



PODCAST STRATEGY

Workbook

WAYFARE

WELCOME TO THE PODCAST STRATEGY WORKBOOK!

The goal is to walk you through the important steps needed to get your podcast from concept to reality. Throughout the guide, you'll see pro tips from Jon, owner of Wayfare, drawing from nearly a decade of experience working with clients to create podcasts.

As you go through the pages, take your time to think through the “why” behind your podcast. Consider your audience and be specific about the goal and purpose of your content. This is a huge step forward in being distinct and creating a niche community through podcasting.

If you have questions as you go, reach out to us at info@wayfarerecording.com and we would love to assist.

PODCAST ETHOS

Why do you want to start a podcast?

Who is your audience?

How do you hope to serve this audience?

PODCAST ETHOS

What can you provide that is different than other podcasts in this genre?

What is your ultimate goal for the podcast?

- To make an income via ads or crowd funding
- To gain an audience and recognition in my industry
- To serve as a marketing outlet for my company
- To be a fun hobby or creative outlet for myself
- Other _____

PRO TIP: Podcasting is a lot of work and can require a significant amount of time and money to record and produce. Unless you have a clear goal with your podcast, it's likely you won't be committed to the practice in the long term

PODCAST SPECIFICS

Podcast Title

Podcast Tagline

Podcast Description (This will show up on iTunes, Spotify, and other streaming platforms.)

PRO TIP: Be clear and concise. These details are the first impression for your audience, so make sure you are clear with who you are and what you do.

PODCAST GENRE

Genre #1

Genre #2

Genre #3



Sub-Genre



Sub-Genre



Sub-Genre

PODCAST GENRE LIST

ARTS

Books
Design
Fashion & Beauty
Food
Performing Arts
Visual Arts

BUSINESS

Careers
Entrepreneurship
Investing
Management
Marketing
Non-Profit

COMEDY

Comedy Interviews
Improv
Stand-Up

EDUCATION

Courses
How To
Language Learning
Self-Improvement

FICTION

Comedy Fiction
Drama
Science Fiction

GOVERNMENT

HISTORY

HEALTH & FITNESS

Alternative Health
Fitness
Medicine
Mental Health
Nutrition
Sexuality

KIDS & FAMILY

Education for Kids
Parenting
Pets & Animals
Stories for Kids

LEISURE

Animation & Manga
Automotive
Aviation
Crafts
Games
Hobbies
Home & Garden
Video Games

MUSIC

Music Commentary
Music History
Music Interviews

NEWS

Business News
Daily News
Entertainment News
News Commentary
Politics
Sports News
Tech News

RELIGION & SPIRITUALITY

Buddhism
Christianity
Hinduism
Islam
Judaism
Religion
Spirituality

SCIENCE

Astronomy
Chemistry

Earth Sciences
Life Sciences
Mathematics
Natural Sciences
Nature
Physics
Social Sciences

SOCIETY & CULTURE

Documentary
Personal Journals
Philosophy
Places & Travel
Relationships

SPORTS

Baseball
Basketball
Cricket
Fantasy Sports
Football
Golf

Hockey
Rugby
Running
Soccer
Swimming
Tennis
Volleyball
Wilderness
Wrestling

TECHNOLOGY

TRUE CRIME

TV & FILM
After Shows
Film History
Film Interviews
Film Reviews
TV Reviews

PODCAST FORMAT

Interview

Monologue

Dynamic Storytelling

Other _____

What are some podcasts you draw inspiration from?

1) _____

Why? _____

2) _____

Why? _____

3) _____

Why? _____

Introduction Script

Exit Script

PRO TIP: The exit should focus on reminding the audience to subscribe, follow, and review.

PRO TIP: The current average is 20-40 minutes, but the length should be relevant to your material in a digestible format for your audience.

Target Podcast Length

How Many Speakers Per Episode?

1 2 3 4 5+

Introduction Music

Exit Music

Other Music

PODCAST LAYOUT

PRO TIP: Layout is how your episodes consistently flow from the start to the end. Listen to some of your favorite shows to see how it is laid out: what comes first, how is the episode introduced, are their breaks, etc.

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

PODCAST SCHEDULE

How often will you publish an episode?

Monthly Bi-Monthly

Weekly 2x Per Week Daily

Other _____

What day(s) of the week will it be published?

What time will it be published?

PRO TIP: According to professionals, the best time to release a podcast episode is on Tuesdays at 5am. Most podcasts find high download rates at that time.

How many days will you need to record, edit, review, revise, and schedule an episode?

PLAN OUT YOUR SCHEDULE BELOW:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

CONTENT PLAN

Brain Dump Episode / Topic Ideas

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

Podcast Guest List

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

Questions to Ask Guests

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

First 5 Episodes

1) _____

Date: _____ Guest: _____

2) _____

Date: _____ Guest: _____

3) _____

Date: _____ Guest: _____

4) _____

Date: _____ Guest: _____

5) _____

Date: _____ Guest: _____

TECHNOLOGY

Equipment Checklist

- Microphone & Cables
- Microphone Stand
- Headphones
- Recording Software
- Video Streaming Program

Audio Editor:

Recording Location:

PRO TIP: Editing takes up to 5 hours depending on the length of the episode. Find more time for yourself to plan, record, and rest by hiring an editor.

MARKETING

Essential Items:

- Podcast Album Artwork (3000px x 3000px)
- Show Notes Template
- Keywords / Hashtags

Other Items:

- Social Media Accounts
- Website Development
- Email Newsletter

MONETIZATION

PRO TIP: There are several avenues you can take to obtain advertisers. Some podcasters join advertising agencies right away, while others build relationships with potential advertisers by becoming superfans.

Advertisers:

1) _____

2) _____

3) _____

Ad Position _____

Ad Spot Length: _____ Ad Spot Cost \$ _____

Ad Position _____

Ad Spot Length: _____ Ad Spot Cost \$ _____

Ad Position _____

Ad Spot Length: _____ Ad Spot Cost \$ _____

NOW WHAT?

Creating a podcast from nothing takes time and effort. After working with numerous clients to create podcasts, I know that the front end work can honestly be grueling. However, it is so worth it to see your podcast live and begin connecting with your audience in a new way.

While the process can be daunting, don't forget to enjoy the ride. It may sound cliché, but if you're passionate about your story, listeners can hear it through the microphone and you'll be much more successful in connecting with your audience.

If you have any questions or need further assistance, please feel free to reach out.

A handwritten signature in black ink, appearing to read 'Jon Keur', written in a cursive style.

JON KEUR

Owner & Operator, Wayfare

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