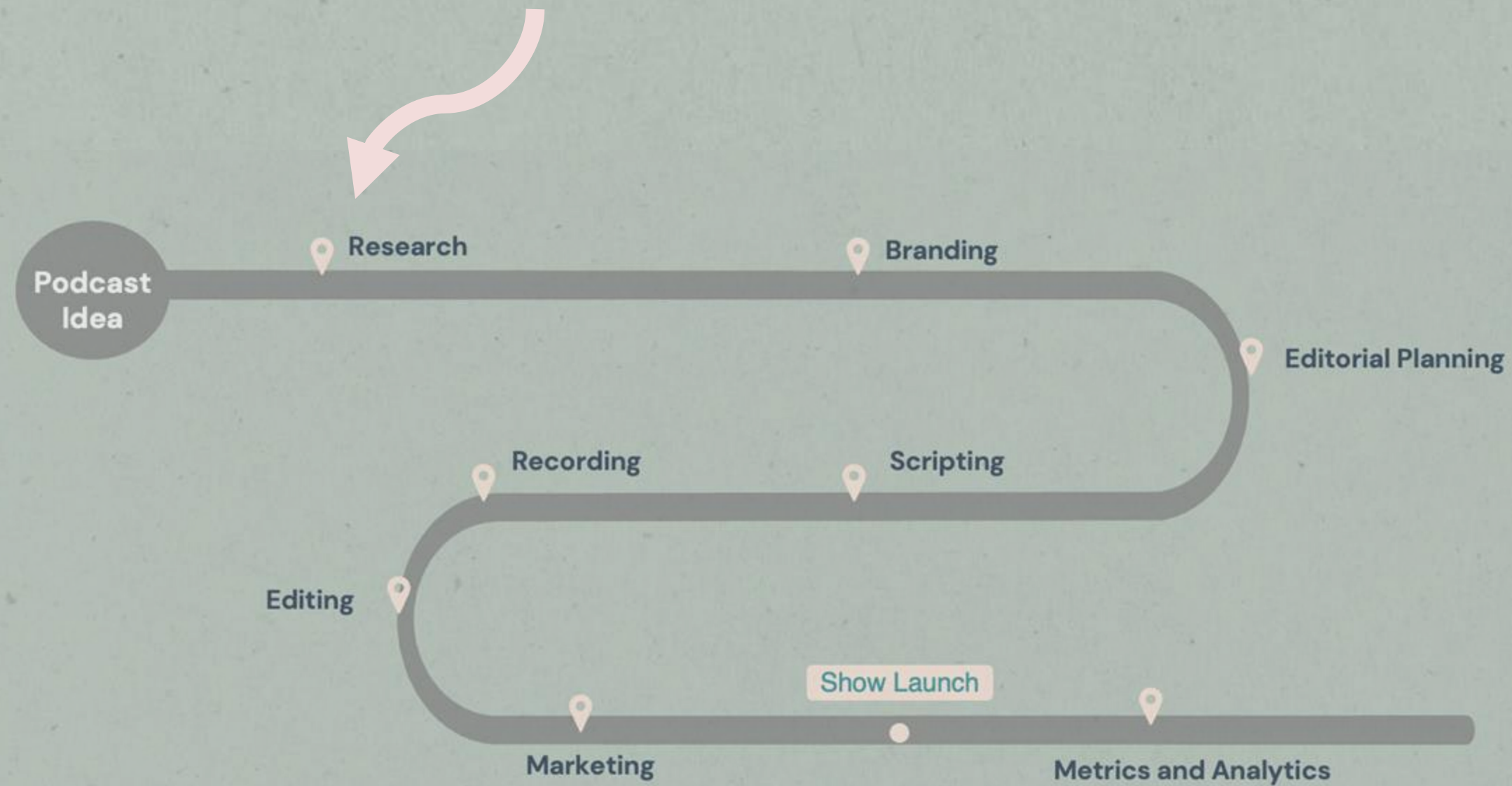


1. RESEARCH



How will a podcast work for you?

Where are you, and where do you want to be?

In this section you'll think about:

- **Goals:** By considering your goals, you can develop a show that will help you achieve them.
- **Niche and Audience:** Where might your podcast fit among existing shows? Knowing this will help you find your niche and your audience.
- **DIY vs Partner:** Ready to do it all yourself, or would you like a production partner?

Use the Workbook slides and prompts to get started.





How to Create a Show

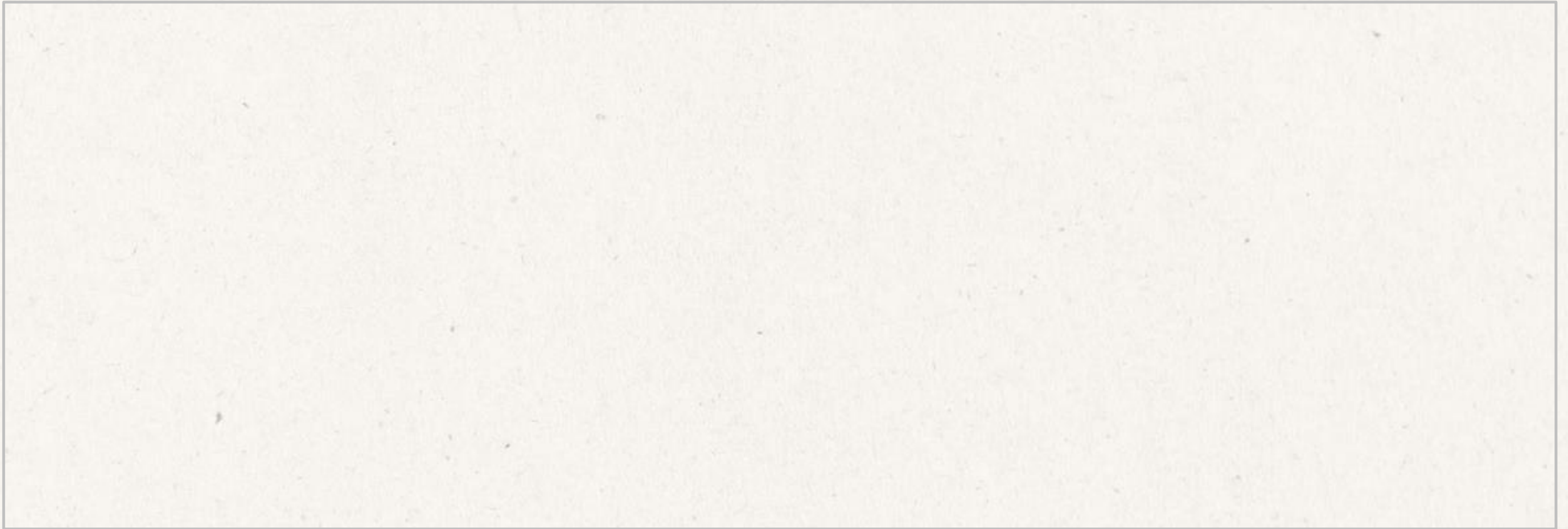
Research

Goals

WORKBOOK

Purpose

Why do you want to make a podcast? Take the time to think through this; your purpose will keep you excited and motivated as you prep and run your show! Click in the pdf below to type your answers.





How to Create a Show

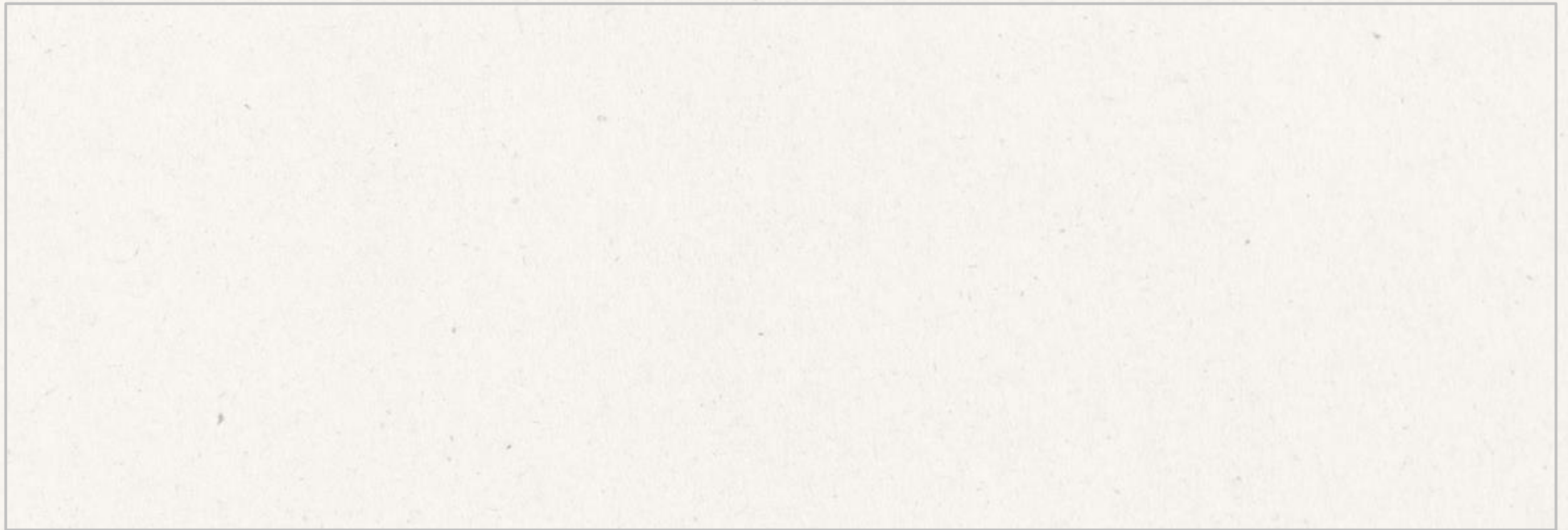
Research

Goals

WORKBOOK (CONTINUED)

Podcast Topic

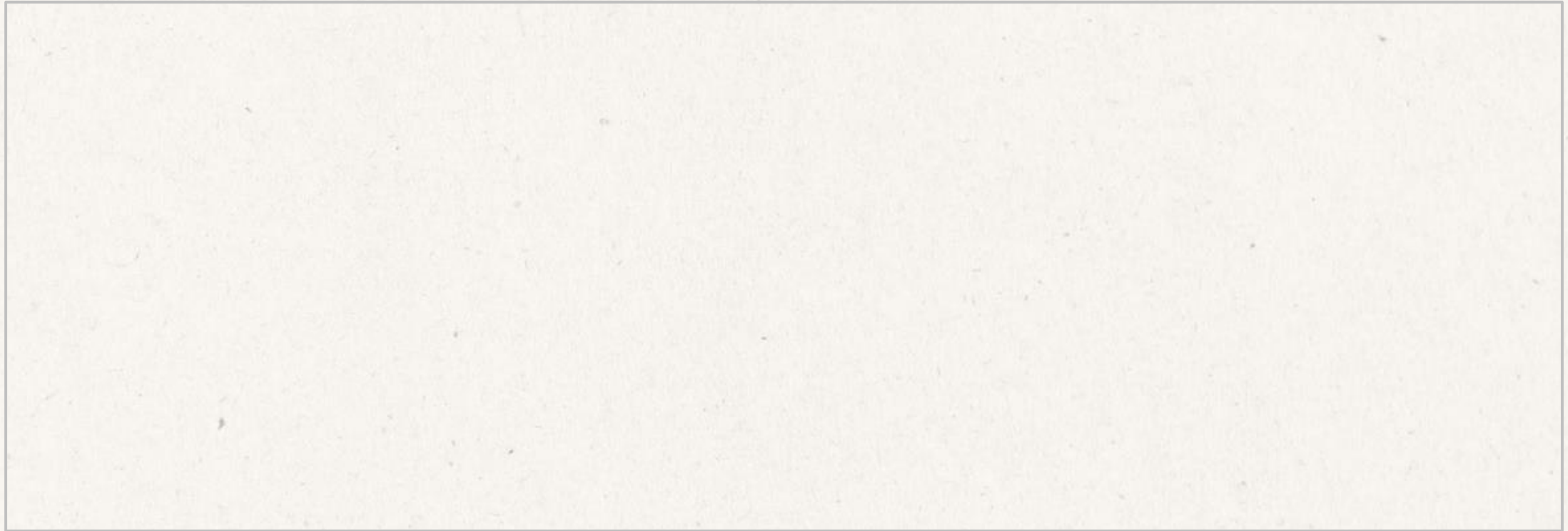
What are your initial ideas for your show topic? Describe as much about your content, structure, and other details as you have right now!



WORKBOOK (CONTINUED)

Budget

What funds do you have to devote to a podcast? How much time do you have to devote to learning the skills of podcasting, and producing the show on a consistent basis?



What other shows cover your topics?



Categories



Podcasts exist in every category you can think of. There will probably be a few podcasts that already exist that cover your topic. That’s ok! In this section, you’ll take a look at these shows, and see where you might fit.

Search

To find what shows already exist, try searching in a few different places. Look in Apple Podcasts and Spotify, along with YouTube. Plus, do a general Google search.

Assess



Listen to a few episodes of the shows you find. Take notes in the workbook pages that follow. You’re looking for things that work, things that don’t, and what’s missing.

Focus

This process will take some time, but it will be worth it. To help focus your work: check when each show last published an episode. Remove those that haven’t published in some time.

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NEXT STEPS

Spend some time working on this research phase! It will be worth it.

In our next section, we'll think about how your podcast will look and feel.

