



R O A D M A P

Launch Your Podcast with Clarity

Find Your Niche & Plan
Your First Five Episodes





PODCASTING ROADMAP

Welcome to your roadmap for launching a podcast that truly resonates with your audience. Whether you're an experienced creator or just starting out, this guide is designed to help you hone in on your unique voice, identify the listeners who are eager to hear it, and confidently map out your first five episodes.

SUCCESS BEGINS WITH CLARITY. LET'S FIND YOUR NICHE.

QUESTIONS TO DETERMINE YOUR NICHE / AUDIENCE

Before you hit record, reflect on the following:

If you could have 10 individuals listen to you talk for an hour, who would they be?	
What are those individuals' professional positions?	
What do they have in common?	
What sets them apart from one another?	
What industries do they serve?	
What is a core value of your company that sets you apart from others?	

Don't rush through these questions. The answers will reveal a theme and show you who your ideal listener is. In podcasting, you're not looking to appeal to everyone; you're aiming for the right fit.

Write your **niche audience** here, and keep them in mind as you plan your episodes:

HOW TO USE THE EPISODE SECTION

Every episode you create is a strategic step toward making a meaningful impact, and your niche audience serves as your compass. For each episode idea below, use the prompts to jot down your thoughts, stories, and unique insights. Remember to:

Use the notes section for ideas, guest names, or standout moments you want to highlight.

Keep your niche audience top of mind as you plan. Write with them, and for them—personalizing each episode.

Don't worry about perfection; focus on clarity of message and genuine connection.

EPISODE 1: YOUR STORY + WHAT TO EXPECT

This is your time to tell your story, what makes you unique, and why your audience would be interested in listening to you.


Who is it for?	
What will future episodes include?	
What can listeners expect to learn?	
Who are your host/s, background, and professional insight?	
NOTES [Outline]	

EPISODE 2: COMMON STRUGGLES IN YOUR NICHE

Talk about 2–3 common challenges your audience faces.

Offer your unique take on how you overcame them/ help others overcome them.

NOTES
[Outline]



EPISODE 3: STEP-BY-STEP MINI-GUIDE

Break down a small topic into a 3–5 step framework.

Something your audience can implement right away.

NOTES
[Outline]



EPISODE 4: MYTHS OR MISCONCEPTIONS

Bust 3–5 common myths your audience may believe.

Share truth, experience, or reframe the narrative.

NOTES
[Outline]



EPISODE 5: GUEST OR CASE STUDY (OPTIONAL)

Interview someone relatable or respected in your niche.

OR: Share a story about how someone used your advice successfully.

NOTES
[Outline]





PODCASTING ROADMAP

The journey
to a standout
podcast begins
with intention,
specificity, and
a commitment
to serve
your unique
audience.

CONNECT WITH US.

Need Help with Your Podcasting?
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