

Hey, so in this video we're gonna cover pitching your podcast. So maybe you want to pitch your podcast to a podcast network, maybe you want to pitch to your boss to let you make a podcast or maybe you're pitching to advertisers. Whatever it is, pitching is a super important process, and I'm excited to talk to you about it.

All right, so let's talk about pitching your podcast. In this lesson, we're gonna cover the basic questions you should be able to answer when pitching your podcast. These questions will cover concepts like an elevator pitch, what the influences and comparable shows are for your podcast, the resources you need to make it, and the audience you're trying to reach.

So you might be asking why are we talking about pitching so early on before you've even made an episode of your podcast. Well for some of you you may want to pitch your idea for a podcast before you start making it to a network or to the company you work at, but even if you have no intention of pitching your podcast to anyone, the kinds of questions you have to answer when pitching are actually a really useful, creative tool to start developing and defining your idea and start guiding you towards making a podcast that you want to be making.

So a pretty common question when you're pitching a podcast is: "what is the one line elevator pitch?." An elevator pitch is how you sum up your show in one or two sentences. I picked some great examples here: The Nod elevator pitch is Brittany Luse and Eric Eddings gleefully explore all the beautiful complicated dimensions of black life. Nancy we say is a show about how we define ourselves in the journey it takes to get there, and The Longest Shortest Time says that their show is stories about the surprises and absurdities of raising other humans and being raised by them.

So it's just sort of a pithy one-liner that gives you a sense of the spirit of the show and can be really useful when you do find your elevator pitch to guide you in what kinds of episodes you should be making. For what it's worth, I think the one line elevator pitch is really hard to define and can sometimes be the last thing that you figure out about your show.

Another question you may have to answer when you pitch a podcast is what are the influences. For us, we listed "Another Round" with Heben and Tracy, "The Moth," these are both great podcasts, we also threw in "Broad City," which is a fantastic TV show.

Being able to define your influences helps you and the person you're pitching to sort of imagine what is the weird mixture of things that you are going to use to make your show, and it can sort of help you figure out the creative spirit of what you're trying to do.

Another question you may have to answer is "are there any comparable shows?" and I think it's really telling if someone asks you is anyone else doing what your podcast is gonna do. If the answer is "yes, there's totally podcasts that do what I'm gonna do," then you may have to go back to the drawing board and pull in more influences and think about how your show is going to be unique because if the answer is "yes, this niche is already being fulfilled," then you may want to think about adding more influences to your show.

When you're pitching your show you are going to be asked what resources will you need and this we sort of covered in the first video you can refer back to the roll sheet "What roles are you gonna fulfill versus what roles do you need other people to help you with." Resources also covers if you need to travel to report, if you need studio space to record, it's sort of all the things you need to make your podcast happen and having to really completely say what you're bringing to the table versus what you need help with is really useful to think about before you start making your podcast.

This last question is super important and I think maybe is the most important question that you have to answer when pitching your podcast, and that is "what audience will you reach?", "who's your ideal listener?." When we pitched Nancy we had to answer questions matter ideal listener like their age, where do they live, why do they listen to podcasts, where do they listen to podcasts, when do they listen to podcasts, what is their biggest pain point which is basically saying what is causing them stress, what are they worried about and how does that inform what they listen to?, and also why will they listen to your podcast.

I find this exercise to be super useful when you're developing a new show because basically what it forces you to do is imagine a really full person who is going to be your perfect listener. And when you have this ideal listener in mind, you can start throwing ideas against them and seeing if they would listen to it.

So for us, when we were trying out different stories and different segments and different interviews and trying to figure out if it worked with what we wanted to make we have this ideal listener in mind that we could just say with this person listen to it and if the answer was “yes,” then we knew that it should go in the show and if the answer was “no” we knew we should get rid of it. So I think a good way to end this video is to take some time now to think about your ideal listener for your podcast, fill out these questions, it'll be super useful when you start to pilot.