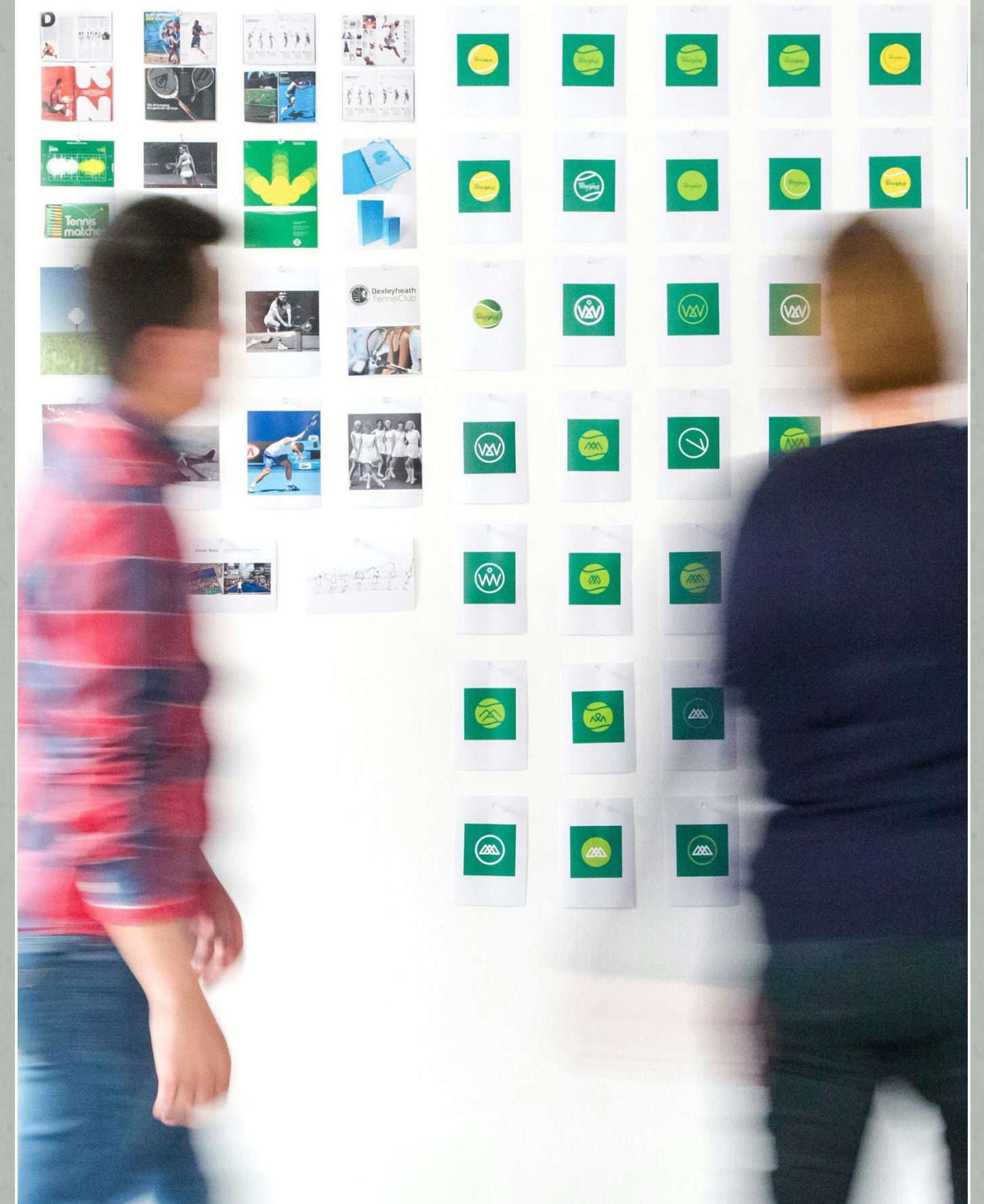


3. EDITORIAL





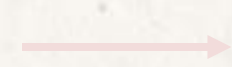
Will your show have enough content?

It's time to stress test your podcast ideas!

Once you've identified a potential show concept, a great way to see if the idea has staying power: Brainstorm a few weeks or months worth of episode topics.

In this section, we'll look at topics, episode elements, and calendars to stay on track.





WORKBOOK

Episode Ideas

Brainstorm 10–15 episode ideas based on your overall show concept.



CALENDARS

Editorial Calendar

A high-level look at your episode release schedule, and what topic will air when.

Production Calendar

A checklist calendar that identifies every element needed for an episode, how much time it will take, and when it is due.



Editorial Calendar

Does it make sense to group some together? Brainstorm some tentative release dates below.

[illegible][illegible]

EPISODE ELEMENTS

What will your podcast need for each episode?
Identify the elements you'll need to incorporate in
your production calendar.

Interviews

If you'll be interviewing external guests, you'll build in time for identifying and contacting those guests, arranging the interview, preparing questions, and coordinating technology.

Chats

If you'll be incorporating host chats, you'll build in time to meet on a regular basis, prepping any discussion notes, and coordinating equipment.

Narration or voiceover

If you're including a narrative story and/or voiceover, you'll build in time to script, record, and edit with the other elements.

Music or other sound

If you'll be using royalty-free music, or recording sound from out in the world, you'll build in time to identify these sources, record, and assemble.



PRODUCTION CALENDAR

Your production calendar brings together all the episode elements you identified, determines how much time they will take, and notes when everything is due. A simple example is below; this is for Fuzzy Memories, a pop-culture chat show featuring three hosts.

Task	Timing (T = episode release date)
Identify which year we'll be discussing in the next episode (from the 1980s and 1990s)	T-14 days
Prepare notes on pop culture items we'll discuss (each host brings two from the chosen year)	T-12
Record the episode	T-10
Edit the audio	T-7
Assemble voiceover and music	T-5
Distribute to podcast players, post on our website,, and prepare social media clips	T-3
Episode release	T-0
Marketing via social media clips on IG	T-0 to T+14
Metrics and analysis	T+7

WORKBOOK

Production Calendar

Pick one of your episode ideas and list every step that will be needed. List the big steps but also dive into the minutiae, including emails you'll need to send, tools you'll need to use, reviews and checks you'll need along the way, etc. As we continue, you may think of more steps; just come back and add them here!

NEXT STEPS

As you go about your week, make note of any additional steps you might need in your production calendar, and any new ideas for episode topics.

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

