



SPONSORSHIP

"A WORD FROM OUR SPONSORS"



MERCHANDISE

BUILDING COMMUNITY & PROMOTING YOUR PODCAST



TERMS OF USE

DO'S & DON'TS ON DIFFERENT PLATFORMS



PUBLISHING RIGHTS

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TEASERS & TRAILERS

LEAVING PEOPLE WANTING MORE



PROMOTION

GETTING THE WORD OUT & CREATING HYPE



LAUNCH

CELEBRATING THE RELEASE OF YOUR PODCAST



PODCASTING PLATFORMS

MAKING YOUR WORK AVAILABLE TO THE WORLD



COMMUNICATION CHANNELS

FROM MAILING LISTS TO SOCIAL MEDIA



COMMUNITY ENGAGEMENT

INCLUDING LISTENERS & BUILDING BONDS



SHOW NOTES

FROM TRANSCRIPT & SUMMARY TO CREDITS & SOURCES



RECORDING LOCATION

RECORDING IN DIFFERENT ENVIRONMENTS



EQUIPMENT

GEAR, TOOLS & SOFTWARE TO RECORD & EDIT



AUDIO QUALITY

DOES IT SOUND GOOD?



SOUND DESIGN

CREATING EXPERIENCES & KEEPING LISTENERS ENGAGED



EDITING

STITCHING IT ALL TOGETHER



MUSIC

SETTING THE SCENE & EVOKING EMOTIONS



INTERVIEWS

QUESTIONS, LISTENING & DIVING DEEPER



GUESTS

FINDING THE BEST PEOPLE TO SPEAK TO



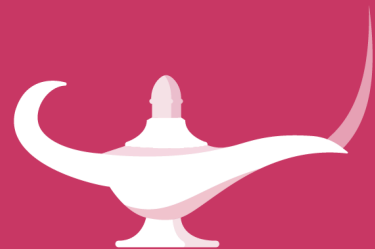
SCRIPT

FROM BULLET POINTS TO FULL SENTENCES



VOICES

FEATURING DIFFERENT OPINIONS & EXPERTISE



STORYTELLING

NARRATIVE, TENSION & CHARACTERS



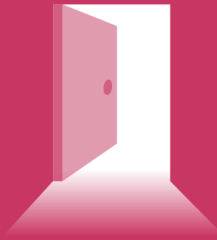
TOPICS & ANGLES

PERSPECTIVES & INFORMATION YOU FOCUS ON



EPISODE TITLE(S)

CAPTURING THE ESSENCE & SPARKING INTEREST



ACCESSIBILITY

REMOVING BARRIERS FOR EVERYONE



RESEARCH

WORKING WITH SOURCES, FACTS & STORIES



BUDGET

WHAT YOU HAVE & WHAT YOU NEED



ROLES & RESPONSIBILITIES

WHO DOES WHAT & WHY



PLANNING & PREPARATION

EVERYTHING BEFORE HITTING RECORD



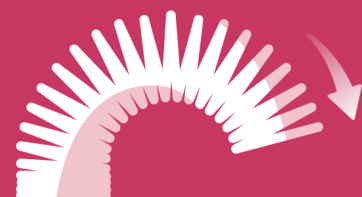
FEEDBACK & REVIEWS

WHAT LISTENERS TELL YOU, GOOD OR BAD



METRICS

USING STATS & DATA TO INFORM DECISIONS



SPIN-OFFS

RADIO, VODCASTS & LIVE EVENTS



COLLABORATIONS

PRODUCING & WORKING WITH OTHERS



EVALUATION

STAYING CRITICAL & LEARNING AS YOU GO



BUSINESS MODEL

PAYING THE BILLS & YOURSELF



GOALS

WHAT YOU WANT TO ACCOMPLISH



CHALLENGES

WHAT COULD STOP YOU



INSPIRATION

WHAT SPARKS YOUR IMAGINATION



PODCAST ENVIRONMENT

YOUR PLACE IN THE PODCAST WORLD



TRENDS

FOLLOW, DEFY OR CREATE YOUR OWN



DURATION

FINDING THE RIGHT LENGTH



OUTRO

"WE'VE COME TO AN END, BUT..."



RETURNING ELEMENTS

STRUCTURE, REFERENCES & JOKES THAT GUIDE YOUR LISTENERS



EPISODE(S)

FOCUS, STORY & FLOW



INTRO

SETTING THE SCENE FOR NEW & OLD LISTENERS



PILOT

THE FIRST EPISODE OF MANY



HOST(S)

THE VOICE(S) OF THE SHOW



SEASON(S)

THE BIGGER STORY



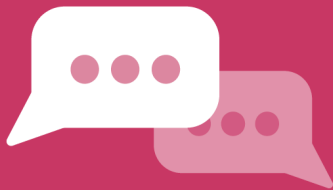
IMPACT

CHANGE YOU ARE CREATING



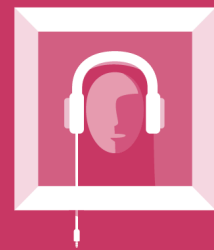
TARGET AUDIENCE

YOUR IDEAL LISTENER(S)



LANGUAGE & TONE

HOW YOU SPEAK WITH YOUR AUDIENCE



COVER ART

DIGITAL ART & VISUAL IDENTITY



FREQUENCY

HOW OFTEN YOU RELEASE CONTENT



BRANDING

SOUND, LOOK & FEEL OF YOUR PODCAST



ORIGINALITY

STANDING OUT FROM THE CROWD



PURPOSE

WHY YOU ARE MAKING THIS



VALUES & ETHICS

SETTING STANDARDS & BUILDING TRUST



TYPE

FORMAT, CATEGORY & STYLE



CONCEPT

CORE IDEA BEHIND IT ALL



PITCH

GRABBING ATTENTION & KEEPING IT



NAME

SHORT, CATCHY & MEMORABLE