

Podcast Topic Planning Questionnaire

This questionnaire is designed to help choose podcast topics that will enhance and grow your business. To select a voice that resonates with your audience and to decide what message you want your audience to take away.

Your Audience

Demographics

Income Level

What Concerns Do They Have?

What Are Their Desires?



Which Podcasts Do They Currently Listen To? Are these Podcasts Business-to-Business, Business-to-Consumer or Something Else?

Podcast:

B2B - B2C - Other

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Which pages or pieces of content get the most views (which do they like the best)?

Other Pertinent Information About Your Audience

What Topics Are You Interested In & Excited About? -- You must demonstrate interest and excitement in the topic to make your audience interested and excited too.



What Are Some of Your Favorite Podcasts?

Podcast:

What You Like Most About It

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Podcasts That Target the Same Audience as You. What Topics Do They Discuss?

Podcast:

Topics

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How Many Potential Listeners Do You Currently Have? _____

How Many Potential Listeners Exist? _____

What is Your Current Average Conversion Rate? -- This helps you know how many of the existing audience members you can attract. _____

What Topics Are You Interested In & Excited About? -- You must demonstrate interest and excitement in the topic to make your audience interested and excited too.



What Do You Currently Sell to Your Audience?

Product/Service:

Would They Mesh Well with Your Podcast Topic?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Products You Would Like to Promote to Your Audience. -- This can help identify topics to talk about on your show.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

What Problems Will Your Podcast Solve for the Listener?



What is the **goal of your podcast** (beyond solving your listener's problems)? Do you want to attract more followers, grow your mailing list, drive more traffic to your site, switch from B2C to becoming an industry leader who sells B2B, etc.?

How Will the Addition of a Podcast Affect Your Business Model?

What Keywords Do You Know that Relate to Your Existing Business?

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What Types of Things Within Your Genre Interest You? – If you have an existing business, it makes sense to choose a genre that shares the same audience as your business now. But you can go narrow or broad within that genre.

What Types of Topics Is Your Audience Interested In? Survey your audience to see what podcasts they listen to, what they like and dislike about those. Also, what they like and dislike about podcasts in general.

Audience Likes

Audience Dislikes

What "Voice" or Personality Do You Use in Your Business?

- Warm
- Welcoming
- Irreverent
- Authoritative
- Informal
- Expert
- Practical
- Clean
- Simple
- Funny
- Smart
- Confident
- Other: _____
- Other: _____
- Other: _____
- Other: _____

You can figure this out by looking at both sides, what it is and what it isn't. For example:

- Funny but not silly or sarcastic.
- Confident but not cocky.
- Informal but not sloppy.
- Helpful but not overbearing.
- Authoritative but not too serious



What Voice Do Others, Who Target the Same Audience, Use?

What Message Do You Want to Convey to Your Listeners? Keep In Mind It Needs to Be Memorable, Relevant, Convincing, Simple and Concise.

What Sets You Apart from Others? What Makes You Unique? Why Should People Listen to You Over or In Addition to Others?

What Compelling Stories Can You Share with Your Audience?



Additional Information to Note About Your Topic, Voice and Message.

Feeling overwhelmed? Not to worry!

If you'd like a bit of support when you start, check out our monthly membership! Membership includes 1:1 coaching, a private FB mind hive, and TONS of digital education for every question you could have, including which mic to choose, how to get amazing guests, pitching your first sponsor and more.

[CLICK HERE TO CHECK OUT THE MEMBERSHIP NOW](#)



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