

START WITH A PURPOSE

A STRONG START LEADS TO A STRONGER STORY.

Knowing your purpose helps you stay focused, make better choices, and create a podcast that matters. It gives your episode a direction and helps you connect with your audience.



WHY PURPOSE MATTERS?



Keeps you focused

Helps you decide what to include and what to leave out.



Connects with your audience

People are more likely to listen when your podcast has a clear reason and message.



Makes a bigger impact

Purpose-driven content can inform, inspire, and create positive change.



Helps you stay consistent

When you know your why, it's easier to keep going.

EXPLORE PURPOSE AREAS

Check the areas that interest you or that you want your podcast to focus on.

- | | |
|---|--|
| ☐ Share personal experiences | ☐ Amplify underrepresented voices |
| ☐ Raise awareness about an issue | ☐ Build community and connection |
| ☐ Educate or teach something new | ☐ Explore different perspectives |
| ☐ Inspire or motivate others | ☐ Document a journey or process |
| ☐ Entertain and bring joy | ☐ Other: _____ |

DEFINE YOUR PURPOSE

- 1 Why do you want to start a podcast? _____
- 2 What topics or issues do you care about most? _____
- 3 How do you want your audience to feel or what do you want them to learn? _____



PLAN IT OUT

Use this space to organize your ideas.

Topic Idea (what do you want to cover?)	Why It Matters (your reason or purpose)	Possible Episode Angle (how could you approach it?)



QUICK TIPS

- Be genuine. Your real interests and experiences matter.
- Keep your purpose clear and specific.
- Think about who you want to reach.
- It's okay if your purpose evolves – you can always refine it.
- A strong purpose will guide your content, guests, and format.



CHECK BEFORE YOU MOVE ON

Do you have:

- ☐ At least one topic idea
- ☐ A clear reason for your podcast
- ☐ An idea of who your audience is
- ☐ A short statement of the impact you want to make

KNOW YOUR AUDIENCE

THE BETTER YOU KNOW YOUR AUDIENCE, THE MORE IMPACT YOUR PODCAST CAN HAVE.

Understanding who you're speaking to helps you create content that feels relevant, engaging, and meaningful. It guides your topics, tone, and format, and helps you build a stronger connection with your listeners.



WHY IT MATTERS



Creates relevance

People are more likely to listen when the content speaks to their interests and experiences.



Builds trust

When listeners feel understood, they're more likely to keep coming back.



Guides your content

Helps you choose the right topics, tone, and format.



Increases impact

You can make a bigger difference when you're speaking to the right people.

IDENTIFY YOUR AUDIENCE

Who are you creating this podcast for? Check all that apply.

- | | |
|---|--|
| ☐ High school students | ☐ LGBTQ+ community |
| ☐ College students | ☐ People interested in mental wellness |
| ☐ Young adults (18–25) | ☐ People interested in media and technology |
| ☐ Parents and caregivers | ☐ Underserved communities |
| ☐ Educators | ☐ A specific cultural group |
| ☐ Community members | ☐ Other: _____ |

LEARN MORE ABOUT THEM

Think about your audience. Write a few notes.

- 1** What are their interests? _____
- 2** What challenges or questions do they have? _____
- 3** Where do they get their information? _____



AUDIENCE PROFILE

Use this space to define your main audience.

Primary audience (who are they?)	
Age range	
Interests	
Challenges or needs	
Where they spend time (online/offline)	
How your podcast can help	



QUICK TIPS

- Be specific. The more details, the better.
- Use what you know from real conversations and experiences.
- Think about what makes your audience unique.
- It's okay if your audience includes more than one group.
- Revisit and refine your audience over time.



CHECK BEFORE YOU MOVE ON

Do you have:

- ☐ A clear idea of who your main audience is
- ☐ Notes on their interests and needs
- ☐ An understanding of where to reach them
- ☐ A sense of how your podcast can support or serve them

BUILD YOUR BRAND

**BE THE AUTHENTIC YOU.
YOUR VOICE IS YOUR BRAND.**

Your podcast brand is more than a name or a logo — it's who you are, what you stand for, and how you make people feel when they listen. When you show up as your authentic self, you attract the right audience and create a stronger, more meaningful connection.



WHY IT MATTERS



Shows who you are

Your unique perspective, stories, and voice make your podcast stand out.



Attracts the right listeners

When you're authentic, people who connect with you are more likely to listen, share, and support.



Builds trust

People can tell when you're real. Authenticity helps you build a loyal audience.



Creates a bigger impact

Your real experiences and values can inspire, educate, and create positive change.

DEFINE YOUR PODCAST BRAND

Check the words that best describe the vibe you want for your podcast (choose as many as you like).

- | | |
|---|--|
| ☐ Real and relatable | ☐ Focused on a specific community |
| ☐ Educational | ☐ Fun and lighthearted |
| ☐ Entertaining | ☐ Serious and thoughtful |
| ☐ Thought-provoking | ☐ Cultural and identity-focused |
| ☐ Supportive and uplifting | ☐ Wellness and mental health |
| ☐ Honest and unfiltered | ☐ Social issues and advocacy |
| ☐ Creative and different | ☐ Other: _____ |

REFLECT ON YOUR AUTHENTIC VOICE

- 1** What makes you, you? What life experiences, interests, or perspectives do you want to share?

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

- 3** What are 3 key values or messages you want your podcast to always reflect?
1. _____ 2. _____ 3. _____



TRY IT OUT: FIND YOUR NATURAL VOICE

Record a short 1–2 minute introduction about a topic you care about.

	Version 1 (try to sound formal or "like a professional")	Version 2 (just be yourself — speak naturally)
How did it feel?		
Which version sounds more like you?		
Which one feels more genuine?		
What did you notice about your tone, energy, and word choice?		



QUICK TIPS

- Be yourself — don't try to sound like someone else.
- Speak the way you naturally talk.
- Let your personality, values, and real experiences show.
- Be consistent in your tone and message.
- Remember: your voice is part of your brand.



CHECK BEFORE YOU MOVE ON

Do you have:

- ☐ A clear sense of what makes your podcast unique
- ☐ Notes on your key values and message
- ☐ A recording where you practiced being yourself
- ☐ A better understanding of how you want to show up

DEVELOP AN EPISODE

TURN IDEAS INTO A PLAN.

A well-planned episode helps you stay focused, keeps the conversation engaging, and makes recording easier. Start with your idea, organize your main points, and think about how you want the episode to flow from start to finish.



WHY IT MATTERS



Keeps you organized

A plan helps you stay on track and use your time well.



Leads to better conversations

When you prepare, you can think more deeply and ask better questions.



Helps you stay on topic

A clear structure makes it easier to guide the conversation and keep it engaging.



Makes future episodes easier

You can reuse your outline and improve over time.

EXPLORE YOUR IDEAS

Check the ideas that could be part of your episode (or add your own).

- | | |
|--|---|
| ☐ Share a personal story | ☐ Break down a media topic |
| ☐ Interview a guest | ☐ Talk about mental health or wellness |
| ☐ Discuss a current event | ☐ Share creative work (music, art, etc.) |
| ☐ Explore a question or debate | ☐ React to a trend |
| ☐ Give tips or how-to advice | ☐ Do a roundtable with friends |
| ☐ Highlight someone in your community | ☐ Other: _____ |

PLAN YOUR EPISODE

- 1 What is your episode about? (topic or main question)

- 2 What do you want listeners to take away?

- 3 What are the main points or segments?

- 4 Who will be involved? (solo, co-hosts, guest, etc.)



EPISODE OUTLINE

Fill in your plan. Adjust the timing to fit your episode.

Segment	What will you cover?	Estimated Time
1. Introduction (hook and overview)		____ min
2. Main Content (key points, stories, discussion)		____ min
3. Transitions (how will you move between points?)		____ min
4. Conclusion (final thoughts or next steps)		____ min



QUICK TIPS

- Keep your episode focused on one clear idea.
- Think about what will be interesting and helpful to your audience.
- Plan for real conversation, not a script.
- Be flexible — good conversations can lead to new directions.
- End with a clear takeaway or next step.



CHECK BEFORE YOU MOVE ON

Do you have:

- ☐ A clear topic or main question
- ☐ Your main points or segments planned
- ☐ An idea of who will be involved
- ☐ An estimated time for each segment