**Podcasting 2**

Podcasting is not about the technology. Podcasting is about creating and delivering content quickly and easily – in a way your audience is ready for, and hungry to consume.

TEST YOUR TOPIC – Why am I doing this?

1. \_\_\_\_\_\_\_

 - a platform to push your content

2. \_\_\_\_\_\_\_\_

 *- Grammar Girl (Oprah)*

 *- Diggnation (Google)*

- you’re the go-to person

3. \_\_\_\_\_\_

 - a strategy and system to benefit from your knowledge

TEST YOUR TARGET

1. Is your audience \_\_\_\_\_\_\_\_\_\_ in your topic?

- be specific

1. Will your audience \_\_\_\_\_\_\_ from your content?

- tax tips

1. Who else is \_\_\_\_\_\_\_ about your topic?
* search and strategize (iTunes)

FORMAT YOUR SHOW

Format = Structure

* WHAT events will occur in each episode
* IN WHAT ORDER these events occur in each episode
* Podcasting Projection Sheet; Podcast Outline Template

Plan out all the things that will make up your podcast

* Will it be music-based? How much music?
* Will it be talk-based?
* How many hosts? What role will each have?
* Will there be interviews?
* How long will each episode be?
* Will there be recurring segments each week?
* Etc.

\*\*\*Draw out a format clock for your podcast\*\*\*