

Podcast Format Questionnaire

PODCAST NAME

DATE

Selecting the right format for your podcast can be a tough task. There are plenty of options out there for you to choose from (or you can create your own)!

Below we've created a questionnaire to help guide you towards the podcast format that might fit best for your show. Once you've completed the questionnaire, review the podcast formats we've provided to see where your answers fit best.

QUESTIONNAIRE

1. What is the goal of your podcast? Circle the answer that is most relative. If you don't have one set, head on over to our **Podcast Goal Setting** Worksheet.

- a. Awareness
- b. Thought leadership
- c. Lead generation/conversions
- d. Relationship building

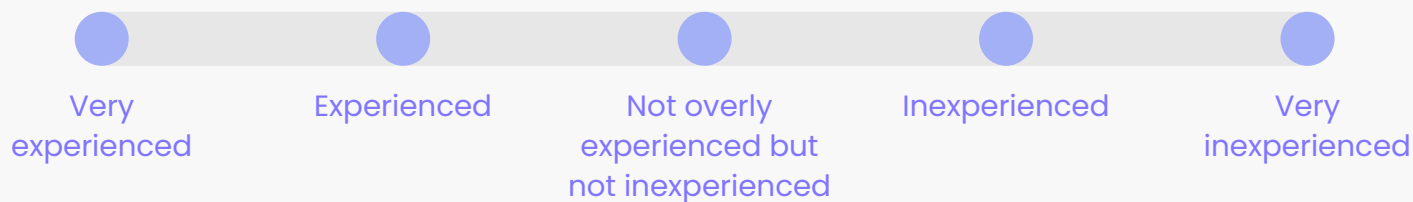
2. What category does your podcast fit into?

- a. Business
- b. News & Politics
- c. Comedy
- d. Education
- e. Technology
- f. Society & Culture
- g. Health & Fitness
- h. Other:

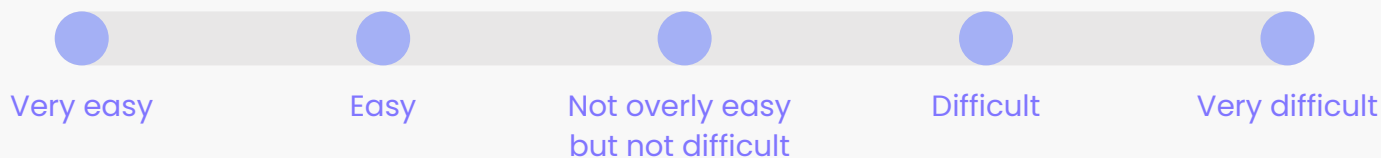
3. What are you and your team's level of podcast production experience?



4. What are you and your team's level of effective storytelling experience?



5. How easy will it be for you to find guests for your show?



6. Will you have multiple guests on one episode?

- a. Yes
- b. No
- c. Maybe

7. What is the frequency of your podcast?

- a. Daily
- b. Weekly
- c. Bi-weekly
- d. Monthly
- e. Quarterly
- f. Other

8. What will the length of your podcast be?

- a. 5-15 minutes
- b. 15-30 minutes
- c. 30-45 minutes
- d. 45+ minutes

9. What resources do you easily have access to? Circle all that apply.

- a. Equipment
- b. Budget
- c. People/teammates
- d. Time
- e. Podcast expertise

10. Will you have multiple hosts?

- a. Yes
- b. No
- c. Maybe

FORMATS

Use this list to find the most suitable podcast format based on your questionnaire answers.

**Please note that this is a list of some of the most popular podcast formats, you are able to create different formats/make hybrids of the listed formats. Additionally, this is a rough structure of each format, it is not definitive.*

INTERVIEW

Interview formats are best for Awareness, Relationship Building, and Lead Generation/Conversions. It's effective for all podcast categories but note that it is the most common podcast format. It fits with podcasters who are inexperienced as well as experienced. It's also best for a more frequent episode release schedule since it's easy to produce and can be done at a lower production cost. It fits best with episode lengths landing in the 15-30 minute timeframe. Although if finding podcast guests is difficult, it may not be the best fit for you.

DISCUSSION/CONVERSATION

Discussion/Conversation formats are best for Awareness, Thought Leadership, Relationship Building, and Lead Generation/Conversions. It's effective for all podcast categories, especially the Comedy genre. It fits with podcasters who are more inexperienced as well as experienced. It's also best for a more frequent episode release schedule since it's easy to produce and can be done at a lower production cost. It fits best with episodes lengths either in the 15-30 minute, 30-45 minute, 45+ minute timeframes. Although if finding podcast guests is difficult, it may not be the best fit for you unless you have multiple hosts that can conduct the discussion/conversation on their own.

SOLO DISCUSSION

Solo Discussion formats are best for Thought Leadership and potentially Lead Generation/Conversion depending on the content that you cover. It's effective for all podcast categories. It fits with podcasters who are inexperienced as well as experienced. It's also best for a more frequent episode release schedule since it's easy to produce, can be done at a lower cost, and you don't need to worry about guest scheduling if that was a difficulty. It fits best with all episode lengths but be wary of the above 45+ minute timeframe since that is a long period of time for listeners to tune in to one host.

MULTI-STORY

Multi-Story formats are best for Awareness, Relationship Building, and Lead Generation/Conversion. It's most effective for Business, News & Politics, Education, Technology, Society & Culture, and Health & Fitness categories. It fits with podcasters who are more experienced since it has a higher production value and will require more production budget. You may also want to have a less frequent release schedule (Bi-Weekly) since it will take longer to produce each episode. It fits best with the 30-45 minute timeframe since you will need to hear from each guest but also not overwhelm your listener with the length/number of guests per episode. If finding guests for your podcast is very easy - easy, this is a great podcast format option.

INVESTIGATIVE

Investigative formats are best for Thought Leadership and potentially Lead Generation/Conversion depending on the content that you cover. It's most effective for Business, News & Politics, Education, and Technology categories. It fits best with podcasters who are more experienced since it has a much higher production value and will require more time, people, and budget to produce. You may also want to have a less frequent release schedule (Bi-Weekly) since it will take longer to produce each episode. It fits best with the 15-30 minute timeframe. Depending on your content, you may need to find multiple guests for each episode.

NARRATIVE

Narrative formats are best for Thought Leadership and potentially Lead Generation/Conversion depending on the content that you cover. It's most effective for Business, News & Politics, Education, and Technology categories. It fits best with podcasters who are more experienced since it has a much higher production value and will require more time, people, and budget to produce. You may also want to have a less frequent release schedule (Bi-Weekly) since it will take longer to produce each episode. It fits best with the 15-30 minute timeframe. Depending on your content, you may need to find multiple guests for each episode.