

Podcast One Sheet

Title: Maybe don't put podcast in the title

Category: Google podcast categories

Summary: 2-4 simple sentences

Description: More detailed explanation of what the show is.

Host: Who's gonna say the words and why are they a good person to speak on this topic.

Target Demographic: Gender, household income, education level, IQ level, but seriously this is more about telling them who you think would be your main audience and why.

Similar successful shows: Yea my show wasn't nearly as good but I'd have said Invisibilia for example (this is not part of a boring standard pitch but I think it's an effective sales technique.

Seasonal or ongoing: Every week or take breaks?

Release Schedule: How many episodes per week?

Potential Advertisers: Which make sense for your subject? A good way to find ones that also already spend money is to listen to popular shows that are similar to yours.

Episodes: List your first 5-10 episode titles and descriptions that you'd use when publishing the episode.

Note: If you have relevant info not included here. I'd find a logical place to include it. Keep in mind that while podcasts are a medium that can be very creative. People that approve pitches need to think about the profit to cost ratio. They also are interested in uniqueness (a bit too much imo since execution is inherently different) so differentiating yourself can be helpful