01 / THE LISTENER COMES FIRST

# One episode. One useful next step.

A five-page field guide to plan an episode that helps someone now and gives them a sensible place to go next.

You do not need a funnel with five products. You need a clear connection between the question your listener has, the help your episode provides and an optional next action. A strong episode is useful even when the listener never clicks.

**THE THREE-PART PATH**

QUESTION → USEFUL TEACHING → RELEVANT NEXT STEP

Example: “Why do client projects keep expanding?” → teach three scope boundaries → invite the listener to draft a service brief.

A generic “check out everything I offer” makes the next decision harder.

**One person I want to help, and the situation they are in:**

**One question they would actually ask:**

Your result: a record-ready episode plan and a checked listener path. Save a copy before typing in a PDF reader, or print and write. The examples are teaching examples, not sales results.

02 / MAKE ONE PROMISE

# Teach a usable shift.

An episode topic is broad. An episode promise tells the listener what they can understand or try afterward.

“Productivity” could fill a season. “Choose one task to stop doing this week” gives an episode a finish line. Teach the reasoning, show a small example and invite one action. Give enough help for the episode to stand on its own; do not hide the answer behind the offer.

### A SIMPLE TEACHING ARC

Name the situation: you keep agreeing to extra tasks.
Explain a distinction: a revision changes agreed work; a new deliverable changes scope.
Show an example: editing an agreed email versus writing a new sequence.
Give an action: list one included output and one exclusion for your next project.

**After listening, someone can understand or try:**

**My key teaching point and the example that makes it clear:**

**A small action they can take without buying anything:**

03 / EARN THE INVITATION

# Choose one next step.

The next resource should help the listener do what the episode just helped them understand.

A free worksheet is useful when the listener needs structure to apply the teaching. A service or course may fit when they need deeper implementation. Sometimes the right invitation is simply to try the exercise. Do not create an extra product just to fill a funnel.

**MATCH THE HELP TO THE NEED**

Episode: how to choose a first VA service.
Useful next step: a service-definition exercise.
Deeper implementation: pricing, delivery and pitching that service.
Mismatch: an unrelated marketing checklist just because it is already available.

**After the episode, the remaining practical need is:**

**My one destination and what it actually provides:**

**My spoken invitation: “If you want help with ___, find ___ at ___.”**

Only say “I’ll send it” if email delivery works. Only promise a DM keyword if that process is tested. A signup is not a sale, and downloads do not guarantee conversions.

04 / WALK THE LISTENER PATH

# Test it like a new listener.

A persuasive invitation still fails if the link is wrong, the page is unclear or the resource never arrives.

Open the exact destination from your show notes on a phone. Check that its promise matches your spoken invitation. Follow the path only as far as you can safely test: never assume a purchase, subscription or email was completed because a thank-you page appeared.

**THE FOUR-CHECK WALKTHROUGH**

1. FIND: Is the exact link easy to locate and open?
2. UNDERSTAND: Does the page say what someone gets and any price or signup requirement?
3. RECEIVE: Does the promised download open, or the authorized test email arrive?
4. CONTINUE: Is the next action relevant and optional?

**Exact destination tested, date and device:**

**What worked / what failed / what remains untested:**

**One fix I will make before mentioning the destination:**

If you cannot verify delivery, do not promise it yet. Keep the episode’s stand-alone activity and add the resource invitation after the path is ready.

05 / YOUR RECORD-READY PLAN

# Press record with a plan.

Keep the first version manageable. A sustainable rhythm is more useful than promising a schedule you cannot keep.

**Working episode title and opening promise:**

**Teaching point → example → stand-alone action:**

**One invitation and the verified destination (or “not ready yet”):**

**Recording window / manageable format / one useful review signal:**

**REVIEW WHAT PEOPLE DO, NOT JUST THE COUNT**

Notice questions, replies or whether listeners use the exercise. Small numbers do not prove a funnel works or fails. Use the response to improve the fit between teaching and next step.

## Ready to develop the whole listener journey?

Podcast your own offers is the $27 USD one-time course. The original workshop, six updated companion lessons, studio planner, workbook and listener journey map support episode planning, sustainable repurposing and a clear connection to your offer. No sponsor or sales guarantee. You can use this free plan without enrolling.