

PODCAST PLANNER

MY TARGET LISTENER'S NEEDS:

- _____
- _____
- _____
- _____
- _____
- _____

TOPICS THAT MATCH MY SKILLS:

- _____
- _____
- _____
- _____
- _____
- _____

DESCRIPTION OF MY TARGET LISTENER

MY "WHY" FOR DOING A PODCAST

MY GOALS FOR A PODCAST

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

SKILLS I WILL NEED TO LEARN

- _____
- _____
- _____
- _____
- _____
- _____

MY BUDGET

HOSTING: _____
EQUIPMENT:
MICROPHONE _____
HEADPHONES _____
SOFTWARE _____
OTHER _____
WEBSITE: _____
PRODUCTION: _____
PROMOTION: _____
OTHER: _____

TOTAL:

EQUIPMENT/TOOLS I WILL NEED

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

PODCAST NAME IDEAS

I'D LIKE TO LAUNCH BY:

MY SHOW WILL BE: SOLO INTERVIEW COMBO OTHER

MY SHOW WILL BE: CONTINUOUS SEASONAL

I'LL RELEASE NEW SHOWS: WEEKLY BI-WEEKLY OTHER

MY BIGGEST HURDLE RIGHT NOW IS:

IF NOTHING WERE STOPPING ME, I WOULD: