

1 Define purpose

Why are you doing this podcast? What purpose will it serve for you and for your audience? Think about what interests you.

Is this an interview, a discussion, a report?

2 Determine audience

Who will your audience be? What do you know about them? What do they already know about your topic?

3 Find Examples

Find some existing podcasts that you like (whether it's the content, delivery and/or speakers). What tone do you like? Personality? Style?

We like: Stuff You Should Know, The Moth, Snap Judgment and Radiolab



4 Brainstorm content

How long do you want your podcast to be?
What information do you want to include?

5 Brainstorm Audio

What music and/or sound effects do you want to include? What purpose will it serve for you and for your audience?



6 Script It

Decide exactly what will be said and include the duration of each segment.

Section	Time	Script/Dialogue/Music
Intro		This podcast is brought to you by...
Intro Music		
Overview		
Topic:		
Topic:		
Topic:		
Closing Music:		
Outro/Closing Remarks		



7

Practice Speaking

- | | |
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| <ul style="list-style-type: none">• Find a quiet room• You can stand or sit• Maintain the same distance from the mic | <ul style="list-style-type: none">• Speak slowly• Speak softly• Speak consistently• Let your personality show |
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