

RESEARCH IT

GOOD RESEARCH MAKES A BETTER PODCAST.

Research helps you understand your topic, find credible information, and bring new perspectives to your conversation. It makes your podcast more accurate, interesting, and trustworthy — and helps you ask better questions.



WHY IT MATTERS



Helps you tell accurate and informed stories

You can share facts, context, and different perspectives.



Builds credibility

Listeners trust you more when you use reliable sources and share real information.



Leads to better questions

The more you know, the deeper and more interesting your conversations can be.



Gives you new ideas

Research can help you find unique angles, examples, and guests you might not have thought of.

FIND RELIABLE SOURCES

Check the sources you might use for research. (Check all that apply)

- | | |
|---|--|
| ☐ Trusted news websites | ☐ Statistics and research reports |
| ☐ Academic or government sites | ☐ Local news or community sources |
| ☐ Books or articles | ☐ Social media (verify the source) |
| ☐ Expert interviews | ☐ Talk to people with lived experience |
| ☐ Documentaries or podcasts | ☐ Multiple sources for different perspectives |
| ☐ Community organizations | ☐ Other: _____ |
| ☐ First-hand experiences | |

GUIDE YOUR RESEARCH

Use these questions to focus your research.

- 1 What do I already know about this topic? _____
- 2 What do I need to learn more about? _____
- 3 Where can I find reliable information? _____
- 4 Who are good people to talk to (experts, community members, guests)? _____



RESEARCH NOTES

Use this space to track what you find.

Source / Reference	Key Information	How it can help my episode



QUICK TIPS

- Use more than one source.
- Check if the information is recent and accurate.
- Look for different perspectives, not just one side.
- Take notes and keep track of your sources.
- When in doubt, ask an expert or someone with lived experience.



CHECK BEFORE YOU MOVE ON

Do you have:

- ☐ At least 2–3 reliable sources
- ☐ Key facts and notes summarized
- ☐ Different perspectives or angles
- ☐ Ideas for questions or potential guests
- ☐ A clear understanding of how this research will support your episode

WRITE FOR AUDIO

SAY IT. KEEP IT REAL.

Writing for audio is different from writing for school or social media. It's not about perfect grammar — it's about sounding like a real person. When you write the way you speak, your message is easier to follow, more engaging, and feels more authentic.



WHY IT MATTERS



Sounds more natural

Helps you connect with listeners and keeps them interested.



Clearer message

Simple, direct language is easier to understand and remember.



Better flow

Written for the ear helps you speak smoothly and confidently.



More you

Your real voice, experiences, and perspective make your podcast unique.

TIPS FOR WRITING FOR AUDIO

- ☐ Write like you talk (use your natural voice).
- ☐ Keep sentences short and clear.
- ☐ Use contractions (you're, don't, it's).
- ☐ Focus on one idea per sentence.
- ☐ Read it out loud — if it sounds awkward, rewrite it.
- ☐ Use simple, everyday words.
- ☐ Be conversational, not formal.
- ☐ Include natural pauses.
- ☐ Tell stories and use examples.
- ☐ Cut the fluff — get to the point.

SCRIPT MARKINGS (USE THESE)

- || = Pause (short)
- ||| = Pause (long)
- ↑ = Emphasize this part
- ↓ = Slow down
- ⤿ = Take a breath
- ★ = Important point

PRACTICE: PAGE VERSION → MIC VERSION

Rewrite the paragraph below so it sounds natural when spoken out loud. Make it shorter, clearer, and more conversational.

PAGE VERSION (sounds stiff)

In today's digital world, it is important to be mindful of how much time you spend on social media. Many people find themselves scrolling for hours, which can lead to increased stress and less time for the things that really matter.

MIC VERSION (write it your way)



TRY IT: WRITE A SHORT INTRO

Write a 20–30 second introduction for your podcast episode.

Hook (grab the listener's attention):

What's this episode about?

Why should someone listen?

Close (leave them with something to think about):



QUICK CHECK

Read your script out loud and ask:

- ☐ Does it sound natural?
- ☐ Would I actually say this in a conversation?
- ☐ Is it clear and easy to follow?
- ☐ Can I cut any parts to make it shorter?
- ☐ Does it still sound like me?



YOU'RE READY TO RECORD

You have:

- ☐ A clear, natural-sounding script
- ☐ Key points that flow well
- ☐ Pauses and emphasis marked
- ☐ A message that sounds like you

INTERVIEW

REAL PEOPLE. REAL STORIES.

GOOD CONVERSATIONS MAKE GREAT PODCASTS.

An interview is a conversation where you give someone else the space to share their story, ideas, and experiences. The best interviews feel natural, curious, and respectful — not like a test. When you listen well and ask thoughtful questions, you get richer stories and a more engaging episode.



WHY IT MATTERS



Amplifies voices

Interviews give people a platform to share their lived experiences and ideas.



Builds understanding

You learn new perspectives and connect with different communities.



Creates engaging content

Real conversations are authentic, relatable, and keep listeners interested.



Grow as a creator

You develop listening, communication, and empathy skills that help in all areas of life.

BEFORE THE INTERVIEW

Check the steps you will complete.

- ☐ Learn about your guest (background, work, interests).
- ☐ Be clear about the purpose and focus.
- ☐ Prepare 5–10 open-ended questions.
- ☐ Think about possible follow-up questions.
- ☐ Check the tech (mic, recording, internet).
- ☐ Set up a comfortable space.
- ☐ Explain the flow and time to your guest.
- ☐ Be ready to be flexible.

TIPS FOR A GREAT INTERVIEW

- ☐ Ask open-ended questions.
- ☐ Listen more than you talk.
- ☐ Let your guest finish their thoughts.
- ☐ Use follow-up questions ("Tell me more about that").
- ☐ Embrace silence — it gives the guest time to think.
- ☐ Be curious, respectful, and real.
- ☐ Stay present and engaged.
- ☐ Your question list is a guide, not a script.

TURN IT INTO A BETTER QUESTION

Rewrite the closed questions into open-ended questions.

CLOSED QUESTION

- Did you enjoy the experience?
- Do you think social media helps?
- Was it hard to get started?
- Are you still doing that now?
- Would you recommend it?

OPEN-ENDED QUESTION (YOUR VERSION)



PLAN YOUR INTERVIEW

Use this space to plan your episode.

Guest name:	_____
What do they do?	_____
Main topics to cover:	_____ _____
Key questions:	_____ _____
Possible follow-ups:	_____ _____
Anything else to prepare?	_____ _____



AFTER THE INTERVIEW

Check what you will do next.

- ☐ Save and back up your recording.
- ☐ Take notes on key points and quotes.
- ☐ Highlight interesting moments for editing.
- ☐ Send a thank you message to your guest.
- ☐ Reflect: What went well? What would you do differently?



YOU'RE READY TO INTERVIEW

Do you have:

- ☐ A clear purpose for the interview
- ☐ Thoughtful, open-ended questions
- ☐ Your tech ready
- ☐ A curious and open mindset
- ☐ Respect for your guest's time and story

FIND YOUR VOICE

Your voice is more than how you sound — it's your perspective, your experiences, and the way you connect with the world. There's no single "right" voice. The most engaging podcasts sound like real people, not a script. When you show up as yourself, you build trust and create a genuine connection with your listeners.



WHY IT MATTERS



Builds authenticity

People connect with real voices, not perfection.



Helps you stand out

Your unique perspective brings something new to the conversation.



Creates stronger engagement

When you sound like yourself, listeners are more likely to keep coming back.



Builds confidence

The more you use your voice, the more comfortable and powerful it becomes.

EXPLORE YOUR VOICE

Check the ideas that feel most like you (or that you want to explore).

- | | |
|---|--|
| ☐ Use natural, everyday language | ☐ Use storytelling |
| ☐ Share your personal experiences | ☐ Be curious and ask questions |
| ☐ Talk about what you care about | ☐ Show empathy and respect |
| ☐ Be honest, even if it's imperfect | ☐ Keep it conversational |
| ☐ Bring your sense of humor | ☐ Mix in different languages (if you want to) |
| ☐ Speak from your community or culture | ☐ Other: _____ |

REFLECT

- 1** What topics or conversations make you feel most energized?

- 2** What makes your perspective unique?

- 3** How do you want people to feel when they listen to your podcast?

- 4** What's one thing you want to be known for as a creator?



TRY IT: YOUR INTRODUCTION

Write a 20–30 second introduction using your own voice. Keep it natural — imagine you're talking to a friend.



QUICK TIPS

- ☐ Talk how you normally speak.
- ☐ Don't worry about being perfect.
- ☐ Let your personality come through.
- ☐ Record yourself and listen — notice what feels natural.
- ☐ The more you practice, the more confident you'll sound.



CHECK BEFORE YOU MOVE ON

Do you have:

- ☐ A short intro that sounds like you
- ☐ Topics you're passionate about
- ☐ A clear idea of what makes your voice unique
- ☐ A willingness to keep practicing