DESIGNING YOUR PODCAST:
THE PAPA MODEL

NOTES:

PURPOSE

The first step is to determine what you want to get out of your podcast: what is its purpose? Only with definitive aims can we tread the right path, and tell how successful our journey was.

General Podcast Aims:

1. Increase Website Visitors
2. Promote a Product
3. Promote a Service
4. Build a Consultancy Business
5. Sell the Podcast as a Product
6. Build a Reputation as a Thought Leader
7. Make Connections with Others in your Industry
8. Sell Advertising
9. Get signups to my email newsletter
10. Educate a particular group
11. Get a better job
12. To create more impact with my research
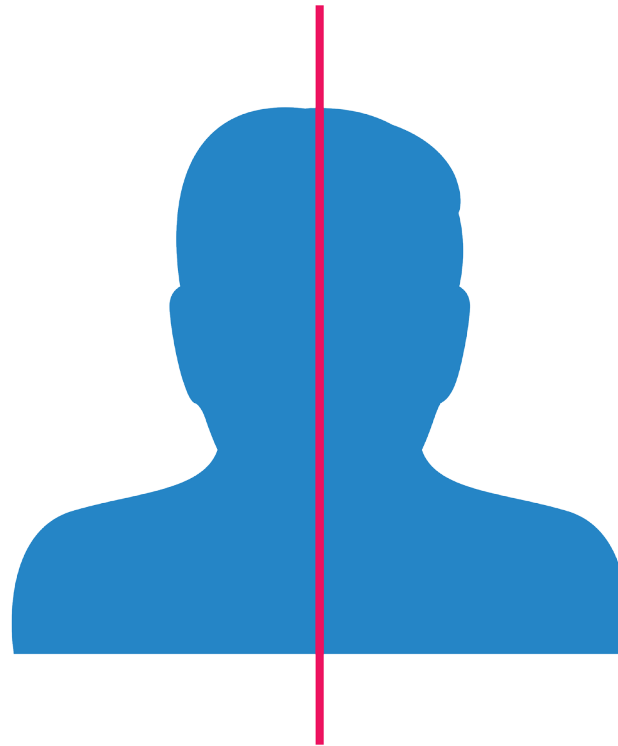
Primary Aim:

Secondary Aim:

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AUDIENCE

Primary listeners are those that give you a direct ROI – ie. Carry out whatever purpose you have defined. Secondary listeners may contribute to and promote your podcast.

Primary Listener   **Secondary Listener**

NOTES:

PROMOTION

Design a plan for promotion. This should include sustainable, tailored social media, targeted partnerships, face to face and online sector communities and other channels unique to you and your audience.

Social Media	Sector Communities
Partnerships	**Other Channels**

NOTES:

APPROACH: DEFINING YOUR SHOW

Now to define our show – answer the questions below based on everything we've done so far. You can then use this, along with the previous information, to kickstart your Podcast in the coming weeks.

1. Podcast name:

2. What problem are you solving for your listener?

3. What is your solution to that problem?

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4. Why is your solution unique? Why you?

5. How often will you release your podcast?

6. What format will you mainly use?

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7. What length will you tend to aim for?

8. Define your success criteria to evaluate against in 3 months:

the podcast host

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