

GAFFINCREATIVE.COM

PODCAST PLANNING

THE WORKBOOK

CREATED & DESIGNED BY
GAFFINCREATIVE

YOUR OVERALL TASK LIST

BELOW IS THE TASK LIST YOU'LL BE FOLLOWING DURING THE PLANNING PROCESS. I'VE ALSO INCLUDED A FEW TASKS YOU'LL NEED TO COMPLETE IF YOU'RE LAUNCHING ON YOUR OWN WITHOUT A PODCAST PRODUCER.

WORKBOOK PLANNING TASKS

- DETERMINE YOUR BUDGET - PG 3
- GRAB YOUR GEAR - PG 4
- DEFINE YOUR GOAL - PG 5
- NAME YOUR PODCAST & WRITE THE DESCRIPTION - PG 6
- DETERMINE YOUR FORMAT, STRUCTURE, & DETAILS - PG 7
- SELECT MUSIC - PG 7
- SELECT YOUR CATEGORIES - PG 8
- SCRIPT YOUR INTRO, OUTRO, & TRAILER - PG 9-10
- CHOOSE BRANDING & CREATE GRAPHIC TEMPLATES - PG 11
- BRAINSTORM & PLAN YOUR CONTENT - PG 12-14

OTHER LAUNCH TASKS

- RECORD PODCAST TRAILER, INTRO, & OUTRO
- RECORD EPISODES 1-3
- EDIT & PRODUCE YOUR EPISODES
- SET UP YOUR HOSTING PLATFORM & SCHEDULE
- BEGIN PLANNING ONGOING CONTENT

IMPORTANT DATES

- PODCAST PLANNING TASKS DUE _____
- PODCAST RECORDING DUE _____
- PODCAST SCHEDULING DUE _____

OFFICIAL PODCAST LAUNCH DATE _____

PODCAST BUDGET WORKSHEET

USE THE WORKSHEET BELOW TO DETERMINE WHAT YOU'LL BUY/OUTSOURCE FOR YOUR PODCAST AND HOW MUCH YOU SHOULD BUDGET FOR EACH ITEM

	PLAN FOR	SELECTION	COST
PODCAST GEAR:			
MICROPHONE:	<u>\$99</u>	<u></u>	<u></u>
CABLE:	<u>\$40</u>	<u></u>	<u></u>
WINDSCREEN:	<u>\$3</u>	<u></u>	<u></u>
MIC STAND:	<u>\$10</u>	<u></u>	<u></u>
HEADPHONES:	<u>\$12</u>	<u></u>	<u></u>
ROYALTY FREE MUSIC:	<u>\$49</u>	<u></u>	<u></u>
HOSTING PLATFORM:	<u>\$180</u>	<u></u>	<u></u>
WEBSITE:			
HOSTING:	<u>\$120</u>	<u></u>	<u></u>
DESIGN & BUILD:	<u>based on designer</u>	<u></u>	<u></u>
PODCAST PRODUCER:			
STARTUP & LAUNCH:	<u>\$200-1500</u>	<u></u>	<u></u>
ONGOING:	<u>\$150-\$300/ep</u>	<u></u>	<u></u>
<small>Costs based on Gaffin Creative pricing.</small>			
GRAPHIC DESIGNER:	<u>based on designer</u>	<u></u>	<u></u>
RECORDING PLATFORM:	<u>Free-\$250</u>	<u></u>	<u></u>
TRANSCRIPTIONS:	<u>\$1.25/minute</u>	<u></u>	<u></u>
GUEST GIFTS:	<u>based on preference</u>	<u></u>	<u></u>
ESTIMATED STARTUP:	<u>\$513-\$1,263</u>	<u></u>	<u></u>
OTHER EXPENSES:	<u>custom based on website build, graphic designs, producer for ongoing episodes, transcriptions, or guest gifts.</u>	<u></u>	<u></u>

TO GET THE MOST OUT OF THIS WORKSHEET, HEAD TO GAFFINCREATIVE.COM/007 TO LISTEN TO EPISODE 7 OF CLOCKING IN WITH HAYLEE GAFFIN, WHERE SHE EXPLORES HER EXPERIENCE WITH PODCAST BUDGETS.

EQUIPMENT + PROGRAMS

EQUIPMENT

RECORDING EQUIPMENT COMES IN SO MANY VARIETIES. IT'S NOT NECESSARY TO GET THE TOP DOLLAR GEAR WHEN YOU'RE STARTING OUT. THE GOAL IS TO HAVE QUALITY AUDIO TO CREATE A GREAT LISTENING EXPERIENCE FOR YOUR AUDIENCE.. MY PERSONAL GEAR IS LISTED UNDER INTERMEDIATE.

BEGINNER

BLUE YETI MIC
HEADPHONES

INTERMEDIATE

(RECOMMENDED)

SHURE SM58-LC MIC
XLR TO USB C CABLE
DESK MIC STAND
MIC FOAM WINDSCREEN
HEADPHONES
RECORDER (OPTIONAL)

PROFESSIONAL

RODECASTER PRO
RODE PROCASTER MIC
XLR CABLES
MICROPHONE ARM
HEADPHONES

PROGRAMS

GARAGEBAND OR AUDACITY:

FOR EDITING AND RECORDING SINGLE TRACK AUDIO

ZENCASTR, RIVERSIDE, SQUADCAST, OR ZOOM:

FOR RECORDING REMOTE INTERVIEWS - MOST OF MY CLIENTS USE ZOOM OR ZENCASTER

ACAST, LIBSYN, BLUBRRY OR ANCHOR:

PODCAST HOSTING PLATFORMS - MOST OF MY CLIENTS ARE ON ACAST OR LIBSYN

WAVVE

AUDIO FILE WAVEFORMS FOR SOCIAL MEDIA

OTTER, TEMI, OR REV

FOR TRANSCRIBING EPISODES

PODCAST PLANNING

WHO IS YOUR HOST / CO-HOSTS?

WHO DOES YOUR PODCAST SERVE?

WHAT PRIMARY TOPICS & CONVERSATIONS DO YOU WANT TO HAVE?

WHAT IS THE GOAL OF YOUR PODCAST?

HOW CAN YOU MEASURE YOUR PODCAST GOAL?

WHAT PRODUCTS, SERVICES, OR ADVERTISEMENTS DO YOU WANT TO PROMOTE?

WHERE WILL YOU POINT LISTENERS TO IN ORDER TO CONVERT FOR THE ABOVE?

PODCAST NAME

WHAT DO YOU WANT TO NAME YOUR PODCAST? FOLLOW THE EXERCISE BELOW:

WORDS YOU ASSOCIATE WITH YOUR PRIMARY TOPICS:

WORDS YOU ASSOCIATE WITH YOUR BRAND:

CATCHY OR SPECIAL PHRASES TO YOU:

ANY AND ALL TITLE IDEAS:

INSTRUCTIONS FOR THE ABOVE WORK:

1. UNDERLINE ALL WORD THAT STAND OUT THE MOST
2. CIRCLE YOUR TOP 3-5 CHOICES
3. REVIEW THOSE TOP 3-5 ON PODCAST APPS TO SEE IF ANYONE ELSE IS USING IT

TOP THREE TITLES

SEND THE REMAINING TITLES TO YOUR CLOSE FRIENDS TO VOTE ON THEIR FAVORITE.
CONSIDER THEIR FEEDBACK, BUT CHOOSE THE ONE THAT RESONATES WITH YOU.

FINAL PODCAST TITLE: _____

PODCAST DESCRIPTION:

PODCAST FORMAT & DETAILS

EPISODE TITLE FORMAT: CHOOSE ONE

#XX: EPISODE TITLE - GUEST NAME

XX: EPISODE TITLE - GUEST NAME

EPISODE TITLE - GUEST NAME

SXEX: EPISODE TITLE - GUEST NAME

GUEST NAME - EPISODE TITLE

OTHER: _____

PODCAST EPISODES:

CHOOSE ONE: CONTINUOUS OR SEASONAL

CHOOSE EPISODE TYPES: SOLO INTERVIEWS BOTH

IDEAL EPISODE LENGTH: _____

HOW OFTEN WILL YOU RELEASE? _____

EPISODE STRUCTURE

DO YOU WANT TO INCLUDE A STANDARD INTRO & OUTRO IN EVERY
PODCAST EPISODE? YES OR NO

DO YOU WANT A CUSTOM INTRO FOR EACH EPISODE BEFORE THE
STANDARD SHOW INTRO? YES OR NO

HOW DO YOU PREFER TO TRANSITION MUSIC FROM INTRO/OUTRO?

DO YOU WANT TO INCLUDE A PRE-RECORDED OUTRO OR MUSIC ONLY?
PRE-RECORDED OUTRO OR MUSIC ONLY

ADVERTISING:

DO YOU WANT TO INCLUDE ADS AT ALL? YES OR NO

AD IN INTRO/OUTRO: YES OR NO

SEPARATE AD IN THE MIDDLE OF AUDIO: YES OR NO

MENTION AD NATURALLY IN CONVERSATION: YES OR NO

SELECT YOUR MUSIC FROM AUDIOJUNGLE OR PREMIUMBEAT

PODCAST CATEGORIES

SELECT YOUR PODCAST CATEGORIES:

1. _____
2. _____
3. _____

ARTS

- BOOKS
- DESIGN
- FASHION & BEAUTY
- FOOD
- PERFORMING ARTS
- VISUAL ARTS

BUSINESS

- CAREERS
- ENTREPRENEURSHIP
- INVESTING
- MANAGEMENT
- MARKETING
- NON-PROFIT

COMEDY

- COMEDY INTERVIEWS
- IMPROV
- STAND UP

EDUCATION

- COURSES
- HOW-TO
- LANGUAGE LEARNING
- SELF IMPROVEMENT

FICTION

- COMEDY FICTION
- DRAMA
- SCIENCE FICTION

GOVERNMENT

HEALTH & FITNESS

- ALTERNATIVE HEALTH
- FITNESS
- MEDICINE
- MENTAL HEALTH
- NUTRITION
- SEXUALITY

HISTORY

KIDS & FAMILY

- EDUCATION FOR KIDS
- PARENTING
- PETS & ANIMALS
- STORIES FOR KIDS

LEISURE

- ANIMATION & MANGO
- AUTOMOTIVE
- AVIATION
- CRAFTS
- GAMES
- HOBBIES
- HOME & GARDEN
- VIDEO GAMES

MUSIC

- MUSIC COMMENTARY
- MUSIC HISTORY
- MUSIC INTERVIEWS

NEWS

- BUSINESS NEWS
- DAILY NEWS
- ENTERTAINMENT NEWS
- NEWS COMMENTARY
- POLITICS
- SPORTS NEWS
- TECH NEWS

RELIGION & SPIRITUALITY

- BUDDHISM
- CHRISTIANITY
- HINDUISM
- ISLAM
- JUDAISM
- RELIGION
- SPIRITUALITY

SCIENCE

- ASTRONOMY
- CHEMISTRY
- EARTH SCIENCES
- LIFE SCIENCES
- MATHEMATICS
- NATURAL SCIENCES
- NATURE
- PHYSICS
- SOCIAL SCIENCES

SOCIETY & CULTURE

- DOCUMENTARY
- PERSONAL JOURNALS
- PHILOSOPHY
- PLACES & TRAVEL
- RELATIONSHIPS

SPORTS:

- BASEBALL
- BASKETBALL
- CRICKET
- FANTASY SPORTS
- FOOTBALL
- GOLF
- HOCKEY
- RUGBY
- RUNNING
- SOCCER
- SWIMMING
- TENNIS
- VOLLEYBALL
- WILDERNESS
- WRESTLING

TECHNOLOGY

TRUE CRIME

TV & FILM

- AFTER SHOWS
- FILM HISTORY
- FILM INTERVIEWS
- FILM REVIEWS
- TV REVIEWS

SCRIPTING YOUR AUDIO

LET'S WRITE YOUR PODCAST TRAILER:

THIS WORKSHEET IS MEANT TO BE A GUIDE, BUT YOU CAN ADJUST AS NEEDED BASED ON YOUR BRAND

INTRODUCE YOURSELF: HEY THERE, I'M _____

INTRODUCE THE PODCAST: AND YOU'RE LISTENING TO _____

DESCRIBE YOUR AUDIENCE: THIS PODCAST IS FOR _____

SHARE TOPICS YOU'LL COVER: IN THIS PODCAST, WE'LL BE DISCUSSING _____

CALL-TO-ACTION: MAKE SURE YOU SUBSCRIBE ON YOUR FAVORITE PODCAST PLAYER TO GET NOTIFIED OF THE FIRST COUPLE OF EPISODES WHEN THEY LAUNCH IN A FEW WEEKS.

LET'S WRITE YOUR PODCAST INTRO:

INTRODUCE THE PODCAST: WELCOME TO _____

DESCRIBE YOUR PRIMARY TOPICS/TAGLINE: WHERE WE DISCUSS _____

INTRODUCE YOURSELF: I'M YOUR HOST, _____

CALL-TO-ACTION: YOU CAN SEE FULL SHOW NOTES AT _____
NOW LET'S DIVE INTO TODAY'S EPISODE.

LET'S WRITE YOUR PODCAST OUTRO::

THANK YOUR LISTENERS: THANKS SO MUCH FOR LISTENING TO _____
YOU CAN FIND FULL SHOW NOTES FROM TODAY'S EPISODE AT _____

INVITE THEM TO CONNECT: LET'S CONNECT ON INSTAGRAM AT _____

CALL-TO-ACTION: IF YOU'RE LOVING THE PODCAST, I'D BE SO HONORED IF YOU'D GO AHEAD AND HIT THAT SUBSCRIBE BUTTON AND LEAVE ME A REVIEW!

SAY GOODBYE: UNTIL NEXT TIME

SCRIPTING YOUR AUDIO

USE THIS PAGE TO BRAINSTORM OR FINALIZE YOUR SCRIPTS

THIS WORKSHEET IS MEANT TO BE A GUIDE, BUT YOU CAN ADJUST AS NEEDED BASED ON YOUR BRAND

BRANDING & GRAPHICS

SELECT YOUR PRIMARY BRAND COLORS:

1. _____
2. _____
3. _____

SELECT YOUR PRIMARY FONTS:

1. _____
2. _____

SELECT THE PROGRAM YOU'LL MAKE YOUR GRAPHICS IN:

STAPLE PODCAST GRAPHICS:

- SQUARE PODCAST COVER FOR PLAYERS
- SQUARE EPISODE COVER TEMPLATE FOR PLAYERS
- WORDMARK FOR GUESTS TO USE

ADDITIONAL PODCAST GRAPHICS:

- SQUARE SOCIAL MEDIA CAROUSEL TEMPLATE OPTION FOR EPISODES
- BLOG EPISODE GRAPHIC
- 2-4 PINTEREST GRAPHIC TEMPLATES
- IG REEL COVER TEMPLATES
- IG STORY ANNOUNCEMENT TEMPLATES
- IG STORY ANNOUNCEMENT GUEST TEMPLATES

CONTENT PLANNING

LET'S BRAINSTORM TOPICS:

LET'S BRAINSTORM GUESTS:

EPISODE SCHEDULING

USE THE IDEAS ON THE LAST PAGE TO PLAN YOUR FIRST 13+ EPISODES

WEEK	EPISODE #	EPISODE TITLE	DATE
TRAILER			
WEEK 1			
WEEK 2			
WEEK 3			
WEEK 4			
WEEK 5			
WEEK 6			
WEEK 7			
WEEK 8			
WEEK 9			
WEEK 10			
WEEK 11			
WEEK 12			
WEEK 13			
BONUS			
BONUS			
BONUS			

EPISODE PLANNING

EPISODE #	EPISODE TITLE	RELEASE DATE
<hr/>	<hr/>	<hr/>

EPISODE OUTLINE

THREE MARKETING IDEAS

THREE CONTENT IDEAS