



**PODCAST  
EPISODE IDEA  
GENERATOR**

JENNIFER HENCZEL

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PODCAST EPISODE  
IDEA GENERATOR  
PODCAST  
EPISODE  
IDEAS

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# PODCAST EPISODE IDEA GENERATOR INTRODUCTION

Welcome to our Podcast Episode Generator, your go-to tool for sparking inspiration and generating a wealth of content ideas! Whether you're a seasoned podcaster looking to shake things up or a newcomer seeking guidance, our generator is designed to ignite your creativity and fuel your content creation journey.

## HOW IT WORKS

Our Podcast Episode Idea Generator features pages filled with prompts to help you brainstorm content ideas across various topics in your niche. Each page is carefully curated to prompt your creativity and encourage out-of-the-box thinking. From keyword trends and evergreen themes to content types our generator covers it all.

# My Brainstorm Board

Let creativity flow with a dedicated space for ideas, sketches, and inspiration

IDEAS

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SKETCHES



INSPIRATION

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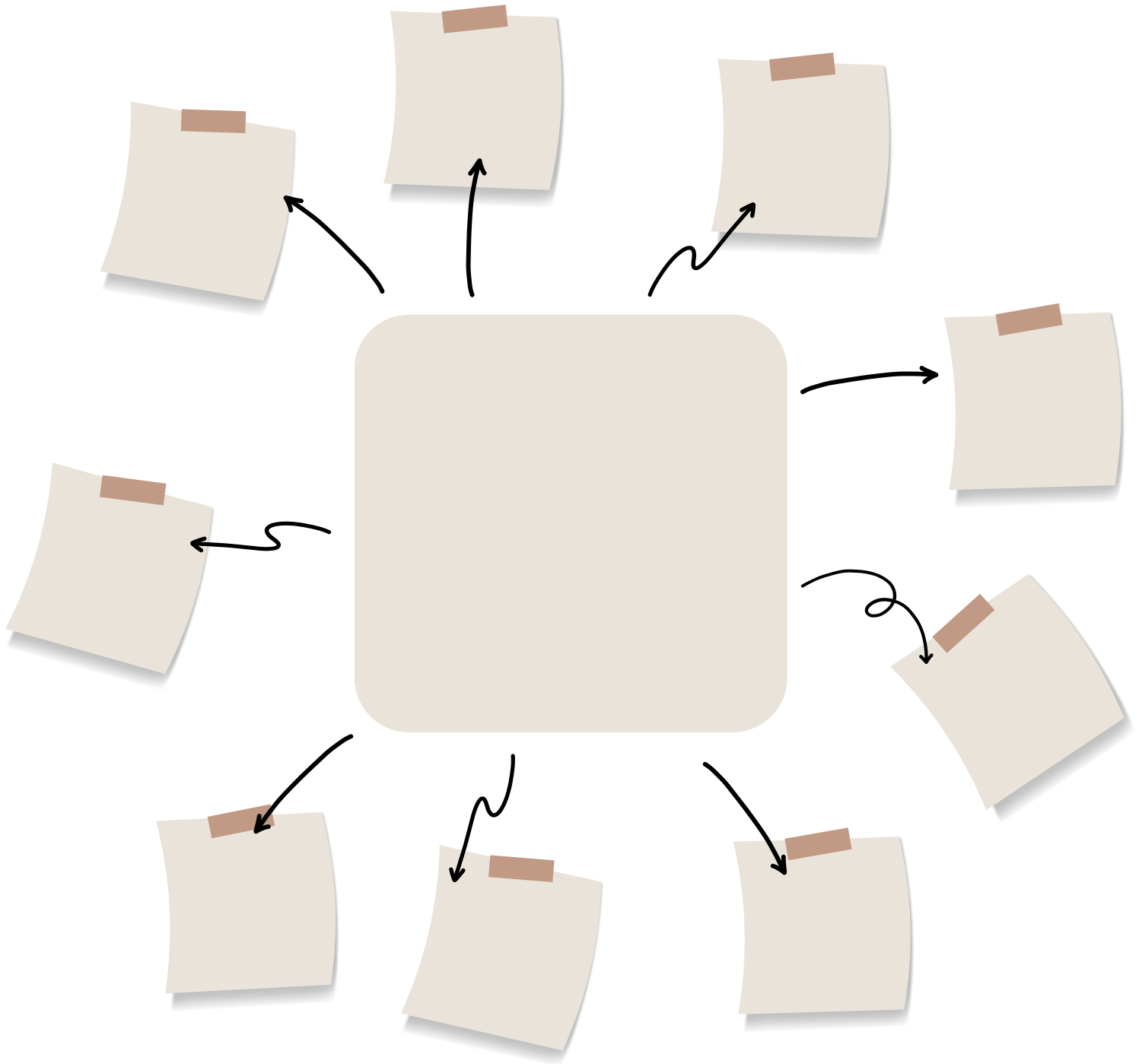
# MIND MAPPING

Mind mapping is another form of brainstorming. It's a visual brainstorming technique that involves creating a diagram to visually organize information around a central theme or concept. By visually connecting related ideas, mind mapping stimulates creativity, enhances memory retention, and facilitates the generation of new ideas by allowing for free-flowing association and exploration of interconnected concepts. On the next page, there is a blank Mind Map for you to use.



# YOUR MIND MAP

Here is a blank Mind Map you can print, or [go here to get the Canva Template](#) that you can customize. Please note: The template is for your own learning & planning. You cannot resell or redistribute the template.





# CONTENT TYPES

List all the content types you are interested in creating - such as lists, how-to guides, case studies, interviews, reviews, etc.

# AUDIENCE SPECIFIC

Think about your audience and what their pain points are, their interests, and what preferences you notice when it comes to formats.

Pain Points	Interests	Preferences

# KEYWORD RESEARCH

Identifying Keywords is important for several reasons:

**Keywords are the cornerstone of SEO (Search Engine Optimization), playing a pivotal role in enhancing the visibility of your content online.** When strategically integrated into your podcast episode titles, descriptions, and content, keywords act as signposts for search engines, guiding users to relevant information. They essentially serve as the language of search queries, connecting your content with the queries your audience is typing into search engines like Google.

**Crafting compelling episode titles enriched with relevant keywords not only boosts your SEO but also captures the interest of potential listeners.** Titles that incorporate popular keywords in your niche have a higher chance of appearing in search results, increasing the likelihood of attracting organic traffic to your podcast. Moreover, engaging titles that resonate with your target audience's interests and pain points compel them to click and listen to your episodes, driving engagement and building a loyal listener base.

**Beyond SEO and audience attraction, keywords also help you understand your audience better.** By analyzing keyword trends and search volume, you gain insights into the topics and questions your audience is actively seeking answers to. This knowledge empowers you to tailor your content to address their needs effectively, increasing relevance and engagement. Additionally, keywords can inform your content strategy, guiding the creation of episodes that align with popular search queries and trending topics in your niche.

**In essence, keywords are the bridge between your podcast content and your audience.** They facilitate discoverability, drive engagement, and enable you to deliver value to your listeners by addressing their interests and concerns. By leveraging keywords effectively in your podcasting endeavors, you can optimize your visibility, attract a larger audience, and establish your authority in your niche.

# KEYWORD EXAMPLES

Let's use the general topic of **Mental Health**. Below are some keywords you might identify. You will probably have a more niche topic, but this should give you some ideas for narrowing down your own keywords for your episode titles, interviews and descriptions.

1. **Anxiety:** Explore different types of anxiety, coping mechanisms, and treatment options.
2. **Depression:** Discuss symptoms, stigma, seeking help, and strategies for managing depression.
3. **Self-care:** Highlight self-care practices, such as mindfulness, relaxation techniques, and setting boundaries.
4. **Stress management:** Provide tips and techniques for reducing stress in daily life, both at work and at home.
5. **Mental resilience:** Explore how individuals can build mental resilience to navigate challenges and setbacks.
6. **Positive psychology:** Focus on topics like gratitude, resilience, and optimism for promoting mental well-being.
7. **Mental health awareness:** Educate listeners about mental health conditions, breaking myths, and reducing stigma.
8. **Therapy and counseling:** Discuss the benefits of therapy, types of therapy available, and how to find a suitable therapist.
9. **Mindfulness and meditation:** Dive into the practice of mindfulness and meditation, its benefits, and how to incorporate it into daily life.
10. **Emotional intelligence:** Explore the concept of emotional intelligence, including self-awareness, self-regulation, empathy, and social skills.
11. **Coping strategies:** Share practical coping strategies for managing difficult emotions, setbacks, and life transitions.
12. **Mental health in the workplace:** Discuss workplace stress, burnout, work-life balance, and strategies for creating a mentally healthy work environment.
13. **Mental health and relationships:** Explore how mental health impacts relationships, communication skills, and strategies for supporting loved ones.
14. **Holistic wellness:** Cover holistic approaches to mental health, including nutrition, exercise, sleep, and holistic therapies.
15. **Mental health in different demographics:** Address mental health challenges specific to different demographics, such as children, teens, adults, seniors, and marginalized communities.

# KEYWORD EXAMPLES

Now, let's explore the topic of **Brand Storytelling**. Brand Storytelling is a crucial aspect of marketing that helps businesses connect with their audience on a deeper level. Here's a list of keywords for this topic:

1. **Brand Narrative:** Explore the narrative that defines and distinguishes a brand.
2. **Brand Identity:** Discuss the elements that make up a brand's unique identity and personality.
3. **Emotional Connection:** Highlight the importance of evoking emotions to connect with consumers.
4. **Authenticity:** Emphasize the value of genuine storytelling in building trust with the audience.
5. **Brand Values:** Delve into how storytelling can convey a brand's core values and beliefs.
6. **Customer Experience:** Explore how storytelling enhances the customer journey and experience.
7. **Differentiation:** Discuss how storytelling can help a brand stand out in a crowded marketplace.
8. **Visual Storytelling:** Explore the use of visuals, such as images and videos, to tell a brand's story.
9. **Brand Consistency:** Highlight the importance of maintaining a consistent narrative across all brand touchpoints.
10. **Storytelling Strategy:** Discuss the development and implementation of a cohesive storytelling strategy.
11. **Brand Evolution:** Explore how storytelling can evolve as a brand grows and adapts to changes.
12. **Engagement:** Discuss how storytelling can drive audience engagement and loyalty.
13. **Brand Mission:** Emphasize the role of storytelling in communicating a brand's mission and purpose.
14. **Brand Legacy:** Explore how storytelling can shape a brand's legacy and long-term impact.
15. **Measuring Success:** Discuss metrics and methods for evaluating the effectiveness of brand storytelling efforts.

# EPISODE TITLE EXAMPLES

Crafting compelling episode titles can significantly boost SEO and attract more viewers. Be sure to include a solution that your audience is seeking. Here are some attention-grabbing titles for each of the topic examples we explored above:

## **Mental Health:**

- Unraveling Anxiety: How to Conquer Your Worries and Find Inner Peace
- Breaking the Silence: Understanding Depression and Finding Hope
- Self-Care Secrets: Transform Your Mental Health with Simple Practices
- Stress-Free Living: Proven Strategies for Mastering Stress Management
- Bouncing Back: Building Mental Resilience in the Face of Adversity
- The Power of Positivity: Harnessing Positive Psychology for Well-Being
- Demystifying Mental Health: Shattering Myths and Spreading Awareness
- Therapy Unveiled: Navigating the Path to Emotional Healing
- Mindful Moments: Cultivating Inner Peace Through Meditation
- Emotional Intelligence Mastery: Elevate Your EQ for Success and Happiness
- Coping Champions: Practical Strategies for Thriving Through Tough Times
- Workplace Wellness Revolution: Transforming Mental Health at Work
- Love and Mental Health: Nurturing Healthy Relationships Amidst Challenges
- Holistic Harmony: Integrating Wellness for Body, Mind, and Soul
- Across Generations: Mental Health Insights for Every Stage of Life

## **Storytelling:**

- Crafting Your Brand Narrative: The Power of Storytelling in Brand Identity
- Emotionally Engaging: Building Deeper Connections Through Brand Storytelling
- Authentic Storytelling: Building Trust Through Genuine Brand Narratives
- Living Your Values: How Brand Storytelling Reflects Core Beliefs
- Journey to Loyalty: Enhancing the Customer Experience Through Storytelling
- Standing Out in a Sea of Brands: The Role of Storytelling in Differentiation
- Picture Perfect: The Impact of Visual Storytelling on Brand Perception
- Consistency is Key: Maintaining Brand Narrative Across All Channels
- Crafting a Storytelling Strategy: From Concept to Implementation
- Storytelling Through the Ages: How Brands Adapt and Evolve
- Engaging Audiences: Strategies for Driving Brand Engagement Through Storytelling
- Mission Matters: Communicating Brand Purpose Through Storytelling
- Leaving a Lasting Impression: Building Brand Legacy Through Storytelling
- Measuring the Impact: Assessing Success in Brand Storytelling Campaigns
- The Art of Storytelling Metrics: Measuring Success in Brand Narratives

# YOUR KEYWORDS

Now it's your turn. What keywords are currently being searched for in your niche?

Keywords	Content Ideas

Now use these keywords in your titles and descriptions

# CONTENT ANGLE

Example: For or against opinion piece, behind the scenes, beginners guide, etc

Topic	Possible Angles

# ENGAGING CONTENT

Let's brainstorm ideas that get your audience to be more interactive. What is your call to action? What do you want your audience to do? How can you keep engaging with them so that you can build a community around your message. I have offered things like lead magnets that my audience wants and cant' live without, for example checklists, workbooks, journals or guides. I've also mentioned events, Facebook groups and other places where I can continue connecting with my listeners.

Call to Action	Engagement Strategy

# SEASONAL CONTENT

How can you make content that aligns with upcoming holidays?

Holiday	Topic

# EVERGREEN TOPICS

Which topics are **not** time sensitive and will always be relevant in your niche. Evergreen topics should be at the top of your list, since they will remain relevant for the longest time. Since podcasting is a long-game strategy, evergreen content should be at the top of your list. as far as finding and retaining listeners.




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# IDEA NOTES

IDEA TITLE:	
DESCRIPTION:	
RESEARCH FINDINGS:	
INSPIRATION:	DEADLINE:
ACTION PLAN:	
_____	_____
_____	_____
_____	_____

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DESCRIPTION:	
RESEARCH FINDINGS:	
INSPIRATION:	DEADLINE:
ACTION PLAN:	
_____	_____
_____	_____
_____	_____

# GUEST EPISODE OPPORTUNITIES

PODCAST NAME:	
CONTACT PERSON:	EMAIL:
TOPIC/IDEA:	STATUS:
NOTES:	

PODCAST NAME:	
CONTACT PERSON:	EMAIL:
TOPIC/IDEA:	STATUS:
NOTES:	

PODCAST NAME:	
CONTACT PERSON:	EMAIL:
TOPIC/IDEA:	STATUS:
NOTES:	

# CONTENT AUDIT

EPISODE TITLE

URL:

DATE PUBLISHED:

AUTHOR:

CONTENT QUALITY (RATE ON A SCALE OF 1-5)	RELEVANCE (RATE ON A SCALE OF 1-5)	PERFORMANCE METRICS (E.G., PAGE VIEWS, BOUNCE RATE)	SHOW NOTES UPDATES (LIST REQUIRED CONTENT UPDATES)	SEO OPTIMIZATION (LIST REQUIRED SEO OPTIMIZATIONS)

CONTENT ENHANCEMENT (E.G., MEDIA, LINKS)	PROMOTION (SPECIFY PROMOTION AND DISTRIBUTION ACTIONS)	AUDIENCE INTERACTION (NOTE ENGAGEMENT WITH AUDIENCE)	FUTURE UPDATES

CONCLUSION:

# EDITORIAL CALENDAR

DAY	BLOG POST	PUBLISH DATE



- ✓ Join our thriving community of podcasters and expert guests.
- ✓ Access our time-saving templates for podcasting and guesting.
- ✓ Watch masterclasses about starting, growing and monetizing your podcast.

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[WomenPodcasters.com/join](https://WomenPodcasters.com/join)