

# Foundation

Topic:

Subject 1:

Subject 2:

Subject 3:

Subject 4:

Desired outcome of the writing:

## Episode Structure

Cold Open (compelling excerpt from the main content) OR What is the episode about?

Fixed Introduction to the podcast

Main Content (using the AIDA format)

Attention - Capture your listener's attention with a pattern interrupt relevant to them.

Hint: use a question, statistic, or outlandish/direct statement about their problem/pain point.

Interest - Build interest in your solution/perspective by sharing "why your solution" and "benefits of the solution."

Hint: use pre-framing and storytelling.

Details - share the WHAT and the WHY behind your solution. Break down the HOW in a simple, non-overwhelming way (if possible).

Hint: use metaphors to crystalize the idea in people's minds.

Action - the one step you want them to take based on your shared solution.

Hint: KISS

Recap/Summarize

Outro

Call-to-action