

PODCAST PACKAGES

The Podcast Opportunity Map.

A practical 15-minute planning resource. Work out what your podcast is for, who it needs to reach and what success should look like before you start recording.



Start with the job the podcast needs to do. A clear purpose makes every later decision easier.

MAP THE OPPORTUNITY

1

Choose one primary goal

Build authority, create useful content, deepen client relationships, generate enquiries, educate an audience or communicate internally.

2

Define one core listener

Be specific. Who are you trying to reach, and what do they already care about?

3

Make a clear promise

What should someone reliably get from listening to your podcast?

4

Choose a repeatable format

Pick a format you can sustain: interview, solo, co-hosted, roundtable, documentary or a simple mix.

5

Decide what success looks like

Choose a small number of useful measures: conversations, leads, engagement, retention, content output or internal response.

PURPOSE FIRST. AUDIENCE SECOND. FORMAT THIRD.

BUILD THE BRIEF

Your one-page podcast brief.

Keep the answers short. If you can make these decisions clearly, the production, branding and launch process becomes much easier.

THE JOB	This podcast exists to... _____
THE LISTENER	It is primarily for... _____
THEIR NEED	They care about / need help with... _____
THE PROMISE	Every episode should help them... _____
THE FORMAT	The show will usually be... _____
RHYTHM	We can realistically sustain... _____
NEXT ACTION	After listening, we want people to... _____

THREE CONTENT PILLARS

Choose three repeatable areas that give the podcast enough focus to feel coherent and enough range to keep generating episodes.

PILLAR 1 _____ _____	PILLAR 2 _____ _____	PILLAR 3 _____ _____
-----------------------------------	-----------------------------------	-----------------------------------

QUICK EPISODE TEST

RELEVANT Would the right listener care?	USEFUL Will they leave with something?	REPEATABLE Could we make more like this?
---	--	--

PLANNING TIP: If you cannot explain the podcast in one sentence, keep refining before you spend time on a name, artwork or equipment.

MAKE THE PODCAST WORK HARDER

One recording can create a whole content system.

A podcast does not have to end when the episode is published. Plan the wider content before you record and every session can work harder.

1 RECORD	2 PUBLISH	3 REPURPOSE	4 EXTEND
A focused conversation	Audio + video episode	Short clips + quotes	Social + email + web

BEFORE YOU LAUNCH

You do not need everything to be perfect. You do need enough clarity and ownership to keep the show moving once the first episode is live.

☐ CLEAR PURPOSE We know what the podcast is meant to achieve.	☐ DEFINED AUDIENCE We know who the show is primarily for.
☐ 10 EPISODE IDEAS We can already see a viable run of content.	☐ SUSTAINABLE RHYTHM The recording schedule fits the people involved.
☐ CLEAR OWNERSHIP Someone is responsible for keeping production moving.	☐ PROMOTION PLAN We know how episodes will reach people after publishing.

WHERE ONE STOP PODCASTS CAN HELP

SHAPE THE PODCAST • Strategy and format • Episode planning • Brand and launch thinking	PRODUCE THE PODCAST • Recording and editing • Video and content assets • Distribution and ongoing delivery
---	---

READY TO TURN THE PLAN INTO A PODCAST?

Bring us the idea. We can help shape the format and handle the production.

www.onestoppodcasts.com/podcast-packages

ONE STOP PODCASTS

www.onestoppodcasts.com

