



womenempowerX®

Podcasting Workshop

with Jaime Legagneur

Show Structure Basics



❖ Theme

- What do you want your show to be about?
- What is your general topic?

❖ Goals

- What are your personal reasons for having a podcast?
- What are you aiming for?

❖ Mission

- What do you want to accomplish with your show for your listeners?
- What promises do you want to deliver with every episode?

❖ Tone

- What will your theme, mission, and goals combine to sound like?
- Dry? Humorous? Tongue-in-cheek? Fast vs. Slow-paced?...

❖ Types of Shows / Segments

- Monologuing / Co-hosting
- Interviewing / Guest Co-hosts
- Scripted content
- Free-form
- News / updates

❖ Show Formats

- Descriptive
- Instructional
- Informative
- Sharing their story
- Sharing your story
- Exploring a topic

The key is telling the host's story!