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First Steps in Creating a Podcast



Every once in a while I'm asked what the first steps in creating a podcast are. Inevitably these customers think that a podcast is a major undertaking that needs to be planned the same as any other learning content. They're shocked when I start off by saying that you've done most of the pre-work already!



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What do I mean by pre-work?

It's all that stuff you need to do before you create the learning content. You see a podcast should be thought of as an audio version of article marketing. It's not really content on its own -- although it can be packed that way.

Instead it normally is used in support of a business (meaning selling a set of information products -- training, books etc.) So much of the pre-work has already been done.

By the time you are ready to start the Podcast creation you should already have:

1. Identify your target audience. This involves creating a profile of your perfect customer. The type of person that you want to work with. With details of their needs, wants and habits.
2. Identify your target audience's current problems, desires and fears.
3. Identify a solution to solve their problems, achieve their desires or avoid their fears. This is a specific system for using your core product to perform one of the three motivators.
4. Planned your product mix. This is a list of all learning content products you will need to produce both for sales and for marketing purposes. Obviously a podcast would be identified as one of those learning content products.

At this point you will have already defined what you need to do with your podcast, how long it will be, and the base format. Now you get to start the process of creating your podcast.



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1. Identify the format of the specific podcast. While you have already determined the format for the majority of your podcasts, you need to determine what format you will use for this podcast. Periodically you may want to change from the usual format just to inject a bit of change.
2. Identify the theme of the podcast. You'll want to inject new topics into the podcast based on many different sources. The best source, of course, is questions your audience asks. If you are doing a column style format you may want to use a common topic for all of the columns or you may want to keep them independent.
3. Design the podcast. Just as writing an article is made easier if you have a list of points you wish to make so is creating a podcast. However, unlike an article which is simple, a podcast is a medium level product. So you always want to do it with a script. This script can be written in full or it can be written as a series of points. However, if you do it, you will need a detailed script for each column in your podcast.

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