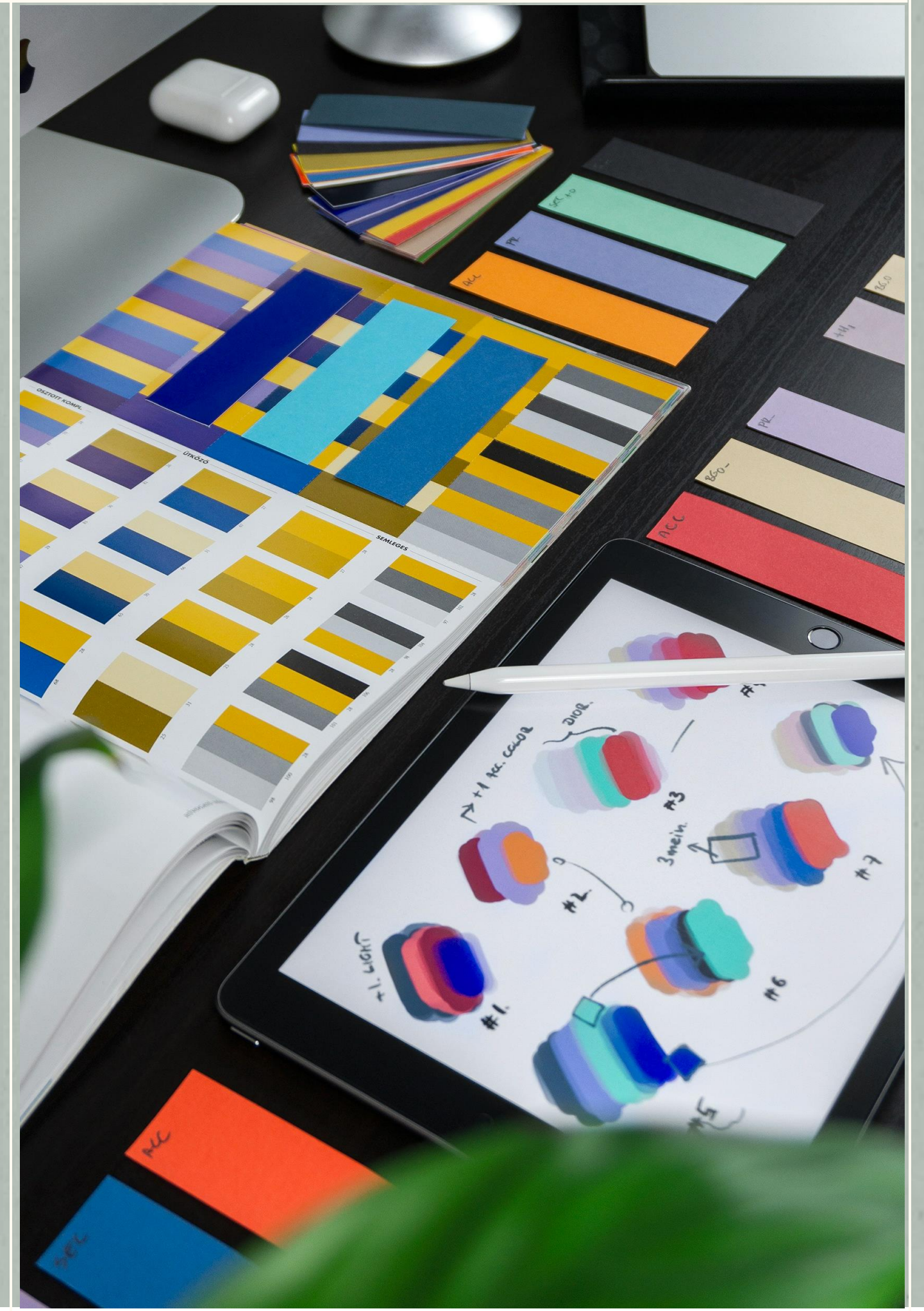


2. BRANDING



What will your podcast look and sound like?

What kind of a show will you make?

And how will listeners get to know your show?

In this section you'll think about:

- **Structure and Cadence:** Choosing a consistent structure and release schedule will help you build an audience and keep you focused.
- **Name and Visual Identity:** Creating a great name and a solid look and feel helps you attract listeners in podcast players and online.





What kind of podcast will you make?

There are several common show structures to consider.

Considering your goals and niche,
certain structures may be better than others.

STRUCTURES*

Interviews

A host interviews guests. Examples:

- Good Hang with Amy Poehler
- Strangers on a Bench
- Wild Card with Rachel Martin
- Las Culturistas with Bowen Yang and Matt Rogers

Chat

Two+ hosts discuss a topic. Examples:

- The Lonely Island and Seth Meyers Podcast
- Maintenance Phase
- All Songs Considered
- Vibe Check
- Fuzzy Memories

News

News reports or commentary. Examples:

- Today, Explained from Vox Media
- The Daily from the NY Times
- Up First from NPR

Narrative

A host tells a long-form story over multiple episodes. Examples:

- Mother Country Radicals
- Dear Alana
- Surviving Y2K
- Floodlines

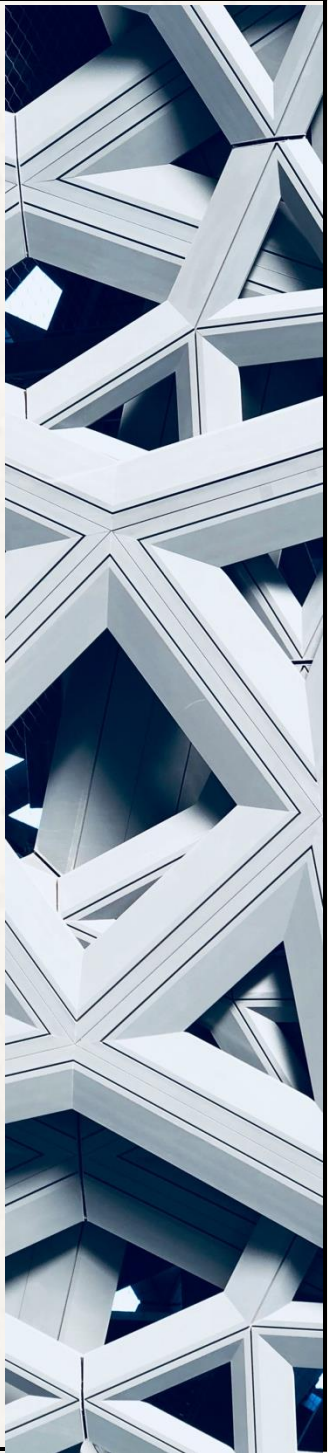
Drama / Comedy

A fictional show. Examples:

- The Bright Sessions
- Dr? Sheila
- Midwest Weird
- Wyrd Woman
- Gay Future

Other

*These are the most common structures you'll see in podcasts. But there are more. And yours might be something completely new and different!





CADENCE

One of the most important factors for a podcast's success is a consistent release schedule.

Whether it's weekly, biweekly, or even monthly, choose a cadence and stick with it.

A regular schedule helps your listeners tune in. And helps your podcast be found online and in podcast players.

Make your choice based on what's best for you; keep thinking about what makes the most sense as you continue through this roadmap.



How to Create a Show

→ Branding

→ Structure and Cadence

WORKBOOK

Format / Structure

What makes the most sense for your show? Interviews, chat, narrative, news, or something else?

WORKBOOK

Cadence

What release schedule do you think you could commit to on a regular basis? To help find a good schedule for your show, think through how much time you can devote on a daily, weekly, and monthly basis.

What will your podcast look like?

While the audio is the star of the show, the visuals associated with your podcast are important.

Just like a book cover works for a book, your logo, cover art, and show name are critical to attracting listeners.



NAMING

Common advice: Choose a direct, specific show name that advertises your topic.

But: Some of the most successful shows ignore this advice.

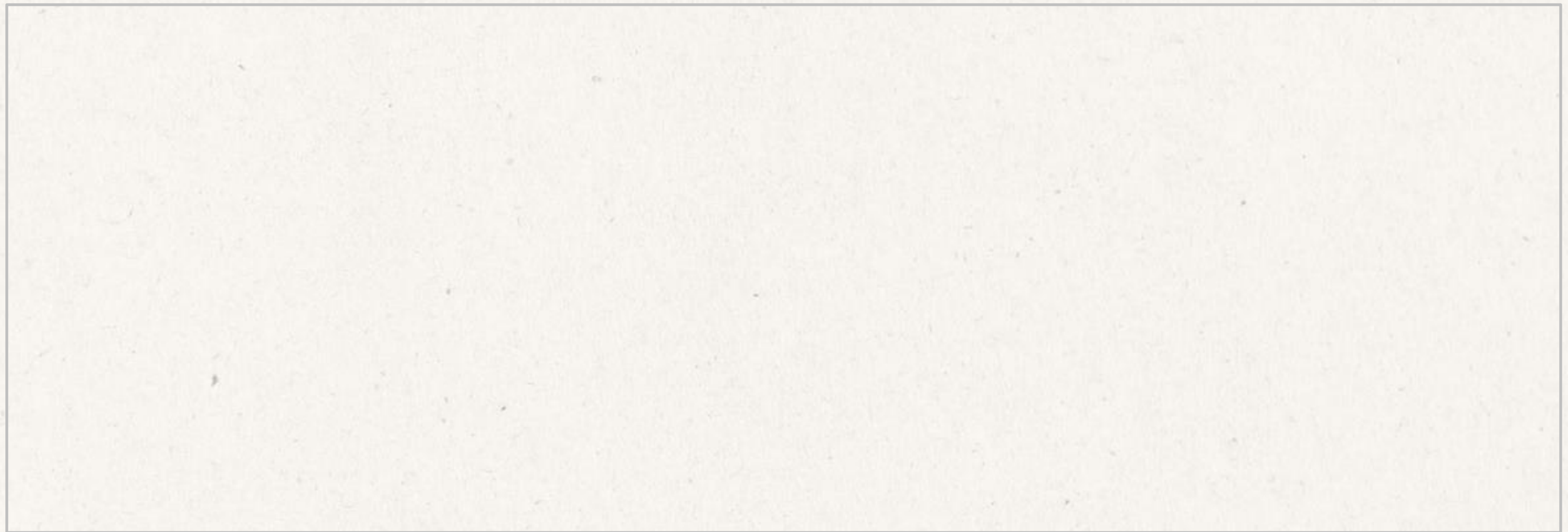
Ultimately, pick a name you love.
Make sure another show doesn't have the same name. And create art and content to support that name!

Crime Junkie	Top podcasts in Q2 2025*
The Daily	
Call Her Daddy	
This Past Weekend w/ Theo Von	Club Shay Shay
SmartLess	Conan O'Brien Needs a Friend
Dateline NBC	Bad Friends
Stuff You Should Know	Morbid
This American Life	The Megyn Kelly Show
New Heights with Jason & Travis	MrBallen Podcast: Strange, Dark & Mysterious Stories
The Mel Robbins Podcast	Wait Wait...Don't Tell Me!
Pod Save America	Up First From NPR
Rotten Mango	The Breakfast Club
	The MediasTouch Podcast
	Radiolab

WORKBOOK

Show Name Ideas

Brainstorm some potential names! Think about words that might be associated with your topic, audience, or brand. Try out simple names, and more complicated.



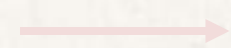
Before you move on, do a search online and in your favorite podcast player. Do other podcasts exist with these names?



How to Create a Show



Branding



Visual Identity

SHOW ART

Your most important visual asset is your show art.

Generally, your art should be 3000x3000 pixels and feature your show name.

From there, it's all about your preferences!

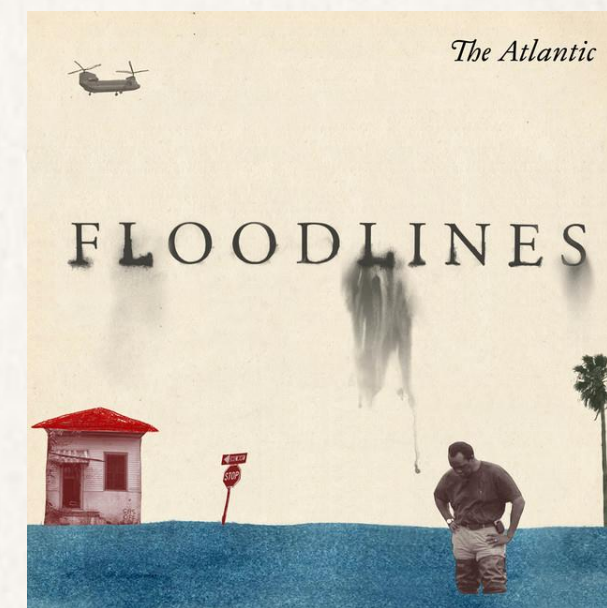
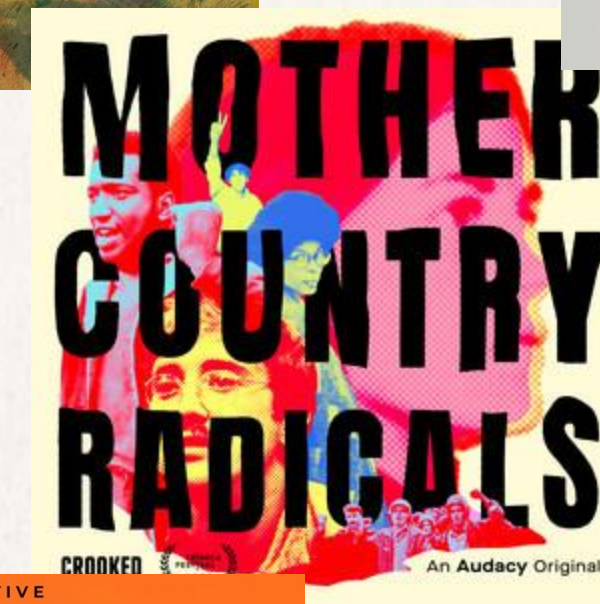
You can use any kind of software to create your art. Canva is free and easy, with podcast logo templates for brainstorming!

Plus, [Apple Podcasts](#) now has a guide and templates for show art.

SHOW ART GALLERY

Here's some examples of show art that might make listeners intrigued.

Now look at your favorite shows. What's their art like? What do you like about it?





How to Create a Show

→ Research

→ Visual Identity

WORKBOOK

Explore

Time for an art break!

Head over to [Unsplash.com](https://unsplash.com) (or your favorite stock photo source) and search for some of the language you identified earlier. See what kind of images pop up. This is a great place to start for visual inspiration. You can also download any images for free.

Then, head over to [Canva](https://canva.com). Search for “podcast logo.” You’ll see an enormous list of templates you could start with! Select one and play around with adding your name, changing font and colors, and more. You can upload art from Unsplash to be part of your logo.

Try multiple options and see what you like most!

NEXT STEPS

As you go about your week, take note of any words that you like. Any images. See if they inspire more thinking about your branding!

In our next section, we'll think about your podcast content.

