- STEP 2 -

How to plane
your content

simple guide

→ Mypodcastlist.com
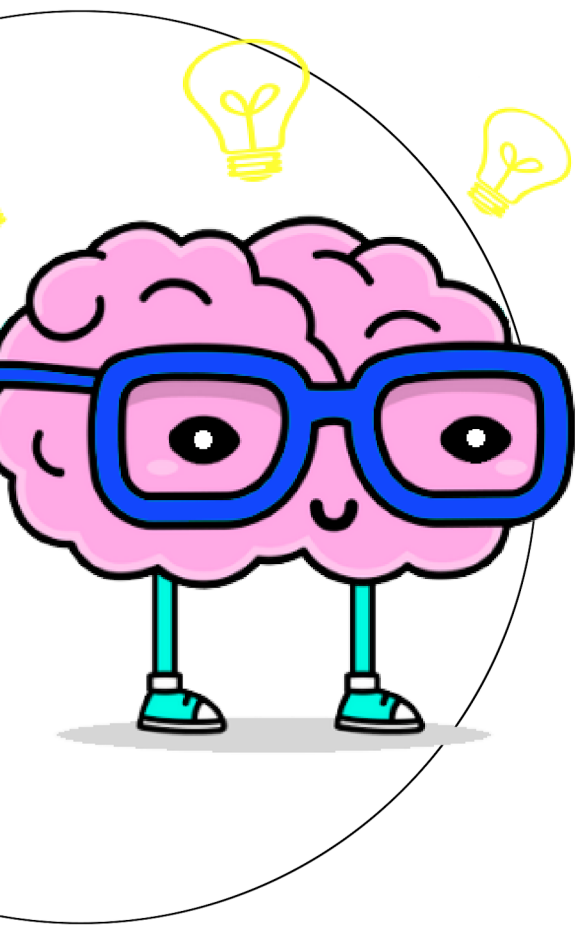
Step 1
Brainstorm

BRAINSTORM EPISODE TOPICS

Determine the purpose and audience of your podcast: Before you start brainstorming episode topics, you should have a clear understanding of your podcast's purpose and target audience. This will help you create episode topics that align with your goals and resonate with your audience.

Brainstorm general topic areas: Begin by generating a list of general topic areas that relate to your podcast's theme. For example, if your podcast is about health and wellness, you might brainstorm topics like nutrition, fitness, mental health, and self-care.

Use mind mapping techniques: Use mind mapping techniques to expand on your general topic areas and create subtopics. Start with a central idea, such as "nutrition," and branch out into related topics like meal planning, cooking tips, and healthy eating habits.
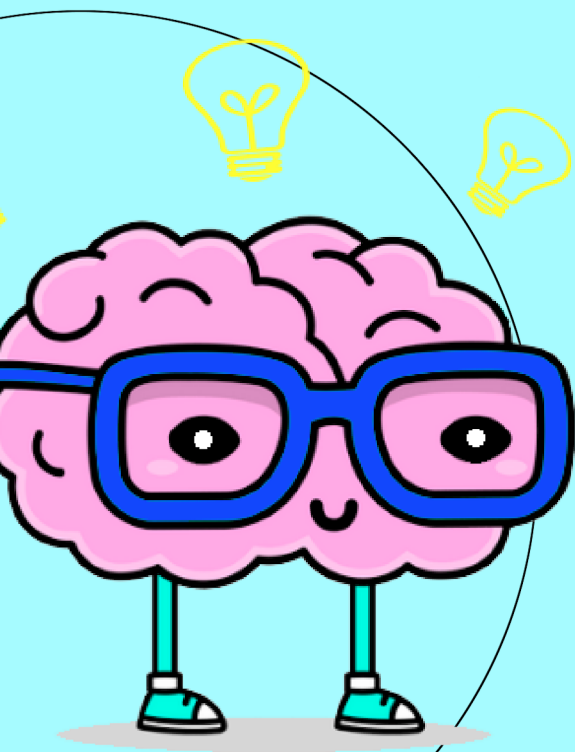
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Brainstorm

Conduct research: Research each topic area to gather more information and spark ideas for episode topics. Use online resources, books, and interviews with experts to gather insights and inspiration.

Consider your audience's needs and interests: Keep your target audience in mind as you brainstorm episode topics. What questions do they have? What topics are they most interested in? Use this information to guide your brainstorming process.

Collaborate with others: Consider collaborating with other podcasters, experts, or influencers in your industry to generate new ideas and gain fresh perspectives.

Refine your ideas: Once you have a list of potential episode topics, evaluate each one to determine its relevance, interest, and potential for engagement. Refine your ideas by selecting topics that align with your podcast's goals and will resonate with your audience.

Plan ahead: Once you have a list of episode topics, create a content calendar to plan ahead and ensure that you have a consistent schedule for releasing new episodes.

Step 2 Schedule

CREATE AN EPISODE SCHEDULE

Determine your podcast format: Before you start creating your episode schedule, it's important to determine the format of your podcast. Will it be an interview-style show? A solo show where you discuss a specific topic? Will it be seasonal or ongoing? Knowing your podcast format will help you plan the structure of your episodes and how often you'll need to produce them.

Decide on a publishing schedule: Once you have your podcast format, decide on a publishing schedule. Will you release new episodes weekly, bi-weekly, or monthly? This will help you determine how many episodes you need to plan and produce.

Brainstorm episode topics: Use the previous instruction to brainstorm ideas for episode topics that align with your podcast's theme and format. Think about what your listeners would want to hear and what topics would be relevant and interesting to them.

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Schedule
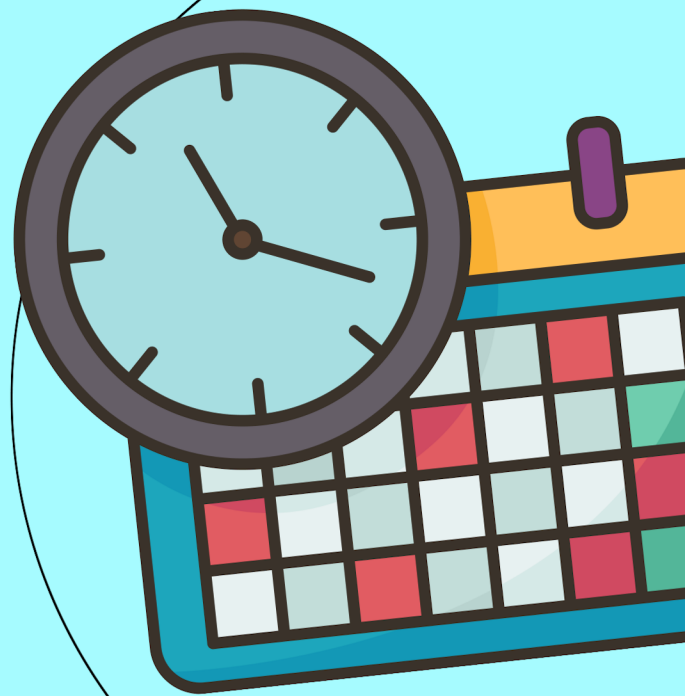
Prioritize episode topics: Once you have a list of episode topics, prioritize them based on relevance, timeliness, and interest. This will help you determine the order in which you'll produce each episode.

Create an editorial calendar: Once you've prioritized your episode topics, create an editorial calendar. This will be your guide for planning and producing each episode. Use a spreadsheet or a project management tool to create a calendar that includes the episode title, episode number, release date, and any other relevant details.

Map out the production process: With your editorial calendar in place, map out the production process for each episode. This includes tasks like recording, editing, adding music and sound effects, and creating show notes. Determine how long each task will take and assign deadlines to ensure you stay on schedule.

Leave room for flexibility: It's important to leave room for flexibility in your episode schedule. Unexpected things can come up, and you may need to make adjustments to your publishing schedule or episode topics. Build in some extra time in your schedule to account for any changes or delays.

Step 3
Outline

OUTLINE EACH EPISODE

Identify the episode topic: Determine what the episode will be about. This should align with your podcast's overall theme and goals.

Define the episode's objective: Determine what you want to achieve with the episode. This could be to educate, entertain, inspire, or inform your listeners.

Research and gather information: Conduct research and gather information related to your episode topic. This can include reading articles, watching videos, conducting interviews, or analyzing data.

Create an outline: Organize your research and ideas into a clear and concise outline. Start with a main topic and break it down into subtopics or segments. Each segment should have a clear purpose and flow seamlessly into the next.

Develop a hook: Create a hook that captures your audience's attention and entices them to listen to the entire episode. This can be a catchy phrase, a question, a story, or a teaser of what's to come.

Outline

Draft an introduction: *Use the hook to create an engaging introduction that sets the tone for the episode and introduces the topic.*

Develop the main content: *Use your outline to guide the main content of the episode. Each subtopic or segment should be discussed in depth, and examples or anecdotes can be added to keep your audience engaged.*

Include transitions: *Use transitions to move smoothly from one subtopic to another. This can be done by summarizing the previous subtopic or previewing the next one.*

Draft a conclusion: *Wrap up the episode by summarizing the key points discussed and reiterating the episode objective. You can also include a call-to-action to encourage your audience to take some kind of action related to the episode topic.*

Edit and refine: *Review your outline and script to make sure everything flows well and the episode achieves its objective. Edit for grammar and clarity, and refine the content to make it as engaging as possible.*

Step 4 Test

TEST YOUR CONTENT

Listen to your own episodes: The first and most important step in testing your podcast's content is to listen to your own episodes. This will help you identify any areas that need improvement or where you can make changes to better engage your audience.

Share your episodes with friends and family: Get feedback from people you trust. Share your episodes with friends and family and ask them for honest feedback. They may have valuable insights that you can use to improve your podcast.

Join online podcasting communities: Join online communities such as Reddit or Facebook groups for podcasters. Share your episodes with these groups and ask for feedback. These communities are a great resource for getting feedback from other podcasters and listeners.

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Test

Use online feedback tools: There are many online tools available that allow you to get feedback on your podcast's content. Some popular options include SurveyMonkey, Google Forms, and Typeform. Create a survey or questionnaire that asks specific questions about your podcast's content and send it to your audience.

Analyze your podcast metrics: Check your podcast metrics to see how well your episodes are performing. Pay attention to metrics such as downloads, listens, and engagement rates. This data can help you identify which episodes are resonating with your audience and which ones may need improvement.

Take action based on feedback: Once you've gathered feedback on your podcast's content, take action on the insights you've gained. Use the feedback to improve your content and create more engaging episodes that resonate with your audience.

Thank you!

to be continued...
P.S

SOME HELPFUL LINKS

https://chat.openai.com/
Chat GPT - do brainstorm, find new topics.

https://docs.google.com/
Google Doc - write topics and episodes idea.

https://calendar.google.com/
Google Calendar - to create an episode schedule.

https://www.mindmup.com/
MindMup - free mindmup service for episodes.

Best regards

MypodcastList.com