

Create your Podcast Show Strategy

This workshop will help you create:

- **Your End Goal for your podcast show**
 - **Your Podcast Show format / s**
- **Your Podcast Show Script (if applicable)**

The problem with most podcasts lie within the creators intentions when the create the podcasts show. Many podcast creators think in the short term, and also get disappointed with an inability to gauge their ROI (Return on Investment).

Don't be one of those podcasters, have a clear and easy plan to follow right from the beginning. Work out now, and if possible, decide now:

- Why you are podcasting
- What you are trying to achieve from your podcast shows
- Will it involve other people
- Can you afford to outsource any of the admin work
- Can you motivate someone to sponsor your shows
- Will you arrange transcripts of each podcast show
- Will you “repurpose” any of the show content into another product which you can sell (now or later)
- What will you call your podcast show
- How long will it go for
- Where will you host your media files
- Do you have the domain name of your podcast show reserved
- Have you looked at your competition on iTunes, are you distinct from them
- Where do you see your podcast show going
- Have you considered a co-host

Etc etc.

1. **END GOALS**

“ Give y our podcast a purpose ”

You can change your END GOAL anytime, just make sure you are focused on that END GOAL all the time, remember if your intention is to make money from your podcasting you need to keep focused on that intention when creating your podcast show strategy.

My end goal is to **(pick one below)**

EXAMPLES BELOW:

Create a huge podcast subscription list

Get more traffic to my blog

Get more blog subscribers

Sell my eBook/s

Sell my business/professional services

Sell affiliate products

Do you have more than one End Goal?

If you have more than one End Goal, consider having a podcast with two distinct show strategies.

Let's say you are a nurse who blogs about newborn babies, and all things like that. Then you could create a unique podcast with two different strategies, for example:

1. **New Mum Parenting Top Tip for the week sent in by a subscriber or blogger (a five min weekly show on late Sunday night)**

END GOAL: To get more blog subscribers

HOW: Grab your free copy of my “Top New Mum Coping Strategies” when you subscribe to my blog at www.myblog.com

2. **N e w M ums “Co ffe e & a Chat ” (a casual chat with a new mum who has just had a baby discussing their ups and downs – a 30min weekly show on Thursday mornings)**

END GOAL: Sales of **your** eBook “Work/life Balance for new Mums” \$19.95 on Amazon Kindle

HOW: Refer to the relevant eBook chapters in your eBook when your interview covers that kind of topic.

OR

Let's say you are a product creator who wants to promote your new video course on sustainable living. You could create a weekly podcast show as follows:

1. **Living with Less, for More (a weekly 30min video podcast on new and innovative sustainability living products which you incorporate with your video course on how live sustainably on a budget)**

END GOAL: To sell your video course

HOW: Use a discount coupon for podcast listeners only by visiting my website www.LivingwithLessforMore.com/podcastbonus/

2. **Living with Less, for More (a weekly 30min video podcast on new and innovative sustainability living products which you incorporate with your video course on how live sustainably on a budget)**

END GOAL: To sell get people to subscribe to your blog

HOW: Announce three call-to-actions per podcast when you suggest visiting your blog and signing in to receive a bonus product at your blog/website www.LivingwithLessforMore.com/podcastbonus/

2. YOUR PODCAST SHOW FORMAT

You should create a new Podcast Show Format for each different format your podcast show has.

So if you have an interview/chat show, that could be one.

Then if you have a “how-to” video podcast show, that would be another show format.

So create a Podcast Show Format form like this for each and every show, but you would still only need to list “one” podcast show on iTunes.

So if your podcast show is called “Sustainable Living with Pete” – then within that podcast show you could have different show formats, it is completely up to you. There is no “right or wrong”, it is just whatever you feel like doing, and promoting your podcast show accordingly.

Just remember if you mix up your podcast show formats, it may be confusing to your listeners, so think about how your listeners will feel about some video, some audio, some how-to's, some interviews. Is your podcast show description clear on this format change?

The benefit of video is more syndication opportunities, but people can't watch a video while they are driving, or exercising. So there is a time and place for all kinds of podcast show formats.

YOUR PODCAST SHOW FORMAT PLAN

IS THIS PODCAST - AUDIO or VIDEO (circle one)

(I suggest starting with audios)

The name of my podcast will be

My end goal is to (select one only)

SHOW FORMAT:

Type of shows (you are not limited to one):

Reviews Interviews General discussions Tips How To Answer
Questions

Other

Time Length (guide only): 5mins 10mins 15mins 30mins 60mins
other.....

Will it have a custom show format, or as basic show format?

Basic show

Custom (detailed) show

2. YOUR PODCAST SHOW SCRIPT

Basic Show Format?

or

Detailed Show Format?

Basic Suggestion:

- Music intro
- Welcome Back
- "Brought to you by "sponsor" or "my blog www.myblog.com"
- Today we are going to
- Let's get started by
- Wrap up
- Thank your sponsor again
- Thanks for listening – don't forget to subscribe
- Mention next podcast topic and when it will be out
- Exit music

Detailed Suggestion:

- Music intro
- Welcome Back
- Mention sponsor
- Today we are going to
- Introduction to who you are and why you blog about
- Introduction of who your guest is (if relevant) and their reason for joining you today
- First let's discuss
- Mention product that teaches this theory
- Discuss my blog post on this topic dated
- Intro to what the next discussion will be
- TAKE BREAK – mention sponsor again here
- Welcome back
- Second let's discuss
- Read subscriber email question on this topic from
- Talk about industry trends on this topic
- Discuss the chapter of my eBook which discusses this topic and why it is more relevant now than it was when I wrote it a year ago
- Give statistics to back this up
- Wrap up and thank the guest (if relevant)
- Thank the sponsor again
- Mention next podcast topic
- Exit music

YOUR PODCAST EPISODE FORMAT

PODCAST NAME:

Show Name:

Type of Show: (review or how to etc)

Episode no: **DAY & DATE:**

Estimated Length of show:

Audio or Video?

TOPIC – Description

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.....

Purpose of Show:

Call to Action for Show:

List on iTunes?

List it on other directories, if so which:

.....

STATS:

Google / BluBrry / Libsyn / AmazonS3 / Blog

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YOUR PODCAST EPISODE FORMAT

Show Name:

Episode no: **DAY & DATE:**

FORMAT:

Music intro & Welcome Back

This week's show topic is

Mention Sponsor

I'm and you can find me on my blog/website at

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Discussion

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BREAK – Mention Sponsor Again

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Wrap up by:

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Mention Next show topic

Thank Sponsor & Exit music

To Your Success!

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