



THE NEW EPISODE
IDEAS
GENERATOR

“What will I talk about this week?” It’s the question every podcaster has asked themselves at some point.

The danger of the weekly “seat-of-the-pants” approach is that you run out of ideas, then motivation, then you miss a few episodes and your audience starts to think you’ve given up.

But it doesn’t have to be this way. With a wee bit of planning, you can come up with enough potential episode topics to see you through until the sun burns out.

And that’s what we’re going to help you with right now, in
The New Episode Ideas Generator!

ANSWER YOUR AUDIENCE’S MOST FREQUENTLY ASKED QUESTIONS

This is the low-hanging fruit of content creation.

Creating episodes based on answering the commonly asked questions of your audience or target audience has multiple benefits.

They give great value to your listeners, build a lot of trust and authority, and are great for SEO purposes too.

You hopefully know enough about your audience to think of some of these off the top of your head, but how can we take some of the guesswork out of this?



LOOKING ONLINE

You can find out what people are searching for on [Google AdWords](#), or what people are asking on [Quora.com](#)

There's also a constant source of questions and discussions in online communities (forums, Facebook groups, etc) that relate to your topic.

These can give you good ideas for creating valuable episodes that answer commonly asked questions in your niche.



ASK ONLINE

You can also get involved yourself by asking a question and creating an episode with the responses.

A podcast-specific example might be asking on Twitter and in relevant Facebook communities “what tools do you use to script your podcast?”

All replies could then be compiled into a list, which becomes an episode called “Best Scriptwriting Tools of 2018”.

SURVEYING YOUR AUDIENCE

It's good practice to survey your audience at least every couple of years.

You can do this for free with a service like [SurveyMonkey](#), or on your Wordpress site with a plugin like [PollDaddy](#).

Niche-specific questions like "what are you struggling with the most?" can provide you with a long list of future episode topics.

For an in-depth guide to creating a survey, check out the "Growing Your Audience by Knowing Your Audience" section of our [30 Days of Audience Growth](#) course.



CREATE A SEASON ON A SUBJECT

Planning out a season can bring loads of value to your audience, whilst giving you plenty mileage with your episodes.

This is always niche dependant, but to create a season, first take a wider topic, and then break it down into smaller parts.

An example for our 'podcast about podcasting' show Podcraft could be the topic of podcasting equipment.

We can then break that down into microphones, mixers, headphones, software, stands & mounts, cables & connections, etc.

There's a potential bonus here. Sometimes there's so much to talk about in each of these that they can actually become seasons themselves, as opposed to just single episodes.

EMBARK ON A JOURNEY

If you're looking for entire seasons of new content, then you might consider the "podcaster journey" approach.

Basically, you announce that you're going to work towards something. An ultimate goal that's interesting to your listeners and relevant to your topic.

This could be anything from training for a marathon, to turning vegan. You can then talk through your plans, gather information, interview experts, and document your progress.

This type of content is great for audience engagement. People can really buy into your journey and want to follow along. Some might even be inspired enough to join in too.



STORYTELLING – USING REAL LIFE EXAMPLES

Why not get creative and utilise the power of storytelling with your podcast episodes?

This concept involves taking a potential episode topic, and relating it to a real-life story.

As always, it depends on your niche, but have a think about the defining, interesting, or eventful moments in your life, and the lessons you drew from them.

How can you use some of these stories as metaphors to create impactful episodes that'll be relevant and useful to your audience?

And these “real-life” metaphors don't only need to come from your own life. You can use the examples of famous people, sports teams, or even movie plots to build around your episode topics.

USE THE NEWS

Using news items in your niche might not be “evergreen” content, but it's still an endless stream of information for potential new episodes.

You can gather relevant news quickly and easily on Google, by typing in niche-relevant keywords or phrases.

material is to use the 'News' tab when searching. Or, click 'Tools' and search for content from the past month, week, or 24 hours.



SWITCH UP YOUR FORMAT

These popular content formats should help give you some ideas for future episode topics, and how to structure them.

I'll use 'podcast about podcasting' examples here, but as ever, you'll want to tailor this to your own subject matter.

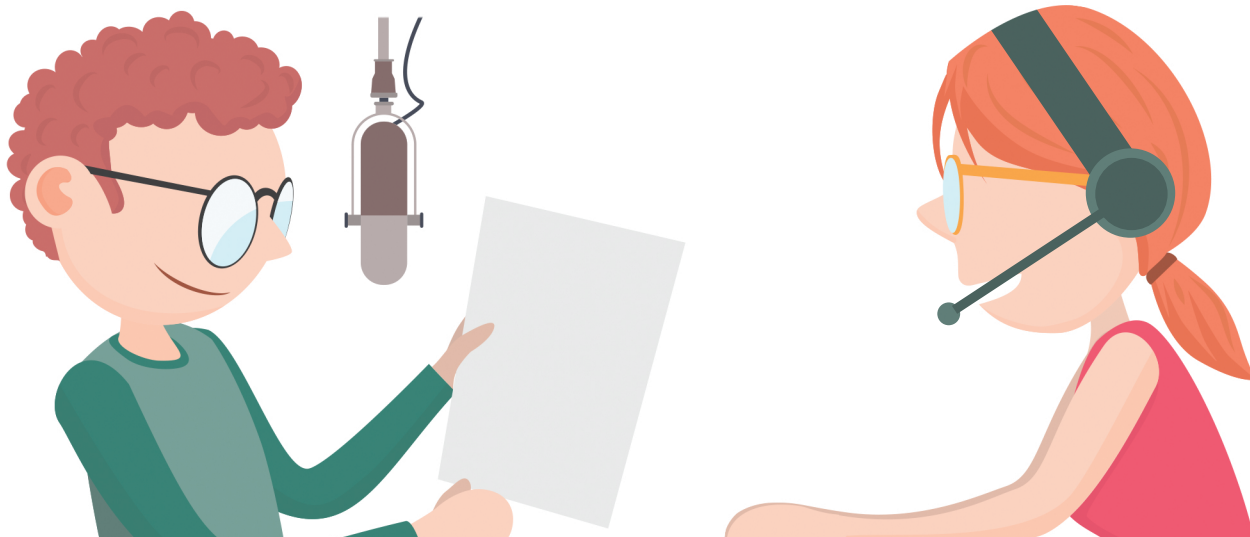
The List – Take something that's useful and interesting to your audience and talk them through a list. For example "8 Top Sports Podcasts" or "5 Reasons Why You Should Start a Podcast".

The Comparison – Compare two different things that help your audience make a decision. For example, "The Blue Yeti Vs The Samson Q2U – which USB mic should I buy?"

The Review – Review a product, service, event, or anything else that'll be useful and interesting to your audience.

The Case Study – Tell the story or give an example of how someone in your niche overcame or achieved something. Again, this comes back to storytelling – people love to hear stories.

The Interview – Even if you don't consider your podcast an interview show, there's nothing to say you can't do the odd one if the guest is right for your topic and your audience.



TIME TO PLAN

Hopefully this has got your creative juices flowing. It's always good to strike whilst the iron is hot though, so don't rush off and start something else just yet.

Here's a little task for you. Take a notepad or open a document, and run through this list again.

Write down 5 potential episode titles for each of the categories we've mentioned.

Once you're done, head on over to the [Academy Forum](#) and share them with us too. We'd love to see what you've come up with!

