

Podcast Planner:

**Your Ultimate Tool to Organize,
Create, and Grow Your Show**

Plan, Create, and Grow Your
Podcast with Purpose

Your roadmap to podcasting success



Introduction

Welcome to Your Podcast Planner! 🎙️

Congratulations on taking the first step toward organizing, creating, and growing your podcast with purpose! This planner is designed to help you simplify your podcasting journey, stay consistent, and achieve your goals. Whether you're just starting or looking to elevate your existing podcast, this tool will guide you every step of the way.

What's Inside?

- 📌 Podcast Overview: Define your podcast's mission, target audience, and goals.
- 📌 Episode Planner: Organize your content ideas, talking points, and guest details with ease.
- 📌 Content Calendar: Keep track of release dates, promotional tasks, and progress.
- 📌 Guest Tracker: Manage collaborations and streamline communication.
- 📌 Promotion Checklist: Stay consistent with marketing and audience engagement.
- 📌 Analytics Tracker: Measure success and refine your strategy based on insights.
- 📌 Brainstorming Pages: A dedicated space for fresh ideas, quotes, and inspiration.

How to Use This Planner

- Plan with Purpose: Use the structured pages to map out your vision and episodes.
- Stay Organized: Keep all your podcasting details in one place for easy access.
- Track Your Growth: Monitor your progress and make informed decisions for future episodes.

✨ *Your podcast is more than just a project – it's your voice, your vision, and your story.* This planner is here to support you in making it extraordinary.

Let's get started! 🚀

Happy podcasting,

Rose Davidson



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Weekly Planner

	Date	Episode Title	Promotion Tasks <small>(social posts, emails, etc.)</small>	Status <small>(e.g., Recorded, Edited, Scheduled)</small>	
Time	Monday	Tuesday	Wednesday	Thursday	Friday
6.00-6.30 am					
6.30-7.00					
7.00-7.30					
7.30-8.00					
8.00-8.30					
8.30-9.00					
9.00-9.30					
9.30-10.00					
10.00-10.30					
10.30-11.00					
11.00-11.30					
11.30-12.00 pm					
12.00-1.00					
1.00-1.30					
1.30-2.00					
2.00-2.30					
2.30-3.00					
3.00-3.30					
3.30-4.00					
4.00-4.30					
4.30-5.00					
5.00-5.30					
5.30-6.00					
6.00-6.30					
6.30-7.00					
7.00-7.30					
7.30-8.00					
8.00-8.30					
8.30-9.00					
9.00-9.30					
9.30-10.00					
10.00-10.30					
10.30-11.00					
11.00-11.30					



Podcast Overview

Podcast Name: _____

Tagline/Slogan: _____

Target Audience: _____
[Who are you speaking to?]

Mission/Goals: _____
[What do you want to achieve?]

Niche/Theme: _____
[Key topics to cover]



Episode Planner

Episode Title: _____

Episode Number: _____

Date to Publish: _____

Main Topic/Theme: _____

Guest (if applicable): _____

[Name and contact details]

Talking Points: _____

[Bullet points to outline key topics]

Call-to-Action (CTA): _____

[What do you want listeners to do?]

Notes/Ideas: _____



Guest Tracker

Guest Name: _____

Contact Info: Email: _____

Phone: _____

Social
Links: _____

Episode Title: _____

Recording Date: _____

Notes: _____

[Key points from conversation]



Promotion Checklist

Socail Media Posts:

☐

Facebook

☐

Tik Tok

☐

Instagram

☐

Twitter

☐

LinkedIn

☐

YouTube

Email Newsletter:

☐

Draft

☐

Sent

Collaboration:

☐

Tag Guest

☐

Cross-promote

Other Ideas:



Analytics Tracker

Episode Title: _____

Publish Date: _____

Number of Downloads/Plays: _____

Top Performing Platform: _____

Engagement Metrics: Likes: _____

Comments: _____

Shares: _____

Key Learnings: _____
[What worked well?]
[What can improve?]

Brainstorming Page

- Episode ideas
- Guest wish list
- Quotes or inspiration

[illegible]

Bonus Section

Motivational Section: Quotes & Affirmations

- "Your voice has power. Share it with the world."
- "A podcast is more than a platform—it's a connection."
- "Consistency builds trust. Keep showing up!"
- "The world needs your unique perspective."

Podcasting Tips for Success

- **Batch Your Work:** Record multiple episodes in one session to save time.
- **Stay Consistent:** Pick a schedule that works for you and stick to it—weekly, bi-weekly, or monthly.
- **Engage Your Audience:** Respond to listener comments and invite their feedback.
- **Invest in Good Audio:** A quality microphone makes a big difference in how your podcast is perceived.
- **Promote Smartly:** Repurpose content into social media posts, blogs, or videos to reach a wider audience.

Resource Checklist

Podcast Hosting Platforms:

- Buzzsprout
- Anchor
- Podbean

Editing Software:

- Audacity (Free)
- Adobe Audition
- GarageBand (Mac users)

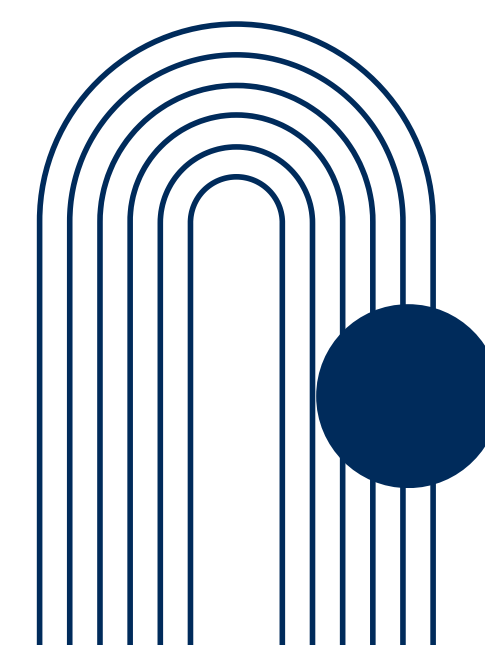
Marketing Tools:

- Canva (Graphics and social posts)
- Mailchimp (Email marketing)
- Hootsuite (Social media scheduling)

Other Essentials:

- Descript (Transcription and editing)
- Headliner (Audiograms for social media)

GOAL SETTING



DATE: _____

MONTHLY GOALS:

- Episodes to record: []
- Episodes to publish: []
- Social media posts: []

QUARTERLY GOALS:

- Audience growth target: []
- New collaborations/guests: []
- Monetization efforts: []

REFLECTION PROMPT:

- What's one thing you did well this month?

- What's one thing you'd like to improve?



Example Layout: Episode Planner

Episode Number: 15
Example Episode Planner Entry

Episode Title: How to Monetize Your Podcast Without Ads

Date to Publish: February 10, 2025

Main Topic/Theme: Alternative monetization methods like memberships and merchandise.

Guest (if applicable): None (solo episode).

- Talking Points:**
- The value of memberships (Patreon, Supercast).
 - Selling branded merchandise.
 - Building a podcast course or e-book.

Call-to-Action (CTA): Download my free guide to monetizing your podcast.

Notes/Ideas: Research Patreon success stories for examples.



Q: How do I start a podcast?

A: Begin by identifying your niche, audience, and content goals. Invest in a good microphone and hosting platform to publish your episodes.

Q: What equipment do I need?

A: At minimum, a quality microphone (like Blue Yeti or Rode), headphones, and editing software (Audacity or Adobe Audition).

Q: How can I grow my audience?

A: Focus on consistent posting, promoting episodes on social media, engaging with your audience, and collaborating with guests or other podcasters.

Checklist for Launching a Podcast:

- ✓ Define your niche and audience.
- ✓ Create a podcast name and branding.
- ✓ Plan your first 3–5 episodes.
- ✓ Choose a hosting platform.
- ✓ Record and edit your episodes.
- ✓ Submit your podcast to directories (Apple, Spotify, Google).
- ✓ Promote your launch with a social media campaign.

About Rose Davidson



Rose Davidson: Podcast coach, producer, & advocate. Creator of the OPAL System, empowering voices globally. Host of "Talking with the Experts."

Rose Davidson is the host and producer of Talking with the Experts, a top 5% globally ranked podcast featuring insightful conversations with industry leaders and entrepreneurs. With over 570 episodes since its launch in July 2020, Rose has built a trusted platform where experts share their knowledge on business, marketing, and personal development. Known for her engaging interview style, Rose empowers her guests to share valuable, actionable advice with listeners.

In addition to her podcasting success, Rose is a skilled coach, helping aspiring podcasters navigate the process of starting their own shows through her signature OPAL system—Organise, Produce, Arrange, Launch. Her dedication to quality and consistency has earned her podcast recognition in the top 100 in Australia and top 20 in New Zealand.

Rose is also a co-founder of Healing Through Love, a social enterprise dedicated to supporting survivors of domestic and family violence through community-driven pamper days and awareness campaigns.

