

# Podcast Topic Brainstorming Worksheet

The following worksheet is designed to help you identify and choose the best topics suited to your niche and your listeners. It will also walk you through some ways to increase listener engagement.

## TOPICS

Who is your ideal target market?

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List your target market segments:

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What is the top-5 most popular articles on your website by popularity?

Article Title	Category/Topic
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What 10 niche-related problems do most of your readers/listeners struggle with?

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What causes are most important to your target audience?

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Who else do your audience go to online for advice, answers, or suggestions?

Person	Site/URL
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What niche-related questions do your readers/listeners ask most frequently?

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What recent evening news affects or applies to your target audience?

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What have you read recently that inspired you to create a podcast about it?

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What real-life event have you heard/experienced that would help your listeners?

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