



ONE STOP
PODCASTS

THE PODCAST OPPORTUNITY MAP

Is there actually a good podcast here?

A practical way to test the idea before you worry about microphones, cameras or publishing schedules.

AUDIENCE



IDEA



FORMAT



CONTENT



SUCCESS

Strong podcasts usually sit where three things overlap: **what you know, what your audience cares about, and what you can talk about consistently.**

1

WHO IS IT FOR?

Try to get more specific than "our customers" or "people interested in what we do". Who would genuinely choose to listen?

- What are they trying to achieve?
- What problems or questions keep coming up?
- What do they struggle to find elsewhere?

Who is the podcast primarily for?

Why would they choose to spend time listening?

2

WHAT IS WORTH SAYING?

An organisation deciding to make a podcast does not automatically make the podcast interesting. Look for the overlap between expertise, audience need and repeatable conversation.

What do we know unusually well?

What questions do people repeatedly ask us?

What could we genuinely add to the conversation?

3

WHAT IS THE PODCAST REALLY FOR?

Downloads can matter, but they are rarely the whole point. A podcast might build trust, demonstrate expertise, capture knowledge, support a campaign, strengthen internal communication or create useful content for other channels.

Our primary purpose is...

A successful podcast would help us to...

4 WHAT KIND OF SHOW?

Do not automatically default to two people having a conversation. The format should follow the idea.

- Interview-led
- Co-hosted conversation
- Expert-led
- Narrative / documentary
- Panel or roundtable
- Hybrid

Which format feels most natural?

What makes it different from similar shows?

6 AUDIO, VIDEO OR BOTH?

Video can create extra value for YouTube and social media, but it also adds cameras, lighting, larger files and longer edits.

THE TEST

Will seeing the conversation genuinely improve the content - or how you plan to use it?

Where would video actually be used?

5 SERIES OR ONGOING?

Not every podcast needs to publish forever. A defined series can often be stronger than an indefinite weekly commitment.

DEFINED SERIES

Useful when there is one clear subject, a campaign or finite story, limited internal time, or a desire to test the idea.

ONGOING PODCAST

Useful when new conversations continually emerge, the audience needs regular communication and there is a sustainable pipeline.

Our instinct: Series / Ongoing / Not sure

7 TEST IT WITH THREE EPISODES

Before branding or buying equipment, see whether you can quickly find three episodes you would genuinely want to hear.

EPISODE 1

Working title + what the listener gets from it

EPISODE 2

Working title + what the listener gets from it

EPISODE 3

Working title + what the listener gets from it

8 WHAT ELSE COULD EACH EPISODE CREATE?

A podcast can become part of a wider content system rather than an isolated channel. Think about where your audience already spends time and what would genuinely be useful there.



VIDEO CLIPS



LINKEDIN POSTS



QUOTES



NEWSLETTER



ARTICLES



INTERNAL COMMS



SALES CONTENT



TRAINING

Which two or three outputs would actually matter to us?

9 WHAT WOULD SUCCESS ACTUALLY LOOK LIKE?

Try not to make downloads the only measure. Depending on the purpose, success might mean relevant listeners, enquiries, stakeholder feedback, useful guest relationships, internal engagement, repeat listeners or sales opportunities.

1.

The podcast should help us to...

2.

The podcast should help us to...

3.

The podcast should help us to...

10 THE REALITY CHECK

Answer these honestly. "Not yet" does not mean the idea is bad - it usually means there is more thinking to do before production starts.

We know who the podcast is for.

YES
NOT YET

We know why they would listen.

YES
NOT YET

We have something useful or interesting to say.

YES
NOT YET

We can already imagine several strong episodes.

YES
NOT YET

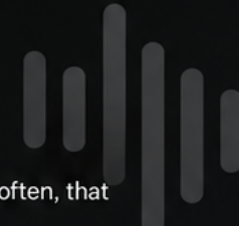
We understand what the podcast is meant to achieve.

YES
NOT YET

We have enough time or production support to make it properly.

YES
NOT YET

THINK THERE IS SOMETHING HERE?




You do not need to arrive at One Stop Podcasts with a finished concept. Quite often, that is the part we help with.

Send us the rough idea - who you are, what the podcast might be about and who you think it is for. That is enough for us to give you some initial thoughts on what it could become.

SEND US YOUR PODCAST IDEA → onestoppodcasts.com

Podcast production for organisations, thought leaders and experts.

Strategy • Production • Branding • Distribution • Content

