PODCAST INTRODUCTION TEMPLATE

The introduction of your podcast is probably the most critical part of your show. A typical listener will give you between 90 seconds and a few minutes to entice them to stick around. Don't blow it. You can't catch up to a slow start.

When you create your intro, tell your listener how they will be better after listening to an episode. Your listener is asking, “What's in it for me?”

The opening of your show will have 2 or 3 parts. You can use a highlight clip from the show, which is optional. It will be followed by the voiceover introduction of the podcast. Finally, you will give the introduction to this particular episode.

HIGHLIGHT CLIP

A sample highlight clip isn't required. If you plan to use a clip to tease the episode, you need to do it properly. A teaser clip should create some anticipation.

If you are going to use a highlight clip from the episode at the beginning, be sure to open a conversation loop. It should open the loop that needs to be closed by listening to the show.

Tease the content to come by creating some intrigue. Make your listener want to stick around. If you can't do this, don't use a clip.

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VOICEOVER

The voiceover intro is the same on every episode. This piece should tell your listener who you help, what you help them do and why.

You do not need to structure it in those exact words. However, your intro should answer those questions.

EPISODE INTRO

The intro to your episode changes for each episode. This tells the listeners what makes this particular episode special. It is like the table of contents for the episode, similar to an introduction to a speech.

Capture the attention of your listener and get them excited about the content. Start strong. Set the stage. Suck in your listener. Give her a reason to care.

You cannot catch up to a slow start. Be sure to edit your intro. Keep it short. Let your episode intro give your episode momentum. Don't coast and wander your way into the show. Start quickly.

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TEMPLATE

The voiceover introduction is the one piece that remains constant on each episode. To create your intro, follow these steps.

STEP 1: Why would people want to listen to your show?

_____

_____

Example: People listen to Podcast Talent Coach to discover ways to grow their business with their podcast.

STEP 2: What emotion do you evoke with your content?

_____

_____

Example: Podcast Talent Coach inspires coaches to share their message and builds their confidence. The show gets coaches excited about the possibilities of growing their business.

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STEP 3: What is the essence of your show?

Who do you help? _____

What do you help them do? _____

Why do they want to do this? _____

Example: I help coaches transform their information into engaging entertainment so they can turn their podcast into powerful, profitable relationships and grow their business.

Step 4: Write your opening line that captures the emotion of your show.

_____

_____

_____

Example: If you want your podcast to sound more professional, and you'd like to have more confidence in your content, this is where it begins.

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Step 5: Combine your opening line with the essence of your show.

_____

_____

_____

_____

_____

Example: If you want your podcast to sound more professional, and you'd like to have more confidence in your content, this is where it begins. Welcome to Podcast Talent Coach, helping your transform your information into engaging entertainment and turn your podcast into powerful, profitable relationships. Get involved with the show. Send your e-mail to coach@podcasttalentcoach.com. This is Podcast Talent Coach.

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STEP 6: Review Your Introduction and Edit

- Does it tell your listener exactly what your show is all about?
- Do they understand how they will be better by listening to your episode?
- Have you removed all of the extra words that can be removed without losing the emotion?
- Does it move quickly and create some momentum leading into the episode?

If you've answered “yes” to all of these questions, your introduction is ready! Hit record.

If you would like a detailed explanations and a few recorded examples of a few good intros and a few that need a little work, check out “Breaking Down An Effective Introduction – PTC 324” of Podcast Talent Coach here:

https://PodcastTalentCoach.com/IntroEpisode

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