

Podcast Planning Template

A complete podcast episode plan to read before you plan your own: goal, listener, format, outline, guest prep, recording logistics, publishing checklist and a season schedule, filled in for an example interview episode.

Plan in 20 min · 8 segments

Eight parts, filled in for an example interview episode. Use it as one page per episode, plus the season schedule at the end.

BEFORE YOU RECORD

- If you cannot write the episode goal in one sentence, it is probably two episodes.
- Having the next six episodes planned and two recorded is a comfortable buffer for a weekly show.
- Send the guest release form with the calendar invite, not after the recording.
- Use the publishing checklist as a final pass before you hit publish, not as a plan for later.

01. Episode goal

1 sentence

[what will the listener know or be able to do afterwards?]

Listeners will know how a first-time founder found their first ten customers, and the one outreach email that worked.

02. Listener

1 sentence

[who exactly, and what are they doing while they listen?]

Someone with a side project and no customers yet, listening on the commute.

03. Format and length

1 line

[solo, interview, co-hosted or narrative, plus a target length]

Interview, 30 minutes.

04. Outline

3 to 6 bullets

[segments in order]

Intro and guest introduction. The idea and the first month. The first ten customers, one by one. The email that worked. What they would do differently. Recap and call to action.

05. Guest prep

Checklist

[bio, name pronunciation, three questions only they can answer, release form]

Bio: [two lines]. Name pronounced: [phonetic]. Three questions: [one], [two], [three].

Release form: sent with the invite.

06. Recording logistics

Checklist

[date, time zone, link, mic check, quiet room, backup]

Tuesday 10:00 Eastern. Remote recording link sent. Guest asked to use headphones and a quiet room. Ten-second test recording before starting.

07. Publishing checklist

Checklist

[title, show notes, transcript, cover art, date, where to share]

Title under 60 characters. Show notes with timestamps. Transcript attached. Publish Thursday. Share a 30-second clip on the guest's launch day.

08. Season schedule

Table

[next 6 to 10 episodes: working title, record date, publish date]

Ep 12: First ten customers. Record Oct 21, publish Oct 30.

Ep 13: Pricing your first product. Record Oct 28, publish Nov 6.

Ep 14: Listener questions. Record Nov 4, publish Nov 13.

USAGE

Free to use. Copy this plan for any show. No credit required.

Record it with Hilite — hellohilite.com

Studio-quality audio from your laptop mic. Free to start.