



**FUTURE PODCAST QUESTIONNAIRE**

7. Is this part of a content marketing strategy? What do you envision?

***About Your Podcast***

8. Do you have a name for your podcast?

9. Will your podcast be embedded on your/company website?

(or)

Will your podcast have it's own stand-alone website?

(or)

Will you prefer to have a one page podcast website from your host? (ex - Spreaker, Libsyn, etc..)

10. Where else do you want your podcast to be?

11. What do you want your podcast to be about? What is the meaning of your podcast?

12. Who is this Podcast for? What is the target audience? Who are the ideal listeners of your podcast?

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13. Have you envisioned your podcast's unique selling point or how it will set itself apart from the others?

14. What do you want people to do or what do you think your call to action will be?

15. How should a Listener feel after they've listened to your podcast?

16. What value will your podcast provide to listeners?

17. Please list the first 5 topic episodes that you would like to cover.

18. Are there any existing podcasts that you would like to try to emulate?

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### ***About Your Podcast's Style***

19. How to envision the style of your podcast? Will it be casual? Will it be formal? Will it be conversational? Scripted?

20. Do you have any thoughts on the format of your show? (*length, doing it solo, co-host or interview-based episodes, etc..*)

21. What length of podcast do you think that your audience will prefer most?

### ***Your Podcast's Intro and Outro***

22. What information would you like to give the listeners in the introduction of your show?

23. What information would you like to give the listeners in the outro-duction of your show? (email, social media links, etc...)