



CHECKLIST

**PODCAST
TRAILER**

**What to include in
an enticing trailer
that makes listeners
want more**

Checklist - Podcast Trailer

This Checklist will help you to script an enticing Podcast Trailer that will make listeners come back for more and subscribe to your Podcast channel. Make sure your Podcast Trailer ticks many of the boxes and you are good to go with recording your trailer.

The 5 W's

Who, What, Why, When & Where?

- WHO?** Who is behind the production? Let the listener know. Here you can for example give them a taste of you as a person, a short insight into your personality to make them understand who the creator of this show is.

- WHAT?** What is your Podcast all about? Make listeners understand what can they expect. For example, what problem will it solve for them? Or in what way can they expect to get inspired or entertained.

- WHY?** Why should your listeners care about this Podcast. Tell the listener why this topic is relevant for them or why should they should start caring about this topic. Here is where you could also share YOUR Why. What is your motivation to bring this show to them?

- (optional) WHEN?** Share with them when you launch your show. But don't promise something you can't fulfill. For example, if you are not sure what exact date the show will launch, don't give them a date. Having a clear date is of course better, but what's worse is if you promise to launch on April 23rd and then you are not ready by late May after all.

- WHERE?** Where can they listen? On any Podcasting App or do you want to send them to your website or do you want to point out the show is available on Spotify. Give them an idea where to find the show.

Additional Considerations

- ❑ **Add a call to action:** For example, encourage listeners to subscribe on the App they are listening to or to subscribe to your newsletter if they want to be notified once the show starts airing. Or add your website.

- ❑ **Add your Podcast music jingle:** If you are using music on your Podcast, you can add the same music or jingle in your trailer so that listeners will recognise it as they continue listening to future episodes.

- ❑ **Include Soundbites:** If available, you could even edit in some sound bites from upcoming episodes (e.g.) clips from interviews) that will feature on your show, depending of course if you already recorded them and if the time frame allows because you should try to...

- ❑ **...Keep it short.** There is really no exact number, it will depend on you but to help you with a reference. You want to tease your listeners and make them subscribe to the channel but you don't want to give away too much. Try to keep it at 1-2 minutes.

Most importantly

- ❑ **NEVER PROMISE ANYTHING IN THE TRAILER YOU CAN'T KEEP.**

Trailer Script Example

This is a script I drafted for my Podcast "Off the record". I highlight how I implemented the points on the checklist to give you a better idea, how you can craft your trailer script. This trailer a bit over 1 minute long.

Welcome to Off the Record, I'm Regina Larko, your host, I am an audio fanatic, a sleep deprived mom of 2 with another one on the way and I love to dance like no one's watching. (WHO)

On my main channel #impact Podcast, I tell stories of other people. Here, I share mine and give a look behind the scenes what goes into the making of #impact Podcast and how it all started. In Season 1, I will bring you some actionable insights what steps to take to start a Podcast and what mistakes to avoid. (WHAT)

You will hear what I would do differently if I could do it all over again. I hope this will save you lots of time when you look into starting your Podcast. (WHY) Please laugh with me and please don't quote me on anything. Because this is off the record.

*Find more information and resources at hashagimpact.com/offtherecord (WHERE)
Talk to you soon!*

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I hope this Checklist is useful for you. Now get that script of yours ready and have lots of fun producing your Podcast trailer!