

THE ULTIMATE PODCASTER STARTER PACK

CoHost 

About this starter pack

This starter pack provides podcasters with 10 different downloadable worksheets and templates to assist in the planning, development, growth, and measurement of your podcast.

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GOAL SETTING

One of the first steps in your podcast planning should be understanding what the goal of your series is. Why does it exist? What value is it providing?

In our Podcast Goal Setting Worksheet you'll find a list of questions that you and your team can sit down and ask yourselves before beginning any of the podcast production process.

PODCAST FORMAT

Your podcast format can be dependent on your goal, access to resources, and, well, preference.

We created a Podcast Format Questionnaire that asks you a series of questions to help direct you towards which podcast format might be the best fit for you and your content.

IDEAL LISTENER PROFILE

Understanding who your listener is or who you're targeting is beneficial for numerous reasons.

1. It gives you an idea on where you should focus your marketing efforts
2. Allows you to do some research into the type of content they'd prefer to listen to
3. Helps to make it easier to communicate to your team who your target audience is

Fill out our Ideal Listener Profile Worksheet to breakdown who your target audience is.

COMPETITIVE RESEARCH

Any marketer will agree on the importance of understanding the competitive landscape of whatever space you're working in.

Download our Podcast Competitor Research Template to analyze your show's competitive landscape and how you can set yourself apart.

MARKETING TACTIC PLANNER

A good marketing plan is key to a successful podcast, how is it going to grow if no one knows that it exists?

Our Marketing Tactic Planner helps to identify which podcast marketing tactics might be best for you based on resources like budget, time, and people.

KEYWORD PLANNING

Moz defines keywords as “ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries."

Keywords can help to make your podcast more visible across search engines and boost potential listeners. We created a Keyword Planner for Podcasters to help organize your keywords for your overall series and each podcast episode.

SOCIAL MEDIA CALENDAR

Social media can be a powerful tool for growing your podcast audience, whether you already have a following or are looking to build one.

Discover our free Social Media Calendar for Podcasters to start organizing and scheduling your social media posts for your show.

AD PLANNER

Paid advertising is a great way to get your podcast in front of relevant listeners, but it does come at a cost depending on the platform that you use.

Our Podcast Ad Planner breaks down different podcast advertising platforms and their process for advertising on them. Our Ad Planner also helps to organize your podcast ad content depending on the platform and what's required.

EPISODE PLANNING

Having a system to keep track of your past episodes and upcoming episodes is key to running a well-oiled *podcast* machine.

We created a Podcast Episode Planning Worksheet to help you keep your content organized for you and your team.

PODCAST ANALYTICS

And last but not least, podcast analytics. It's key to understand how your podcast is performing for your content and your audience. Without this information, you lack the ability to make informed decisions (and no one wants that).

Download our Podcast Analytics Template to start tracking your podcast's most important data and analyze performance.

THANK YOU!

Simpler, smarter podcasting

CoHost is the only tool podcasters need to distribute, grow, and measure the success of your podcast.

Want to experience CoHost for yourself?

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have questions?

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