

KOLLECTIVE
PLAYGROUND.

**PODCAST
BRAND
STRATEGY
*WORKBOOK***

**IT'S TIME TO GET UP REAL CLOSE 'N PERSONAL
WITH YOUR PODCAST SO YOU KNOW WHAT IT'S
FOR, WHY IT'S HERE, AND HOW YOUR BRANDING
WILL HELP YOU SHARE THAT WITH THE WORLD.**



HAVING ROCK-SOLID BRANDING IS WHAT'S GOING TO GIVE YOUR PODCAST CHARACTER, SET IT APART FROM EVERYTHING ELSE OUT THERE AND GUIDE YOU ON YOUR PODCAST JOURNEY.

THIS WORKBOOK IS YOUR STARTING POINT. LET'S TAKE THOSE AMAZING IDEAS RATTLIN' AROUND YOUR NOGGIN AND MAP THEM OUT IN THIS BAD BOY SO THAT YOU CAN CREATE A PODCAST THAT FEELS SUPER ALIGNED TO YOUR VALUES, HELP YOU GROW YOUR COMMUNITY, BUILD BRAND RECOGNITION, SHARE YOUR NOTEWORTHY KNOWLEDGE, AND HAVE A WHOLE LOT OF FUN WHILE YOU DO IT.



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LET'S TAKE A LOOK AT WHY YOU STARTED YOUR
PODCAST, WHAT YOU WANT TO ACHIEVE AND HOW
YOUR PODCAST BRAND CAN GET YOU THERE.

PURPOSE

WHAT IS YOUR PODCAST ABOUT?

WHAT IS THE PURPOSE OF YOUR PODCAST?

WRITE A MISSION STATEMENT FOR YOUR PODCAST. (WHAT, HOW AND FOR WHO)

WHAT MOTIVATED YOU PERSONALLY TO CREATE A PODCAST?

VISION

IN YOUR MIND, WHAT DOES THIS PODCAST ACHIEVE?

HOW WILL HAVING A SUCCESSFUL PODCAST IMPACT OTHER AREAS OF YOUR LIFE?

WRITE DOWN WORDS TO DESCRIBE HOW YOU WILL FEEL WHEN YOU ACHIEVE THIS.

WHAT THINGS CAN YOU DO TO GIVE YOUR PODCAST THE GREATEST CHANCE AT SUCCESS?

VALUES

WHAT ARE YOUR PODCAST BRAND VALUES?

WHAT DO THESE VALUES MEAN TO YOU AND YOUR PODCAST BRAND?

DESCRIBE HOW YOU WILL COMMUNICATE YOUR VALUES TO YOUR LISTENERS.

WHY WILL YOUR LISTENERS CONNECT WITH YOUR BRAND VALUES?

GOALS

WHAT ARE YOUR MOST IMPORTANT GOALS?

1.

2.

3.

HOW WILL YOU MEASURE YOUR PROGRESS TOWARDS THESE?

HOW IMPORTANT IS IT TO YOU TO ACHIEVE THESE GOALS?

WHAT CAN YOU DO TO KEEP SIGHT OF, AND MOVE CLOSER TO THESE GOALS?



THERE ARE PLENTY OF PODCASTS OUT THERE, BUT YOU'RE BRINGING SOMETHING UNIQUE TO THE TABLE. LET'S WORK OUT HOW YOU'RE GOING TO POSITION YOUR PODCAST AND MAKE IT STAND OUT IN THE CROWD.

FIELD RESEARCH

RESEARCH SIMILAR PODCASTS TO YOURS AND WRITE NOTES ABOUT EACH OF THEM.

WHAT DO THEY DO WELL? (STRENGTHS)

WHAT DO THEY NOT DO WELL? (WEAKNESSES)

WHAT HAVE YOU LEARNED FROM YOUR RESEARCH AND HOW WILL YOU STAND OUT?

AUDIENCE

DESCRIBE THE AUDIENCE YOUR PODCAST IS INTENDED FOR AND WHY.

WHAT DO PEOPLE WITHIN THIS AUDIENCE HAVE IN COMMON?

WHAT DO PEOPLE WITHIN THIS AUDIENCE WANT TO HEAR?

HOW DOES YOUR PODCAST APPEAL TO THIS AUDIENCE?

IDEAL LISTENER

LET'S IMAGINE YOUR YOUR IDEAL LISTENER. THEY'RE OUT THERE – YOU JUST HAVE TO WORK OUT WHO THEY ARE SO THAT YOU CAN MAKE SURE YOU DELIVER A DAMN GOOD PODCAST. WHEN YOU KNOW WHO THEY ARE, IT IS A HECK OF A LOT EASIER TO CONNECT WITH THEM. JUST REMEMBER THOUGH, YOUR PODCAST WON'T BE FOR EVERYONE, SO THIS IS REALLY IMPORTANT TO FIGURE OUT SO YOU UNDERSTAND YOUR IDEAL LISTENER AND YOU CAN TAILOR YOUR PODCAST TO SPEAK TO THEM.

DESCRIBE THE PERSON/PERSONALITY THAT WILL GET THE MOST VALUE FROM YOUR PODCAST.

WHAT DOES THIS PERSON WANT AND HOW WILL YOUR PODCAST DELIVER THAT?

WHERE DOES THIS PERSON HANG OUT ONLINE AND HOW WILL YOU REACH THEM?



**YOUR PODCAST HAS A PERSONALITY OF ITS OWN – LET'S
FIGURE OUT WHAT IT IS. WE'LL EXPLORE THE TRAITS, TONE
AND ATTITUDE THAT YOU WANT YOUR PODCAST TO HAVE, AND
HOW YOU WANT YOUR LISTENERS TO FEEL WHEN IT HITS 'EM.**

PERSONALITY

CREATE A LIST OF WORDS TO DESCRIBE WHAT YOUR PODCAST IS, AND ISN'T.

MY PODCAST IS...

MY PODCAST ISN'T...

WHAT ATTRIBUTES AND EMOTIONS DO YOU WANT ASSOCIATED WITH YOUR PODCAST?

HOW DO YOU WANT TO BE DESCRIBED BY YOUR LISTENERS TO FRIENDS AND FAMILY?

WHAT'S THE OVERALL VIBE YOU WANT YOUR PODCAST BRAND TO HAVE?

VISUAL ASSETS

DESCRIBE WHAT YOUR PODCAST BRAND VIBE LOOKS LIKE VISUALLY.

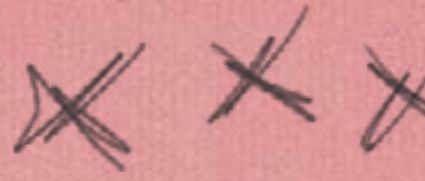
WHEN YOU CHECK OUT OTHER PODCASTS, WHAT ONES GRAB YOUR ATTENTION AND WHY?

ARE THERE ANY VISUAL ELEMENTS YOU'D LIKE YOUR PODCAST TO HAVE, OR AVOID?

WHAT'S MOST IMPORTANT ABOUT YOUR PODCAST BRAND'S VISUAL IDENTITY?

WITH CLARITY AROUND YOUR PODCAST BRAND, BIG CREATIVE IDEAS AND THE COMMITMENT AND CONSISTENCY OF SEEING IT THROUGH, YOU'LL BE UNSTOPPABLE IN YOUR QUEST TO PODCAST GLORY.

YOU'VE GOT THIS, AND IF YOU WANT OUR HELP TO SEE THIS WHOLE THING THROUGH, HEAD TO OUR WEBSITE WHERE YOU'LL FIND OUR SERVICES, OR REACH OUT THROUGH ONE OF THE CONTACT LINKS ON THE NEXT PAGE.



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