



SO YOU WANT TO START A PODCAST



**YOU COULD START BY USING
THE SIMPLE
QUESTION CHECKLIST BELOW**

**BEFORE YOU START ANY PROJECT ITS A GOOD IDEA
TO DO SOME RESEARCH AND ANSWER
SOME QUESTIONS**

ANSWER THE NEXT 3 "W" QUESTIONS WHY, WHO, WHAT,

WHY DO YOU NEED A PODCAST?

**THE ANSWER TO YOUR WHY IS PROBABLY A KEY DRIVER
BEHIND THE VISION**

**IS PODCASTING THE RIGHT PLATFORM FOR YOUR CONTENT
BUSINESS OR PRODUCT**

**WHO IS YOUR TARGETED AUDIENCE ?WHOSE ATTENTION DO
YOU WANT TO GAIN**

**WHAT CONTENT/INFORMATION/KNOWLEDGE WILL YOU BE
SHARING WITH YOUR AUDIENCE**

**PLANNING AND ORGANISING
HOW ARE YOU GOING TO BRING YOUR IDEA/VISION TO LIFE?
WHAT ARE THE NEXT STEPS NEEDED TO PROGRESS**

**YOU MAY HAVE AN IDEA OF WHAT YOU WOULD LIKE TO DO.
EVEN THOUGH THE QUESTIONS SEEM SIMPLE, I SUGGEST YOU
ANSWER EACH QUESTION AND WRITE THE ANSWER DOWN.**

**THANK YOU FOR USING THIS FREEBIE
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