

PODCAST STRATEGY Workbook



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?

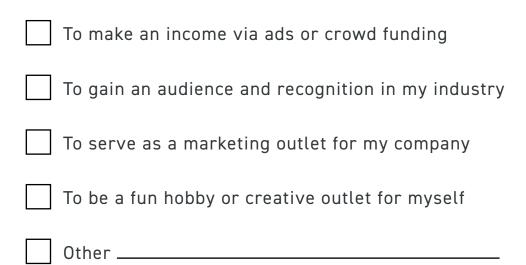
Who is your audience?

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?



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

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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

Business News Daily News Entertainment News News Commentary

NEWS

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?		

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?



Introduction Music

Exit Music

Other Music

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.

PODCAST LAYOUT

1)	
2)	
3)	
4)	
5)	
6)	
7)	
8)	

PODCAST SCHEDULE

How often will you publish an episode?

Mon	thly 🗌 Bi-Monthly
Wee	kly 🗌 2x Per Week 🗌 Daily
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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





Headphones



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

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.

MONETIZATION

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.

ARK

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