

PodSpark Podcast Planning Template

Use this template to plan every episode before you hit record. Each section is designed to keep the episode focused, valuable, and easy to edit.

Podcast name:	Enter podcast name
Episode #:	e.g. 012
Episode title:	Enter working title
Recording date:	MM/DD/YYYY
Host / guest:	Names and emails

1. Hook (30–60 seconds)

Write the opener as a headline that answers: why listen now?

Hook options (draft 2–3 and pick one):

Selected hook:

2. Episode promise

One sentence describing the single outcome a listener will get by the end.

3. Segments & timing

Time	Segment / topic	Notes
0:00–1:00	Hook + intro	
1:00–6:00	Context / backstory	
6:00–21:00	Main discussion	
21:00–26:00	Tools / tactics	
26:00–29:00	Wrap-up + CTA	

4. Research & sources

Collect 2–3 facts, statistics, or quotes to reference during the episode.

Key statistic / trend:

Source URL:

Background note on guest / topic:

Counter-argument or misconception to address:

5. Discussion questions

Prepare 6–10 ranked questions. Use them as a safety net, not a script.

Warm-up questions:

Core questions (answer the episode promise):

Curveball / contrarian question:

Closer question:

6. Call to action

Choose one clear action for the listener.

- Subscribe / review on Apple Podcasts or Spotify
- Download the companion guide

- Join the newsletter
- Follow on social

Selected CTA and exact wording:

7. Social & SEO

Plan how the episode will be shared after publishing.

Episode title options (SEO-friendly):

Show-notes headline:

Social clip hook (30–60 sec):

Tags / keywords:
