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Strategic Sound & Vision

Podcast Planning Guide:
What You Need to Do

Podcasts are one of the most engaging ways to reach an audience. They are personal, versatile, and cost-effective. But a great podcast doesn't start when you hit the record button. Careful planning ensures your production runs smoothly and delivers content that keeps listeners engaged.

Key Steps in Podcast Planning

Know your audience. What problems do they want solved, or what stories do they want to hear?

- **Map your content.** Outline topics, formats, and episode structure, for example interviews, solo storytelling, or a panel discussion.
- **Prep your talent.** Draft questions, brief your host and guests, and clarify tone and timing.
- **Plan the logistics.** Confirm schedules, recording times, and batch episodes where possible.
- **Brand it properly.** Cover art, intro/outro music, and consistent style.

Don't forget promotion. Email, social, and website marketing.

"Good podcasts don't happen by accident. Planning is what separates a 'one-hit wonder' from a series that builds loyal listeners."

Practical Checklist

- ☐ Audience defined
- ☐ Episode plan mapped
- ☐ Talent briefed
- ☐ Schedule confirmed
- ☐ Branding assets sorted
- ☐ Promotion strategy ready

Common Pitfalls

- Winging it with no structure
- Episodes that drag on too long
- Ignoring sound quality
- Forgetting marketing

A strong plan is the difference between a podcast that fizzles and one that grows a loyal audience. At **Cyrius Media*Works***, we guide you from concept to recording, editing, and distribution. You bring the ideas; we make sure they're heard.

Talk to us about a project –
Call Stefan 0408 868 292

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We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

Visit our website for more information:

cyriusmediaworks.com

Cyrius MediaWorks is a professional recording and production studio, delivering high-quality audio for music, media, and business. Part of Cyrius Media Group, we're based in Ryde and proudly serve all of Sydney.

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