

So at this point you may have an idea of the resources you need to make your podcast the format of that the audience you're trying to reach in this video. We're going to talk about the process of piloting a podcast. It is maybe my favorite part of developing a new show, but it's also really scary because you're gonna be trying out a lot of new stuff.

So we're gonna cover some tips to get you through this piloting process and get you ready for your big debut. All right, let's jump into piloting your podcast. Most lesson we're going to talk about what piloting is and why you should do it. We're also gonna talk about developing a process for piloting.

So what is piloting piloting is the process of making trial episodes or a single trial episode to determine if your concept for the show is work. It's basically your way of trying things out before you're publishing episodes to the world piloting is super useful for weeding out bad content while also highlighting your best content.

It's also useful for figuring out how your team of people work together. It also allows you to fail behind the scenes before you're releasing episodes to the public and consequently. It also means that you're gonna make sure that your debut episode is super strong. So at this point maybe you have a couple people assembled that you want to make a podcast with that you want to work with.

And you have an idea for the show and how you think you might make it? But you need to start the process now of making it I think part of the piling process is making sure that everyone you're working with is creatively on the same page and they know this is gonna sound a little touchy-feely but I am a big believer in a show mood board.

So this is what the mood board looked like for Nancy. We have this sort of harsh queer patch. We have the Muppet Show. We have the still processing Arch. They are fantastic podcast and there was a couple things we wanted to take from each queer. Obviously the subject matter of the show is uh queer, so that's why that's there The Muppet Show.

We like this idea of something that goes from funny to heartbreaking to sad too. Joyful all in the same show still processing their artwork. We just. Like something about the energy of it and all of this is sort of a hodgepodge, but what it helped us do is to get everyone sort of feeling the same way and thinking the same way creatively so that when we were making the show, we knew what kind of energy we wanted it to have the other thing.

I want to emphasize is that having a deadline is your friend and I think in piloting you should have several deadlines. You should have a deadline of when you'd like to have a test episode done. You should have a deadline of when you'd like to get feedback on that Test episode. And then you should have a deadline down the road of when you think the show should debut.

I think what deadlines help you do is to not be precious about the work. If you've been sitting on an idea forever about what kind of podcasts you want to make it can feel really hard just to get started and I think deadlines will help you just start to make a lot of things and try things out and get that feedback loop that you need.

From people listening to your work and telling you what they think so we're going to talk a little bit about building in time to get feedback from a listener group. Ideally people who represent your ideal audience. So when we piloted Nancy we did a lot of tests episodes and then we did a lot of sending those episodes out to people who we wanted feedback from a lot of times.

They were people who would be our perfect listener or sometimes. It was just people whose opinions we really were. Dead it's super important because your listener is everything and so the more you can get a sense of how your show is landing with people the more you can tell how successful your being here are some questions.

I would ask from your feedback group. What do you want to hear more of what do you want to you're less of what moment stuck out to you is great. Where did you get bored? All of these things sort of help this listener tell you the stuff that you're trying out that is really wonderful and sort of captures you at your best.

You also want them to tell you what stuff is really boring and connection go and I should say getting this feedback in the piloting process. Make sure that whatever boredom your listener might feel or whatever thing that rubs in the wrong way. This is all happening before you're releasing episodes for the general public and once you get this feedback from people, I think it's really important to keep going back to the drawing board.

Keep incorporating feedback. Keep trying new things use the feedback to make another Test episode or many Test episodes repeat this process as much as you are able to or feel that you need to if I can leave you with anything about the piloting process. I would say make a lot of things and kill a lot of things.

Basically what I'm saying is try a lot of stuff out in the piloting process really get it out of your system see what works by doing and then if it doesn't work get rid of it and replace it with something else what you really want to get out of piloting is getting to the best material getting to the best format of your show getting everyone sounding the best and if you're really good about just trying things out.

And being really honest about what you think works and what you think doesn't work. Then you're gonna have a fantastic debut episode that is as close as possible to the show that you have in your mind.