

How to get started - Podcast Guide

	Decisions	Possibilities	Guiding questions	My approach
Format based	Topic(s)	It can be anything	Academic or story driven?	
	Character(s)	Host with or without guests	Should there be a co-host?	
	Discourse	Descriptive - Argumentative - Conversational - Narrative -	- explaining to the listener - convincing the listener - the listener feels part of the podcast - story or documentary	
	Sound design	Jingles Sound effects	How would you like to set the mood?	
	Tone of voice	Professional Straightforward	Friendly or formal?	
	Structure	Questions & themes Confident notes Roadmap Fully scripted	How will you ensure that all key points are covered, how will you prevent to go off topic, how will you keep the authenticity?	
	Length	More or less than 20 min.	How much do you expect from the listener?	
	Frequency	One-off, weekly, monthly...	Depends on length, material and themes...	
Content based	Intro	Hook the listener Introduce the topic and host	Who are you? What's the episode about? Why should the listener care?	
	Main content	Deliver the core message or story	What are the main points? Who are the guests? What's the narrative?	
	Break	Pauses & jingles	Should be prepared beforehand	
	Wrap-up	Summarize Tease next episode	What are the key takeaways? What's coming next?	

