



# MISFIT PODCAST BRIEF

## 1. AUDIENCE

Who are you talking to and why?

In one sentence try and detail, WHO you are, WHAT you do and WHY it's important.

**MISFIT example:**

We riff on the b-sides of professional life, because it's broken and only you can fix you.

## 2. FORMAT

What are the themes and style of your podcast?

Casual chats showcase your authentic personality. Structured interviews deep dive expertise.

**MISFIT example:**

Informal, un-edited discussions on 'taboo' professional topics with the occasional guest.

## 3. STRUCTURE

Audience growth is built on consistency; trusting where to find you and when.

How will you structure your record and release schedule?

**MISFIT example:**

45-60mins per episode. 10 episodes per season. Released weekly.

## 4. CHANNELS:

What platforms are your best options (and why)?

Audience, Format and Structure will inform you what your best options will be.

**MISFIT example:**

Premium content: Patreon. Free content: YouTube + Spotify.

## 5. CONTENT

You know your Audience, you're clear on your Format, you have a consistent Structure and channels set up for distribution... you're ready to draft your episodes and get recording!

**START BUILDING YOUR PODCAST - BOOK YOUR MISFIT CONSULT HERE!**