
Module 17, Lesson 1 Handout:

Basics of Creating a Podcast

Written content can be a really powerful tool, as can video content. One advantage to podcasts is that listeners can digest the content while doing other things, like driving, or cleaning the house, for example. However, if you are good at creating a podcast, hopefully your listeners will want to stop what they are doing and will hang on your every word.

Just as with creating video content for YouTube, creating a podcast requires some basics for success. Here are a few tips to get you started.

1. Don't Skimp on Audio Equipment

As with video equipment needs, you won't need overly expensive equipment, but you will need basic equipment like a microphone, headset, and audio editing software to ensure your podcast sounds great.

2. Choose Topics You're Passionate About

It should go without saying, but the more you know about a topic and the more passionate you are about it, the better your podcast is going to be. If you don't sound 100% knowledgeable, excited, and genuinely happy about the topic of your podcast, your listeners will know.

3. Optimize Your Audio Content

Just like with written and video content, podcasts need to be optimized for the keywords your listeners are searching for. If they can't find it, they can't listen.

4. Bring on the Guests

While you may have plenty to say on any given topic you've chosen for a podcast, people love hearing different points of views. Inviting guests with knowledge on topics that aren't your area of expertise, or aren't your favorite thing to talk about allows you to provide valuable content to your audience that you otherwise might not address.

5. Consistency is Key

Again, like with other types of content like written and video, sticking to a consistent schedule is key. If you can't commit to posting content consistently, you might want to wait until you can to avoid disappointing your audience.

Questions to Ask Yourself When Creating Podcasts

- Is my podcast topic relevant and interesting?
- Who can I invite to speak as guests?
- What areas of expertise would be good to add to the podcast?
- What questions can I answer for my audience?
- How can I make the content entertaining and educational?
- What are 3-5 things I want people to take away from the podcast?
- How long will the podcast be?
- How long will I talk for vs. my guests?
- What platform do I want to share it on? (website, social, etc.)

PODCAST CONTENT WORKSHEET	
Podcast Content Topic/Category (High Level):	
Podcast Content Message/Focus: What do I want to get across to my listeners?	
Why should my audience care about this content? Why should they share it?	
What story am I going to tell in this podcast?	

I want to sound - funny/educational/authoritative/ down-to-earth/intelligent/ friendly/other.	
Guests to Invite	
Calls to action	
Length of Video?	
Necessary Equipment/Software	

The above worksheet will help you organize your thoughts and plan for a podcast that will have your listeners on the edge of their seats, wanting to hear more.