

PODCAST PLANNING TEMPLATE

Podcast Title

What is the name of your podcast?

Episode Topic/Main Idea

What is your episode about?

Purpose

What do you want your audience to know, feel, or do after listening?

☐ Inform

☐ Entertain

☐ Persuade

☐ Inspire

☐ Raise awareness

☐ Other: _____

Target Audience

Who are you making this for? Age, interests, background?

Format and Structure

Choose a style (you can mix more than one):

☐ Solo narration

☐ Interview

☐ Storytelling / documentary style

☐ Roundtable discussion

☐ Q&A

☐ Other: _____

Segment or Parts

Develop what structure the podcast will be, including time estimates.