

# Masala Podcast Masterclass

## What is your podcast about?

Sum it up in one sentence...

## Who is the audience for your podcast?

- Make it as niche as is possible.

## Do you have a name for your podcast?

- You can put down more than one option.

## Podcasts I think are good:

## What do they do well?

## What podcast format feels most natural to you?

- Interview
- A mix of interview & something else
- Scripted fiction
- Scripted non-fiction
- News recap
- Educational
- Something else

## How long would you like your podcast to be?

- Under 10 minutes
- 15-30 minutes
- 30-45 minutes
- 60 minutes & over

## How frequently would you like to publish your podcast?

- Every day
- Every week
- Every month
- I want to create a seasonal podcast

Remember, you've got to do this consistently for years....

## What's the one thing stopping you from starting a podcast?

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Think this through carefully, because it's important to start a podcast for the "right" reasons. Not just because "everyone's doing it".

## Why do you want to start a podcast?

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