

Eli Podcast Productions

Professional Podcast Planning Worksheet

Section 1: Podcast Concept & Foundation

Podcast Title: _____

Podcast Tagline/Subtitle: _____

Primary Subject Matter:

Specific Focus Areas: ☐ Educational Content ☐ Entertainment ☐ News & Current Events ☐ Business & Entrepreneurship ☐ Personal Development ☐ Technology ☐ Health & Wellness ☐ Arts & Culture ☐ Other: _____

Detailed Subject Discussion Plan:

Target Audience Demographics:

- Age Range: _____
- Interests: _____
- Professional Background: _____
- Experience Level: _____

Host Qualifications & Expertise:

Content Depth Assessment: ☐ 10-25 episodes worth of content ☐ 25-50 episodes worth of content
☐ 50+ episodes worth of content ☐ Unlimited content potential

Section 2: Format & Personnel

Podcast Format: ☐ Solo Host ☐ Co-Host Format ☐ Interview/Guest Format ☐ Panel Discussion ☐ Hybrid Format

Co-Host Information (if applicable):

- Name: _____
- Expertise: _____
- Availability: _____
- Compensation Agreement: ☐ Yes ☐ No

Guest Strategy: ☐ Industry Experts ☐ Thought Leaders ☐ Emerging Voices ☐ Mixed Approach

Guest Budget: \$ _____ per episode

Confirmed Guest List:

1. _____
 2. _____
 3. _____
-

Section 3: Production Schedule

Target Episode Length: ☐ 15-30 minutes ☐ 30-45 minutes ☐ 45-60 minutes ☐ 60+ minutes

Release Schedule: ☐ Daily ☐ Weekly ☐ Bi-weekly ☐ Monthly ☐ Seasonal

Planned Series Length: ☐ Ongoing/Indefinite ☐ 10-episode season ☐ 20-episode season ☐ Limited series: _____ episodes

Section 4: Financial Planning

Initial Investment Budget: \$ _____

Equipment Budget: \$ _____

Marketing Budget: \$ _____

Monthly Operating Costs: \$ _____

Revenue Strategy: ☐ Sponsorships/Advertising ☐ Premium Content/Subscriptions ☐ Merchandise ☐ Affiliate Marketing ☐ Donations/Patreon ☐ Brand Partnerships ☐ Other: _____

Break-even Timeline: _____ months

Section 5: Success Metrics & Growth Strategy

6-Month Listener Goals:

- Minimum acceptable: _____ monthly downloads
- Target goal: _____ monthly downloads
- Stretch goal: _____ monthly downloads

Success Indicators: ☐ Download numbers ☐ Audience engagement ☐ Industry recognition ☐ Revenue generation ☐ Community building

Marketing Strategy: ☐ Social Media Promotion ☐ Cross-podcast appearances ☐ Paid Advertising ☐ SEO Optimization ☐ Email Marketing ☐ Influencer Partnerships

Brand Partnership Policy: ☐ Open to all relevant partnerships ☐ Selective partnerships only ☐ No brand partnerships ☐ Case-by-case evaluation

Section 6: Operations & Maintenance

Recording Schedule:

- Day of week: _____
- Time: _____
- Frequency: _____

Break Schedule: ☐ No planned breaks ☐ Quarterly breaks (1 week) ☐ Seasonal breaks (2-4 weeks) ☐ Annual break: _____ weeks

Audience Interaction: ☐ Email: _____ ☐ Social Media: _____ ☐ Website: _____ ☐ Community Platform: _____

Section 7: Technical Requirements

Recording Equipment: ☐ Professional microphone ☐ Audio interface ☐ Headphones ☐ Recording software ☐ Computer/laptop

Recording Environment: ☐ Dedicated studio space ☐ Home office setup ☐ Acoustic treatment installed ☐ Backup recording device

Individual Episode Planning Template

Episode #: _____ Title: _____

Guest Information:

- Name: _____
- Bio: _____
- Contact: _____

Production Timeline:

- Research Deadline: _____
- Recording Date: _____
- Edit Completion: _____
- Publication Date: _____

Content Structure:

1. **Hook/Opening:** _____
2. **Main Topic 1:** _____
3. **Main Topic 2:** _____
4. **Main Topic 3:** _____
5. **Conclusion/Call-to-Action:** _____

Key Questions to Address:

1. _____
2. _____
3. _____

Required Research:

1. _____
2. _____
3. _____
4. _____

Episode Description/Show Notes:

Post-Production Notes:

- Recording Quality: _____
- Content Assessment: _____
- Improvements for Next Episode: _____

Date: _____