



FROM IDEAS TO AIRWAVES

*A Guide to Choosing the
Perfect
Podcast Topic*



Your podcast topic sets the tone for your entire show, so it's essential to choose something that interests you and solves a problem, or delivers on a desire for your listener.

This short guide will walk you through the process of coming up with a podcast topic and exploring unique angles to make your show stand out!



Step #1. Identify Your Passions and Expertise:

- **What are you genuinely passionate about?** Consider your hobbies, interests, and areas of expertise. A podcast centered around something you love will be more enjoyable for you and your audience.
- **Reflect on your unique experiences and skills.** Your expertise can provide valuable insights and make your podcast more authoritative.

Step #2. Explore Unique Angles:

- **Research existing podcasts in your chosen niche.** Identify gaps or topics that are not typically covered. Finding a unique angle or perspective can help set your podcast apart from the rest.
- **Think outside the box.** Consider combining two seemingly unrelated interests to create a fresh, hybrid concept. This approach can result in a truly unique podcast that appeals to a broader audience.

Step #3. Ask Yourself Key Questions:

- **Who is your target audience?** Define your ideal listener and tailor your topic to resonate with them.
- **What problem does your podcast solve or what value does it provide?** Clearly understanding the purpose of your podcast will guide your content and keep it focused.
- **Can your podcast sustain interest over the long term?** Choose a topic with enough depth and breadth to generate ongoing content without becoming repetitive.

Step #4. Brainstorm and Mind Mapping

- **Conduct brainstorming sessions to generate a list of potential podcast topics.** Don't censor your ideas at this stage! Write ideas down even if you don't think they're useable! You're just priming the pump.

- **Use mind mapping techniques to visually organize your thoughts.** This can help you see connections between different ideas and identify potential intersections that could lead to a unique podcast concept.

Step #5. Test Your Ideas:

- **Share your potential podcast topics with a small group of trusted friends, family, or colleagues.** Get feedback on which concepts resonate the most and why.
- **Consider creating short pilot episodes or test episodes.** This practice helps to gauge audience interest before committing fully to a particular topic.

Step #6. Stay True to Yourself

- **Authenticity is key in podcasting.** Podcast listeners are savvy and can spot inauthenticity a mile away. Your genuine passion and interest in your topic will make your podcast more relatable and engaging for your audience.

Step #7. Evolve and Adapt

- **Be open to evolving your podcast topic over time.** As you grow and learn, your interests and expertise may expand, allowing your podcast to evolve organically.

- **Regularly reassess your podcast's performance and audience feedback.** Adapt and refine your content based on what works and what your audience enjoys!

HAVE MORE QUESTIONS?

If you want to learn more about the podcast creation process, pur [How to Start a Podcast Guide](#) is packed full of actionable insights to help you seamlessly create, launch, and scale your podcast with Podigee!

Happy creating!

-The Podigee Team-

