

# My Podcast Plan

I subscribed to these podcasts.



#1 \_\_\_\_\_

#3 \_\_\_\_\_

#2 \_\_\_\_\_

#4 \_\_\_\_\_

#5 \_\_\_\_\_

I'm creating a podcast because ...

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

My podcasting goals are ...

Three Months \_\_\_\_\_

Six Months \_\_\_\_\_

One year \_\_\_\_\_

My podcast will be a success if ...

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

My audience avatar is ...

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My podcast team members.



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# My Podcast Plan



## My Show Format

In one sentence, explain what your podcast is about.



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Podcast Name: \_\_\_\_\_

Categories: \_\_\_\_\_

Author: \_\_\_\_\_

Rating: \_\_\_\_\_

Episode Length: \_\_\_\_\_

# of Breaks: \_\_\_\_\_

Launch Date: \_\_\_\_\_

Release Schedule: \_\_\_\_\_

Ideas for show segments...

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

#4 \_\_\_\_\_

#5 \_\_\_\_\_

Write your podcast description/summary here...



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# My Podcast Plan



My podcast host provider is \_\_\_\_\_

My RSS Feed is \_\_\_\_\_

## My Equipment

Microphone: \_\_\_\_\_ Mic Stand/Boom: \_\_\_\_\_

Filter: \_\_\_\_\_ Headphones: \_\_\_\_\_

## Additional Resources



Calendar/Scheduling: \_\_\_\_\_

Music/Sound Effects: \_\_\_\_\_

Remote Recording: \_\_\_\_\_

Podcast Editing: \_\_\_\_\_

## Podcast Distribution

I have published my RSS feed on these platforms ...

Apple Podcasts

Spotify

Google Podcasts

Pandora

iHeartRadio

Stitcher

Amazon Music

\_\_\_\_\_

## Podcast Promotion

My podcast website/ show page is \_\_\_\_\_

My primary social media page is \_\_\_\_\_

Yes, I've created a 30-second MP3 for my podcast

Yes, I've created a one sheet or media kit for guests/advertisers



# My Podcast Plan

## Making Money

I'm interested in making money with my podcast through....

Advertising

Selling My Products

Memberships

Affiliates

I'm going to promote these opportunities through....

My Podcast

Social Media

Email

\_\_\_\_\_

## My Notes