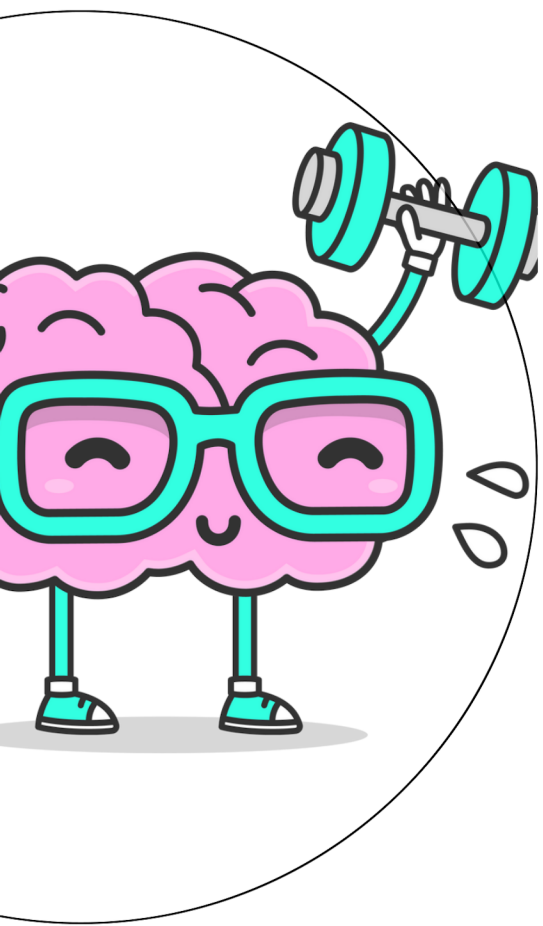


- STEP 1 -

# How to choose a podcast topic





# Step 1

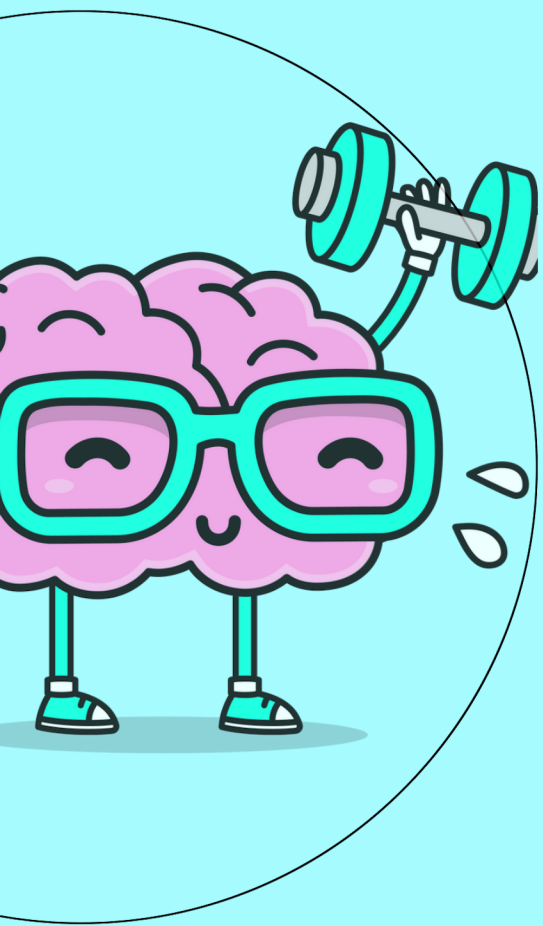
# Interests

## IDENTIFY YOUR INTERESTS

**Brainstorm:** Make a list of all the topics that you are interested in. Don't limit yourself at this stage, write down everything that comes to mind.

**Evaluate:** After you have brainstormed your list of interests, evaluate each topic on your list. Ask yourself questions like, "*Am I knowledgeable about this topic?*", "*Is this topic something that I am passionate about?*", "*Is there an audience for this topic?*"

**Research:** Once you have evaluated your list, do some research on the topics that you are most interested in. Look for other podcasts, blogs, and articles related to the topic. This will help you to determine if there is already a large audience for this topic, and if there is room for your podcast to stand out.



# continuation...

# Interests

**Narrow down your list:** After you have done your research, narrow down your list to your top three topics. You should choose a topic that you are passionate about, knowledgeable about, and that has an audience.

**Test:** Before you commit to a topic, test it out. Start talking about the topic with friends and family, and see if they are interested. This will help you to get a feel for the potential audience for your podcast.

*Remember, choosing a topic that you are passionate about and knowledgeable about is crucial for creating a successful podcast. Take your time and do your research, and you will find the perfect topic for your podcast.*

# Step 2

## Audience



### DEFINE YOUR TARGET AUDIENCE

**Analyze the Top Podcasts:** Look at the top podcasts in your area of interest and see what topics they cover. Identify the common themes and areas that are already saturated with podcasts.

**Look for Gaps:** Identify areas where there is a lack of podcasts or where the existing ones are not providing the content that you think is needed. This could be a specific subtopic within your area of interest, or a completely new angle that hasn't been explored yet.

**Check Out Reviews:** Read reviews of existing podcasts to get a sense of what listeners like and don't like about them. This can help you identify areas where you could provide a unique perspective or offer something different.



# continuation...

# Audience



**Use Social Media:** Follow influencers, experts, and other podcasts in your area of interest on social media. Pay attention to the topics they discuss and the conversations they have with their followers.

**Join Communities:** Join online communities related to your area of interest, such as forums or Facebook groups. Engage in conversations and ask questions to get a sense of what people are looking for in a podcast.

*By researching the market, you can ensure that your podcast fills a gap or provides a unique perspective on a topic that already exists. This can help you build an audience and create content that people are interested in.*



# Step 3

## Research

### RESEARCH YOUR COMPETITION

**Identify your competitors:** Look for other podcasts that cover similar topics or appeal to a similar audience. Make a list of these podcasts and note down their strengths and weaknesses.

**Listen to their podcasts:** Listen to a few episodes of your competitors' podcasts to understand what they are doing well and where they could improve. Pay attention to their format, style, tone, and the topics they cover.

**Analyze their audience:** Check their website and social media pages to understand their audience demographics. Look for comments, reviews, and feedback to understand what their listeners like and dislike about their podcast.

# continuation...

# Research

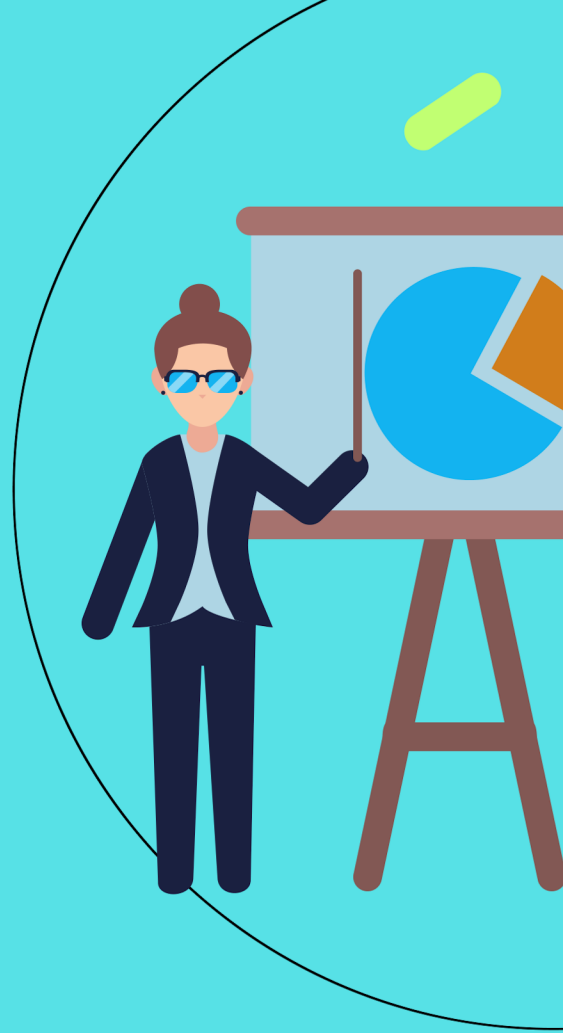


**Identify gaps in the market:** Look for areas that your competitors are not covering or not covering well. This could be a topic that is not explored enough, a different perspective or angle, or a unique format.

**Differentiate yourself:** Use the information you have gathered to identify what sets you apart from your competitors. Determine what unique value you can offer to your audience and how you can differentiate your podcast from others in the market.

*Remember, competition is healthy and can inspire creativity and innovation. Use your competitors' successes and failures as a learning opportunity and find ways to create a unique and valuable podcast that sets you apart from the rest.*

# Step 4 Expertise



## CONSIDER YOUR EXPERTISE

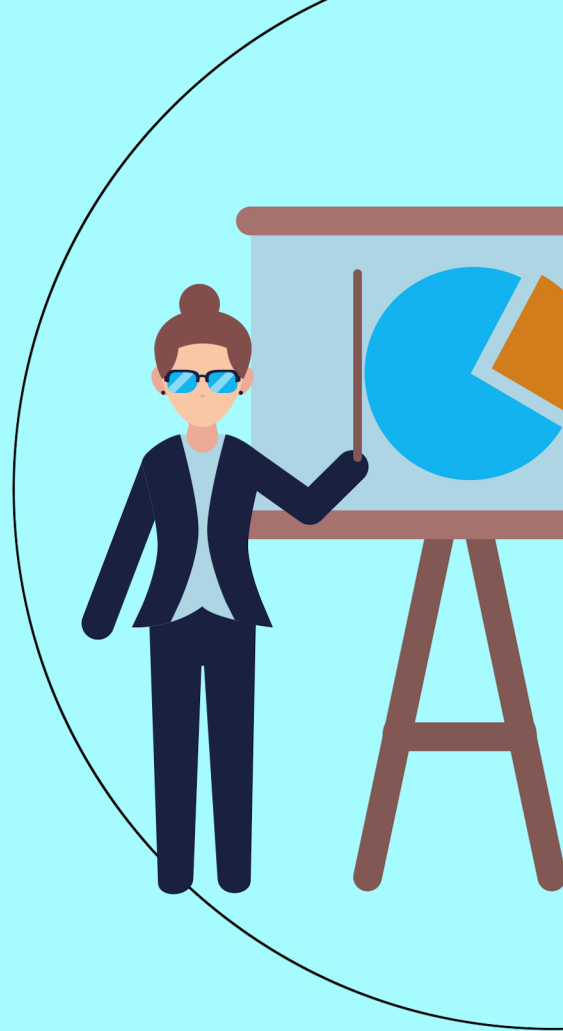
By considering your expertise, you can ensure that your podcast is informative, engaging, and valuable to your listeners.

**Assess your knowledge:** Take some time to assess your own knowledge and expertise in the topic you want to discuss in your podcast. Ask yourself some questions like: What do I know about this topic? How much experience do I have in this area? Do I have unique insights or perspectives to share?

**Identify knowledge gaps:** Once you've assessed your knowledge, identify any gaps in your expertise. Are there areas where you need to do more research or gain more experience? If so, make a plan to fill those gaps before you start your podcast.

# continuation...

# Expertise



**Leverage your strengths:** While it's important to be aware of your knowledge gaps, you should also focus on leveraging your strengths. Identify areas where you have unique expertise or perspectives that can set your podcast apart from others.

**Be willing to learn:** Even if you consider yourself an expert in your topic, there is always more to learn. Be open to new ideas and perspectives, and be willing to learn from your guests and audience.

**Focus on adding value:** Finally, remember that your podcast should focus on adding value for your listeners. Use your expertise and knowledge to provide insights, tips, and actionable advice that your audience can use to improve their own lives or businesses.



# Step 5

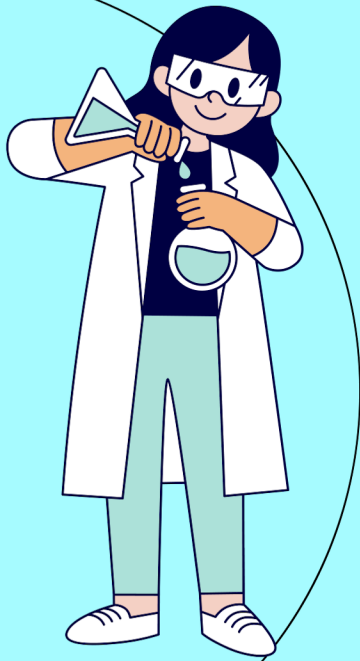
# Test

## TEST YOUR IDEA

**Develop a prototype:** Create a prototype episode or series of episodes that showcase your idea. This will give you a chance to experiment with your format and content and get feedback from potential listeners.


**Share your prototype with your network:** Share your prototype with friends, family, and colleagues who may be interested in your topic. Ask for their honest feedback and suggestions for improvement.

**Seek feedback from your target audience:** Reach out to individuals or groups who you believe would be interested in your podcast idea. This could be done through online forums, social media groups, or in-person networking events. Ask for their feedback on your prototype and listen to their suggestions.



# continuation...


# Test



**Analyze feedback:** Take the feedback you receive and analyze it. Look for patterns and themes in the feedback to identify areas for improvement. Use this feedback to refine your podcast concept.

**Make adjustments and repeat:** Use the feedback you receive to refine your podcast concept and prototype. Repeat this process until you feel confident in your podcast idea and are ready to launch.

*Testing your podcast idea is a critical step to ensuring its success. By getting feedback from potential listeners, you can identify areas for improvement and make necessary adjustments before launching your podcast.*





# Step 6

## Be focused



### KEEP IT SPECIFIC AND FOCUSED

**Define your niche:** Determine the specific topic or area that your podcast will focus on. This will help you create content that is targeted and relevant to your audience.

**Develop your unique angle:** Think about how you can approach your topic in a unique and interesting way. This could be through a specific format, guest lineup, or storytelling style.

**Consider your target audience:** Think about who your ideal listener is and what they are looking for in a podcast. Use this information to guide your content creation and promotion strategy.

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# Be focused



**Stay true to your brand:** Make sure your podcast aligns with your personal or brand values and messaging. This will help you build a loyal audience and stand out in a crowded market.

**Don't try to do too much:** It's better to have a specific and focused podcast than to try to cover too many topics or areas. Stick to what you know and do it well.



# Step 7

## Be authentic

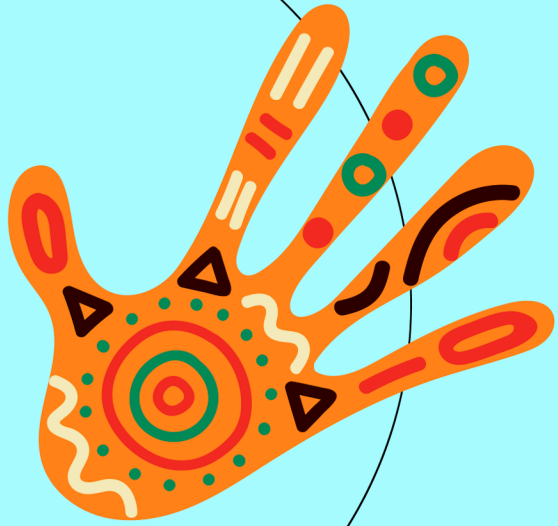


### BE AUTHENTIC

**Know your strengths and weaknesses:** Be honest with yourself about what you're good at and what you need to work on. This will help you create content that showcases your strengths while also improving on your weaknesses.


**Share personal experiences:** Your personal experiences can be an excellent source of content for your podcast. It can help you connect with your audience on a deeper level, and they can learn from your experiences.

**Stay true to your values:** Your values are what make you unique. Staying true to them will help you create content that aligns with your beliefs and connects with your audience.



# continuation...


# Be authentic



**Avoid gimmicks:** It's easy to get caught up in the latest trends or gimmicks, but they often come across as inauthentic. Focus on creating content that is genuine and provides value to your audience.

**Be transparent:** Be transparent with your audience about who you are, what you believe, and what you stand for. This will help build trust and credibility with your listeners.

**Engage with your audience:** Engage with your audience by asking for feedback, answering questions, and responding to comments. This will help you build a community around your podcast and connect with your listeners on a deeper level.



info@mypodcastlist.com



to be continued...

**P.S**

## SOME HELPFUL LINKS

<https://chat.openai.com/>

Chat GPT - do brainstorm, find new topics.

<https://www.semrush.com/>

Semrush - competitors research.

<https://docs.google.com/>

Google Doc - write topics and idea.

<https://www.canva.com/>

Canva - create prototypes of episodes.

*Best regards*

*MypodcastList.com*

