

# WORKSHEET

Use this exercise to work out things that should be settled early in your podcasting journey.

Format/Style	Pros	Cons	Tentative Choice
<b>Program framework</b>			
Segments			
Continuous chat			
<b>Genre</b>			
Solo			
Interview			
Investigative			
Documentary			
Dramatization			
Musical			
<b>Content</b>			
Scripted			
Outlined			
Unscripted			
<b>Series style</b>			
Episodic (individual episodes)			
Serial (content continues episode to episode)			

<b>Format/Style</b>	<b>Pros</b>	<b>Cons</b>	<b>Tentative Choice</b>
<b>Season</b>			
Seasons (no break)			
Season (with break)			
No season numbers			
<b>Episode length</b>			
1-10 min			
10-30 min			
30-45 min			
45-75 min			
>75 min			
Variable (as long as it takes)			
<b>Frequency</b>			
Daily			
Weekly			
Biweekly			
Monthly			
Sporadic			
<b>Production</b>			
Voiceover intro/outro			
Music intro/outro			

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Now record your choices from the previous worksheet, so you have a clean list to guide you along your path.

Format/Style	Initial Choice	Choice after Listening to Other Podcasts	Really mean it this time?*
Program framework			
Genre			
Content			
Series style			
Season			
Episode length			
Frequency			
Production			

\*It's okay—you can change any of this later. Really. Even after you've done a few episodes or even a few seasons.