



# PODCASTING

*for Business*

The Basics of Writing Podcast Scripts



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**S**o you've decided to jump into the podcasting world. You've read articles in all the latest business sites, maybe you even listen to a few podcasts now, and you've seen the value of the spoken word. You have learned how to create a podcast, and you are ready to jump out in front of that 67 million potential listeners and prove yourself as a trustworthy professional. You've broken out the mic and recording software, and you're sitting there wondering what you should talk about.

## Brainstorm

**A good place to start is by brainstorming.** Break out the old pen and paper, or a flip chart if you are working in a group. Think about your target audience, what you would like them to know, and what they want to hear about. Spend an hour jotting down all the possible topics that you would like to cover. Be sure to limit your time, as this process can go off track rather quickly. **Think about topics that you can**



**cover in a short period.** The average podcast listener is listening on the way to work or while exercising, and the optimal podcast run time is under 20 minutes. Rather than talking about “Successful Business Tactics” break it down into more concise topics, such as “How to Price Your Product,” “How to Deliver Your Product,” and “What to Do with Product Reviews.”

## Show Format

Now that you have a solid list of topics you would consider podcasting, what is the best way for you to convey your message. *Are your perfect listeners used to the college lecture format? Do they prefer a morning talk show? Are they interested in hearing from the celebrities of your field?* How can you reach out and make them want to stay subscribed to your podcast? There are three basic formats that audio entertainment uses:



**1. Solo** – Straight informational facts, delivered in a lecture format. This is also called a commentary podcast. Solo podcasts offer the widest range of possibilities and help establish a trust and repertoire with your audience. If your business already has written blogs, a solo podcaster can use these as a base for scripting.

**2. Co-host** – Straight informational facts that are discussed between two hosts. This is great for pros and cons or helping your audience come to a decision. The back and forth conversation of a co-hosted podcast can be more appealing to listeners.

**3. Interview-Based** – Also called a Late-Night Talk Show format. This can be a very useful tool if you have the ear of subject matter experts, or if you want to talk to people who have experience in your field.

## Scriptwriting

An effective way to stay on topic through your podcast will be to write an outline. This allows you to merge the topic you want to cover with the audience you want to reach.

**Remember that a podcast that relates to the general masses appeals to nobody in particular.** The same way you should be writing your blogs and social media, write your podcast to your targeted buyer persona. With that in mind, write the outline for your script. An example of a typical podcast outline might look like one of these:

## Solo Format

1. Intro theme song

2. Host introduction

a. Welcome to Bad Cow Farms Cheese Talk, I'm your host Lynn Wayman, and today we'll be talking cheddar



### 3. Jingle

### 4. Announcements

- a. Bad Cow Farms is proud to announce our 23<sup>rd</sup> anniversary coming up next month! Join us here on BCF Cheese Talk as we podcast live from the kitchen on our January 6<sup>th</sup> episode!

### 5. So let's talk about Cheddar

- a. Where/how it's made
- b. It can be sharp or mild
- c. Pairs well with Cabernet Sauvignon, Port Wine, or good ale

### 6. Reader's Comments

- a. Ed from Albuquerque asked us what cheese goes best with roadkill possum
- b. We feel that highlights of possum can be brought out with a nice Havarti
- c. Jill from Two Egg, Florida wants to know what kind of wax we use for our cheese
- d. BCF uses food grade paraffin and microcrystalline wax

## 7. Final comments

- a. Finally, we'd like to remind you that BCF is offering a wheel of cheese to the first ten people to complete the Bad Cow Challenge! For more details, see our contest page on our Facebook page!
- b. Thanks for listening, remember that a full transcript of this, and every Cheese Talk podcast is available to you at our website [www. Badcowfarms/podcast](http://www.Badcowfarms/podcast).
- c. Join us next week as talk about how gouda cheese can improve your driving!

## 8. Outro music

**Solo formats are straight and to the point.** It's a lecture on your subject, with a shout out to your company thrown in. You are letting your buyer persona know that you are a trustworthy and entertaining source of information.

# Co-host Format

1. Intro theme song/jingle
2. Welcome to Bad Cow Farms Cheese Talk, I'm your host Lynn Wayman/I'm Kris Blue, and today we'll be talking cheddar
3. Announcements



- a. Bad Cow Farms is proud to announce our 23<sup>rd</sup> anniversary coming up next month! Join us here on BCF Cheese Talk as we podcast live from the kitchen on our January 6<sup>th</sup> episode!

#### 4. So let's talk about Cheddar

- a. Where/how it's made
- b. Hosts discuss preferences of sharp or mild
  - Lynn likes mild because -
  - Kris likes sharp because -
- c. Hosts talk about what beverages pair well with cheddar
  - Lynn likes Cheddar and Port
  - Kris likes Cheddar and Ale

#### 5. Reader's Comments

- a. (Kris) Ed from Albuquerque asked us what cheese goes best with roadkill possum
- b. (Lynn) We feel that highlights of possum can be brought out with a nice Havarti
- c. (Lynn) Jill from Two Egg,

Florida wants to know what kind of wax we use for our cheese

- d. (Kris) BCF uses food grade paraffin and microcrystalline wax

#### 6. Final comments

- a. Finally, we'd like to remind you that BCF is offering a wheel of cheese to the first ten people to complete the Bad Cow Challenge! For more details, see our contest page on our Facebook page!
- b. Thanks for listening, remember that a full transcript of this, and every Cheese Talk podcast is available to you at our website [www. Badcowfarms/podcast](http://www.Badcowfarms/podcast).
- c. Join us next week as talk about how gouda cheese can improve your driving!

#### 7. Outro music



**The back and forth banter of co-hosts is pleasing to many people.** Morning talk shows work on this format. It works so well because it cuts the drone of a single speaker. You are still covering the same topics as a solo show, but adding the flavor of a second person's experience. Choosing a co-host can be a tricky process; do you want someone very much like-minded, or do you want someone with a very different personality? Your "on air" chemistry can make or break your podcast.

## Interview format

### 1. Welcome message

- a. Welcome to Bad Cow Farms Cheese Talk! I'm your host, Lynn Wayman, and today we'll be talking to World renowned cheese maker Fred Park about why everything is better with cheddar!

### 2. Intro theme song

### 3. Announcements





a. Bad Cow Farms is proud to announce our 23<sup>rd</sup> anniversary coming up next month!

Join us here on BCF Cheese Talk as we podcast live from the kitchen on our January 6<sup>th</sup> episode!

#### 4. Interview Introduction

- a. Today we are talking to Fred Park
  - Summary of Fred's background

#### 5. Interview

- a. Greet Fred
- b. Why is cheddar so great?
- c. What do the enzymes in cheddar do for us?
- d. What should I pair cheddar with?
- e. Conclude

#### 6. Respond to Reader's Comments

- a. Ed from Albuquerque asked us what cheese goes best with roadkill possum
- b. We feel that highlights of possum can be brought out with a nice Havarti
- c. Jill from Two Egg, Florida wants to know what kind of wax we use for our cheese
- d. BCF uses food grade paraffin and microcrystalline wax

#### 7. Quick Cheese Tip

- a. Our quick tip of the day is: Store your cheese in wax paper

#### 8. Final comments

- a. Finally, we'd like to remind you that BCF is offering a wheel of cheese to the first 10 people to complete the Bad Cow Challenge! For more details, see our contest page on our Facebook page!
- b. Thanks for listening, remember that a full transcript of this, and every Cheese Talk podcast is available to you at our website [www. Badcowfarms/podcast](http://www.Badcowfarms/podcast).
- c. Join us next week as talk about how gouda cheese can improve your driving!

#### 9. Outro music



Interview formats are great for many reasons. Not only are you showing your audience that you are in with the big names, but you are also showing your knowledge base, and you get to broaden your network with other people. **When you are promoting your podcast, the interviewee's fan base will also be interested in hearing your show**, and their name will attract more attention to your own. These interview formats can be very popular.

## Final Thoughts

Not every podcast is scripted. Podcasters who have been talking for years about their subject may not need a script because they know their talking points, and they know how to stay on topic. **Scripting is important to the new podcaster because it gives you a reference to keep you focused** on giving your perfect listener exactly what they are downloading your podcast to hear. Concentrate on your buyer persona, and maintain that common theme through your entire line of podcasts. If you begin a podcast about cheese pairing, don't confuse your audience with a podcast about how cheese companies are doing in the stock market. **The audience is the whole reason you are podcasting, be sure to include them in every step of the process.** Writing podcasts can be a lot of fun, and will give your target audience a better reason to trust your brand.

# Is Your Website Traffic Snoring?

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