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MAKE THE WORLD A PRETTY PLACE

Date: 04.12. FRIDAY
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15.12. SUNDAY

CHECKLIST
Podcast Topics
focus on yourself instead of others - then you will succeed

Research & Narrow Down your Topics

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Checklist - Topics

This Checklist will help you research and narrow down topics for your Podcast with impact. Is there already interest in the topics you want to address on your show? Are people talking about it? How about you: Does the topic excite you (A LOT)?

1. Research

Questions to ask yourself when choosing topics for your Podcast

- Are you passionate about the topic and excited to learn more about it? (Hint: You don't have to be an expert on the topics you want to cover but you have to be excited about the topics and willing to grow your knowledge in that particular area if you want your Podcast to be a success as your listeners will hear and feel your excitement!)
- Are there already other Podcasts out there that are addressing the topics that I want to discuss on my show? (You can search for your topics e.g. on <https://www.listennotes.com>)
- Can you find blog posts online that are discussing topics I want to address on my Podcast? (You can search for blogs online e.g. on this amazing search engine that plants trees <https://www.ecosia.org>)
- Are there books written on the topics I want to feature on my show? (You can search your topic e.g. on <https://www.amazon.com>)
- Do people discuss the topics on Social Media? (You can search for phrases and keywords across multiple social media platforms e.g. on <https://www.social-searcher.com> Another useful website is <https://buzzsumo.com> to

check engagement levels for your topics across multiple online platforms)

- ❑ Is there media coverage on the topics you want to address on your Podcast? (You can check through the News bar on <https://www.google.com> for media mentions of your topics.

If you have answered YES to any, many or all of these questions then you are on the right track! People are talking about the topics you want to address on your Podcast. Now you need to look into narrowing down these topics for targeting the audience you want to cater to.

2. Narrow it down

Questions to ask yourself to narrow down the topics and angle of your Podcast.

E.g. You want to start an interview-style Podcast on Sustainability in the Travel industry

- ❑ Who is the particular person/listener you will help/support/educate/entertain with your content? (eg a person who is interested in sustainability and wants to lead a more conscious life, which includes spending holidays in a more conscious way too)
- ❑ What is a specific need this listener has? (e.g. they look for well researched information and recommendations on hotels with a high track record in sustainability)
- ❑ What else would this listener benefit from (e.g. getting a better understanding of sustainability in tourism in general - learning about its background and history as well as new trends in the industry.)

If you find narrowing down your topics and angle challenging, consider curating Seasons for

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your Podcast. That allows you to test formats and topics on your audience and make adjustments for new Seasons of your Podcast accordingly.