

Podcast Direction Canvas

PURPOSE <i>Why are you podcasting?</i>	GOALS <i>What are three measurable goals you want your podcast to achieve?</i>	TOPIC <i>What will the podcast be about?</i>	NICHE <i>What is the main category and three subcategories your topic fits into?</i>	LISTENER <i>Who is your Ideal Listener? What do they want from you? What do you want from them?</i>
	SPACE <i>What are your Top 5 Competitors? What perspectives do they have?</i>		SOURCES <i>What are your best sources?</i>	
DIRECTION <i>Where is your podcast design going?</i>		PITCH <i>How will you tell others about your podcast?</i>		

