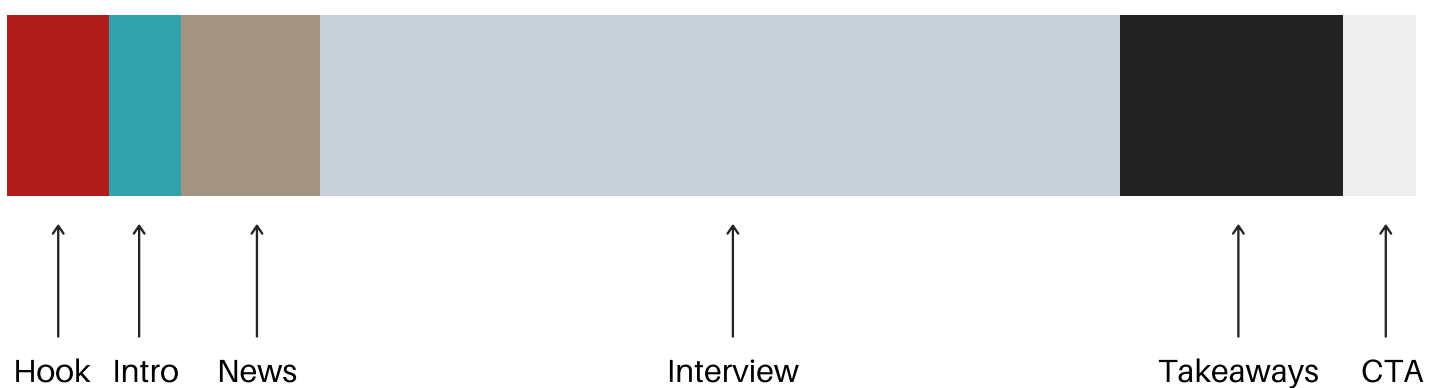


PODCAST SEGMENT GUIDE

Segmenting your content is the most effective way to make sure you are using your time wisely.



SEGMENTS FORM THE "SHAPE" OF YOUR SHOW

This is not always obvious to the listener, but it can be, and either way it provides consistency that they will appreciate!

At a very high level, there are two kinds of segments: the **STRUCTURAL** like your intros, hooks, calls to action sponsorships and ads, and then there are the **CONTENT** segments - what all of your structure supports and emphasizes. Overall your content segments should make up around 70% or more of your shows.

We have a selection of The **MUST** have segments and then a starter list of other segment types you can pick and choose between. You're also completely free to make up your own segments that work specifically for you or your audience. Some ideas not on our list might be advertisements or sponsorship spots, listener spotlights, clips of other media you'll then talk about, clips from past or future shows... the only limit is your imagination!

Look at the options, consider how you want your show to **FLOW**, then use the worksheet to create your own high-level segment structure. You can change it up from time to time - but being consistent helps you focus, keeps you on track and at the end of the day, separates the professionals from the amateurs.

PODCAST SEGMENTS

You MUST have these:

Branded Intro

Who you are and why your show is awesome.

Hook

Why THIS episode is awesome.

CTA

The next action they should take after listening.

Then pick and choose what works for you:

Banter

Back and forth casual conversation.

News/ Updates

What is new in your business or the industry.

Interviews

Conversations with Guests.

(You can make up your own, too!)

Teaching

Instructional information or research.

Stories

Personal stories from you or your audience.

Notes

Review, wrap up and next time content

YOUR SEGMENTS

You can use this sheet to blist out your segments in the order you'd like them. You can have more or fewer than are here, but keep in mind that more segments can be trickier to manage, and not all of your audience will be equally interested in each one. Not down the name you want to call the segment, what it will entail and how long you'll aim for it to last!

1st:

2nd:

3rd:

4th:

5th:

6th:

Last: