

THE PODCAST HOST PLANNER

PLANNING FOR A YEAR OF PODCASTING GROWTH



Copyright © The Podcast Host Ltd. 2021

All rights reserved.

No part of this book may be reproduced or utilized in any form, electronic or mechanical, without permission in writing from the publisher.

Published by: The Podcast Host Ltd. Dundee, Scotland

<https://www.ThePodcastHost.com>

info@thepodcasthost.com

INTRODUCTION

"Why would anyone still use a physical podcast planner?" - you might've asked yourself that question before buying this book. I know we certainly asked ourselves before putting it together.

The answer is, of course, obvious. People want props that'll help them pick up a handful of easy 'likes' on Instagram.

No, I'm joking. The answer is a lot more practical. This planner is designed to have a long life beyond the inevitable photoshoot alongside a cup of coffee, an expensive pen, and a bunch of productivity hashtags.

In a world of incredibly powerful digital tools, the physical planner might seem like something quaint and twee. But this is a tangible prompt that tells your brain you take your podcast seriously. It's a reminder that there's that next episode to think about. That next 10 episodes to think about.

The physical planner doesn't get lost in a sea of logins, timelines, sidebars, feeds, and apps, all screaming for your attention. In owning one, you're free to switch off your computer, put away your phone, and give your podcast some unbroken, undistracted one-on-one time.

Sure, you could've just bought a cheap notebook and used that, instead. But picking up a dedicated podcast planner once again signals to your brain that this is something you're serious about.

We know that people can find blank pages intimidating, too. That's why we spent a lot of time drafting and re-drafting the episode templates. We aimed to provide a structure for your episodes, regardless of your show's format or length.

We want to help you draw the maximum value from your content so that it'll resonate with your listeners. Planning your episodes in this way means you're never switching the mic on thinking "well, I'm just sort of going to try and cover this and see how it goes...". Listeners can spot a ramble a mile off, and it can hamper your growth if it becomes something you're known for.

On the other hand, when your listeners think of you as someone who always delivers in a focused, confident, and efficient manner - when they never have to hit the skip forwards button - they not only buy into your message but to you as a person.

I mention confidence because that's a byproduct of good planning. When your brain knows the scaffolding of the episode is laid out neatly in front of you, you naturally start to relax and deliver assuredly.

The Podcast Host Planner isn't only about forward planning either. Reflection is just as important. There will always be lessons to be learned and things to improve upon. If we never stop to think about what we've achieved so far, we miss out on a huge opportunity for growth.

Finally, the last thing we want to endorse with this planner is over-planning. There's a delicate balance to be struck here, and that's why we've carefully considered the info and layout of our episode templates (you might say, we've over-planned so you don't have to). We aim to give you the maximum benefit, from the minimum effort.

Good planning, after all, is a time-saver, rather than a time spender. Any time someone thinks they've saved on planning is quickly eaten up in fixing mistakes and omissions further down the line.

So congratulations on buying The Podcast Host Planner. You're someone who takes their podcast, their message, and their time seriously. So go on, get that bloody Instagram photo done and out the way, and let the real work begin.

HOW TO START A PODCAST: YOUR WHIRLWIND RESOURCES GUIDE

It could be that you're a seasoned podcasting veteran, already putting out quality content on a consistent basis. But if you're completely new to podcasting, the least we can do is offer you some help, advice, and guidance towards getting up and running – it's what we do, after all!

With that in mind, we're going to take you on a whirlwind tour of everything you need to know before starting your own podcast.

It's worth mentioning that this planner isn't designed to be an exhaustive "how to podcast" resource. It is, first and foremost, a place for you to plan, organise, and document all the work associated with your show. That's the ultimate priority here.

But you'll find hundreds of articles on literally every aspect of podcasting over on our website ThePodcastHost.com. We'll link to specific posts here that cover topics we mention in-depth. In buying this planner you'll have easy access to knowledge and guides on everything you'll ever need to grow a successful show.

Let's get started...

PLANNING YOUR PODCAST

There are two big questions you need to ask yourself here, and they're joined at the hip. First...

1. What's Your Podcast For?

So firstly, why do you want to make a podcast?

Are you a freelancer? A business? Or a marketing manager? If so, you might have identified podcasting as a great way to build authority and provide your customers and target audience with valuable and entertaining content.

Or are you looking at podcasting from a hobbyist perspective? This might mean you'll be creating a show in your spare time. And the subject will be something that you're passionate about.

In either case, you can identify your “why” here. That's important to keep in mind, so that you can stay motivated, even when you're finding it difficult to get a show out.

Next, what about your “who”?

2. Who is Your Podcast For?

This is a big question: **Who** are you making this podcast for?

The thing is, unless you know exactly who you're making your show for, and why you're doing it, you've got no chance of growing an audience.

If you're coming at it from a business point of view, and you're (for example) a personal trainer who wants to make a health and fitness podcast, then your target audience might be people who are interested in healthy eating, weight loss, exercise, or bodybuilding.

HOW TO USE THIS PLANNER

The Podcast Host Planner is made up of two types of template. We have the *Planning* and *Delivery* sections, and we have the *How Am I Doing?* Sections.

Each *Planning* and *Delivery* section represents a single podcast episode, and all the info associated with it. There are 52 of these, which could work as a year's worth of episodes if you publish a new one each week. If you do this, then great. But you can publish episodes on whatever schedule best suits you, as we covered in the *How to Start* section.

The first *How Am I Doing?* section is going to pop up after your seventh episode, and then, every fifth episode. Here, we have an opportunity to reflect, review, take stock, and make any adjustments going forwards.

In the next pages, we'll offer an example of how a podcaster might best use these templates. You can use these as a guide and a starting point, but ultimately, always do what works best for you!

PLANNING

EPISODE TITLE

How to Get Booked as a Guest on a Podcast

WHAT'S IT ABOUT?

Effective ways to reach out to other podcasts when proposing yourself as a potential interviewee.

HOW WILL THE LISTENER BENEFIT?

Being interviewed on other podcasts is a great way to reach a new audience. If I can help my listeners to do this, they can gain more exposure for their products/services, and grow their podcast following as well!

KEY TALKING POINTS OR QUESTIONS

1. Why being interviewed on other podcasts is effective
2. Common mistakes people make when approaching podcasts
3. How to create your own pitch and stand out from the rest
4. Some third party platforms that help match up guests with podcasts
5. Main takeaways and wrap-up

DELIVERY

RECORD DATE _____

15th August 2020

RELEASE DATE _____

1st September 2020

EDIT NOTES & TIMECODES _____

- 7:16 - 7:20 - cough needs removed
- 12:03 - 13:22 - had to answer the door!
- 28:40 - 31:33 - dog was playing moonlight sonata on a casio keyboard

CALL TO ACTION _____

Check out Alitu, the 'podcast maker' tool that makes it super-simple to record, edit, and publish your podcast. Sign up for a 7-day free trial at [alitu dot com](http://alitu.com)

KEYLINKS _____

ThePodcastHost.com/Podcraft

ThePodcastHost.com/GetBookedAsAGuest

SOCIAL HANDLES _____

@thepodcasthost on twitter and @the_podcast_host on Instagram

HOW AM I DOING?

CONGRATULATIONS ON GETTING ANOTHER 5 EPISODES UNDER YOUR BELT!

IT'S TIME TO REFLECT, SO GRAB YOUR FAVOURITE BEVERAGE AND SET ASIDE THE NEXT HALF HOUR. WE'RE GOING TO DIG INTO YOUR PROGRESS SO FAR SO WE CAN BUILD ON THE THINGS THAT ARE WORKING WELL AND IMPROVE UPON THE THINGS THAT AREN'T.

WHAT AM I HAPPY WITH, SO FAR? _____

The conversations to-date have been engaging and full of actionable takeaways for the listeners. I'm also staying consistent with my release schedule, the episode lengths, and the format of the shownotes.

WHAT DID I STRUGGLE WITH? _____

I've been struggling to find effective ways of sharing and promoting the show, aside from just posting about it on my social. I always worry I am coming across as spammy...

HOW AM I DOING?

WHAT ARE 3 WINS I'VE HAD? _____

- Got my first bit of listener feedback!
- Added some sound treatment to my recording space!
- Set up our merch store on the website!

WHAT WOULD I LIKE TO IMPROVE? _____

I could definitely benefit from some promotion and growth strategies. Fortunately, I've found a book called 'Podcast Growth: How to Grow Your Podcast Audience' that's filled with loads of tips and tactics. I can't wait to dive in and start drawing up my plan of action.

WHAT ARE THE 3 THINGS I LEARNED? _____

- I learned that there's a difference between sound treatment and sound proofing - who knew!?
- I need to keep an eye on my volume levels when I laugh
- My dog is a skilled pianist, but she really needs to respect my podcast recording time

WHAT AM I GRATEFUL FOR? _____

Those great topic ideas I always have when I'm in the shower.
Maybe one day I'll record an episode in there...

THE PODCAST HOST PLANNER

Enjoyed this book? Please consider leaving us a positive rating and review. We really would appreciate it!

Remember to use the hashtag **#PodcastHostPlanner** when posting on your social platforms of choice.

Want to buy another copy, or share with a friend? Go to ThePodcastHost.com/PodcastHostPlanner

