

INVEST IN YOURSELF, AND OTHERS

# LEARN TO PODCAST

PODCASTING MADE EASY: HOW TO  
LAUNCH A SUCCESSFUL PODCAST  
IN 8 WEEKS OR LESS!

GET STARTED →

The Ultimate, Step-by-Step Beginners Guide for  
Launching Your Podcast in 8 weeks - *or less!*

## WEEK 3 ASSIGNMENT GUIDE Outlining, Planning, and Pitching Your Podcast



*DISCLAIMER: Please note and understand that the contents of the assignment guide, other class materials, resources, videos, podcasts, coaching sessions, emails, texts, and any and all suggestions and recommendations that Dave makes to you are made in good-faith with the sole intention of helping you succeed. His recommendations are his opinions based on his own experiences. You are 100% responsible to do your own research and make your own decisions. Furthermore, by taking this class you acknowledge, understand, and agree that you are 100% responsible for your own actions.*

## MY PODCAST “MASTER PLAN”

You have probably heard the famous carpentry adage, “Measure twice, cut once.” This saying is not only true when working with physical materials, but your time too. With that said, this week we are going to help you create your podcast “master plan”. Your master plan is the culmination of the last two weeks with some structure added. So, get your pen ready, print out this form, and let’s started!



## WHAT IS THE VISION FOR YOUR PODCAST?

Yes, you heard me correctly. Yes, I know I have asked you this multiple times now. This is the core of your podcast though, the central hub of your podcasting universe. It is so important, that we need to make sure that you are focused on this vision every time you create an episode in order to ensure that all of your activity and efforts are centered around this vision (and you're not distracted and off target). With that said, let us review a bit and really cement your vision.

**Question 1.** In a brief and concise summary, what is the core vision or purpose for your podcast? What are you trying to achieve each episode? (Should be 1-2 short sentences)

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**Question 2.** What format will your podcast be?

- Interview Style
  - Single host
  - Dual / Co-hosts
- Monologue / Solo
- News
- Storytelling
- Other: \_\_\_\_\_

**Question 3.** How long will your episodes be? (approximate average)

- Less than 10 minutes
- 10-20 minutes
- 20-45 minutes
- 1-2 hours
- 2 or more hours

**Question 4.** How often will you release new episodes? (Listeners and Sponsors want to know!)

- Once a month
- Bi-monthly
- Once a week
- 2-3 times a week
- Every Weekday
- Everyday
- Other: \_\_\_\_\_

**Question 5.** How many hours per week do you realistically have to dedicate to the podcast?

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**Question 6.** Currently, what is your monthly budget for the podcast? How much can you invest in recording, producing, and promoting your podcast per month?

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**Question 7.** Are you planning on starting the podcast with or without a website at first? Does your podcast tie into a product or service you are trying to promote or sell?

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**Question 8.** Where are you planning on physically recording your episodes?  
(i.e. Home office, bedroom, professional studio, on location, walk-in closet, etc.)

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## OUTLINING YOUR FIRST EPISODE

Like anything else in life, the more you practice the better you get. Furthermore, you play how you practice. With that in mind, make sure you practice/prepare well so you perform well. And as always, keep in mind that the more episodes you record, the more you will learn, and the better you will get. So rest assured, do your best each day, keep podcasting, and you'll be a professional podcaster soon!

In preparing for your own your podcast, one of the best ways to plan and outline your show is to listen to many podcasts, find the ones you like, and then pick and choose the best parts of their shows to create yours. Even if the podcast you are listening to is not in your genre, top podcasts are top podcasts for a reason. Listen for the similarities in them to identify what is working, what you like, and then include those golden nuggets in your own show. This small investment of your time will pay back big dividends in the end!

**Question 10.** What podcasts have you listened to for research sake? What outline did they follow? What did they say or do that you liked and will include in your podcast?

(It is recommended you evaluate at least three different shows on separate pieces of paper)

For example...

1) Podcast I studied: *The Joe Rogan Experience*

2) Show format and outline they use: *Show intro music, sponsor commercials, guest intro, long format interview, closing thoughts and sponsor reminders, show outro music*

3) What I learned from it that I am going to apply: *Love how he starts off the show with sponsor commercials he personally endorses them as a user (not scripted)*

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## SAMPLE INTERVIEW STYLE EPISODE OUTLINE

- Exciting and upbeat listener greeting that identifies
  - Podcast name
  - Host name
  - Guest name
  - Episode theme
- Show Intro Reel Music (5-20 seconds)
- Welcome Your Listeners
- Introduce Guest
  - How you met
  - Guest background and/or credentials
    - This builds the guest up AND eliminates things for them to cover in their portion of the interview
  - Explain what value or why your audience should listen to this episode. What can they expect in this episode?
- Episode Calls to Action (i.e. *Before we start...*)
  - This means anything you want to remind the audience of, ask them to do, thank them for. For instance...
    - Don't forget to subscribe, rate, and reviews the podcast
    - Sign up to mailing list for a Free gift
    - Stick around to the end for a special offer
    - Thank people who left 5-star reviews publicly
    - Remind the audience that all info discussed & links will be in the show notes
    - How community can contact you
    - Thank listeners for being awesome
    - Tease listeners with end of show promotions
      - Read some community feedback, special offers, contest results, how to get a free whatever, etc. at the end of the show
- Thank Episode Sponsors
- First half of Interview
- Commercial break / Thank Sponsors
- Second half of Interview
- Closing Thought
- Thank guest
- Thank listeners
- Final Reminders and Calls to Action
  - If they need to get ahold of me or guest how
  - Remind them all mentions and links in show notes
  - Please subscribe, share, and rate & review the podcast- HUGE help
- Positive and inspiring close
- Show Outro Reel Music (5-20 seconds)

***And remember, these are all just examples and ideas, not requirements.***

***Make the show your own... because it is! 😊***