

PODCASTING

QUESTIONS TO ASK BEFORE YOU START

When you start thinking about making a podcast, there's lots to consider. Use the below list of questions to get those juices flowing and start your planning properly.

WHAT - WHERE - WHO - HOW

The What:

- What is your story? (over all and for each episode)
- What story does the audience want to hear?
- What's the podcast target market already like in that space?
- What's your position to be?
- What's the podcast show format? eg - interview style or narrative
- What's the style, tone and approach: eg - fun and light or serious and in-depth or both etc.
- What is the episode duration, frequency, start and finish date?
- What will you name the series and each episode?
- What is the title with intro & outros? (music, host introduction, sponsor intros etc)
- What are the measurements and KPI's

The Where:

- Where will you record? (studio, office, location)
- Where will the podcast audio be hosted?
- Where can the podcast be found?
- Where will we link from the podcast back to? Your website or social?
- Where can you capture additional content?

The Who:

- Who is the host, or hosts?
- Who will produce, plan and manage each podcast episode?
- Who supplies each show's topic, subject, questions and guest contacts and book accordingly
- Who sets up a studio for each podcast?
- Who edits and formats all audio to publish online with RSS feeds to each podcast channel with descriptions and titles?
- Who will design media flow for all content created?
- Who will design podcast thumbnail and logo?
- Who will have the final sign-off on the podcast?

The How:

- How often will you podcast?
- How will you record?
- How will each episode be outlined with titles, and description, both written and digital for each episode of the podcast?
- How often will the episodes be released, what day and time?
- How do you measure results and how often

We've got pricing packages to suit every one of your podcast needs. Enquire now for more information.