



THE CREATIVE PROCESS FOR PODCAST HOSTS

A PRACTICAL MINI-GUIDE & WORKBOOK FOR PODCAST HOSTS

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How to Use This Guide

This workbook turns a **six-stage creative model** into a simple, repeatable **podcast workflow**.

Move through the stages in order or jump to the one you need today.

Each stage includes:

- purpose
- quick wins
- prompts
- checklist
- one-page worksheet

The Podcast Creative Process



SEED → Plant Your Idea

Capture sparks without judgment.
Build an always-ready “idea basket.”



01

Purpose

02

10-Minute Quick Win

03

Prompts

04

Checklist



Brain-dump 10 episode sparks.
Don't edit.
Add one audience question you've
received this week.



Worksheet: Idea Basket

What problem did a client/guest mention lately?

What are people misunderstanding about your topic?

Which book/article/episode made you feel something this week—why?

What seasonal/cultural moment is your audience living through now?

Worksheet: Idea Basket

Fill out the sections below. Duplicate of needed.

Date

Working Title

Audience Need

Format

Season Fit

Status

Solo / Interview / Panel

Q1 / Q2 / Q3 / Q4

Backlog / Next / Dismiss

SPROUT → Give It Shape



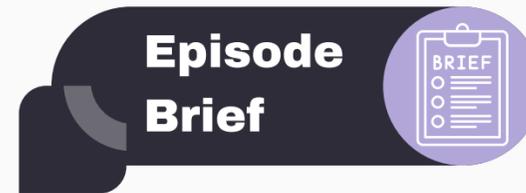
Turn one idea into a real episode by taking a visible step.



Write a working title
+ one-sentence promise.

Create the episode doc
+ block a recording slot.

If interview:
Send a simple invitation with three bullets
on why the guest is a good fit.



Title:
Add working title
One-Sentence Promise:
Listener Outcome
Format:
Solo / Interview / Panel / Case Study
Guest (if any):
Name + 1-2 credibility bullets
Audience:
Who is this for?
Why now?
Timeliness / Launch tie-in / Trend
Call to Action:
Subscribe / Lead magnet / Product / Booking



After completing this stage, take a minute to reflect:

- What part of this episode excites me the most right now?
- What small action will move it forward this week?

Pro tip:
Don't wait for perfect. The sprout stage is about movement, not mastery. Once your episode has shape, you're already halfway to recording.

Action Steps Checklist

- Write a working title that captures the essence of your idea.
- Define what your listener should feel, learn, or do after this episode.
- Choose the right format (solo, guest, story, etc.).
- Outline 3-4 key points or beats.
- Draft your one-line pitch (“This episode matters because...”).
- If guest episode: send invitation with short topic summary.
- Block recording time on your calendar.
- Create an episode document or project card.
- Share idea with a peer for quick feedback.

PRUNE → Refine What Matters

Purpose 01

Decide if the episode is worth making now.

Scorecard (1-5 each) 02

1. **Audience Value** (solves a pain / delivers a win)
2. **Originality** (fresh stance, not generic)
3. **Fit** (brand, season, content arc)
4. **Effort vs. ROI** (time/guest complexity vs. impact)
5. **Timeliness** (relevance now)

Decision Rule 03

- ≥ 18 : Go now.
- 15-17: Park for later or simplify.
- ≤ 14 : Backlog or dismiss.

Risk Check 04

Could this confuse or alienate core listeners?
Are there legal/ethical sensitivities? (claims, medical/financial advice)

Worksheet: Episode Evaluation 05

Trim away what doesn't serve your audience by scoring each idea for value, originality, fit, effort, and timing before you commit to record.



Episode Evaluation

CRITERIA	1	2	3	4	5	NOTES
Audience Value						
Originality						
Fit						
Effort vs ROI						
Timeliness						
Total: ____ → Go / Park / Dismiss						

NOURISH → Research + Deepen



Purpose

Strengthen your angle with facts, stories, and smart questions.



10-Minute Quick Win

Gather 3 authoritative sources or 3 audience quotes. Draft 5 specific, open-ended interview questions.



Sources to Consider

Books, whitepapers, industry reports, reputable news, your analytics, audience surveys, DMs, and prior episodes.



Interview Question Starters

“Can you tell me about the moment when...?”
“What’s a common belief about X that you disagree with, and why?”
“If a listener did only one thing after this episode, what should it be?”



Worksheet: Research Sheet

Strengthen your episode by gathering credible sources, compelling stories, and thoughtful questions that add depth, accuracy, and flow to your conversation.



Worksheet: Research Sheet

GUEST / TOPIC	
KEY SOURCES (LINKS/NOTES)	
STATISTICS / CLAIMS TO VERIFY	
STORIES / CASE STUDIES TO REFERENCE	
TOP 7 QUESTIONS (ORDERED)	
HOOK CANDIDATE (OPENING 10 SECONDS)	



BLOOM → Find Your Voice & Stance

For [audience], this episode argues that [core idea], so they can [specific outcome].

-What's the highest-leverage misconception I'm correcting?

-What's my spiciest but defensible claim?

-Which story will people repeat to a friend tomorrow?

Purpose

One-Sentence Thesis

Episode Spine

Synthesis Prompts

Worksheet: Synthesis Page

Choose the angle.
Make the episode unmistakably yours.

Hook
-problem or claim in 10-20s
Context
-why this matters now
Three Beats
-stories, data, examples
Takeaway
-what to do next
Call To Action
-one clear next step

Clarify your unique perspective by defining the episode's core message, key beats, and a memorable line that leaves listeners inspired to take action.





Worksheet: Synthesis Page

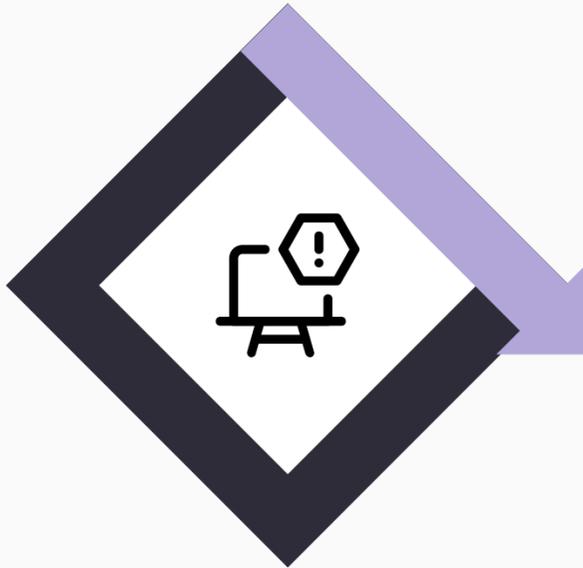
THESIS (1 SENTENCE)	
THREE BEATS	1) 2) 3)
PULL QUOTE (SHAREABLE LINE)	
CALL TO ACTION	

SHINE → Share It With The World

Production Checklist Pre-Record

Bring your episode to life by organizing every step of production (from prep and recording to editing and publishing), so your message shines clearly and consistently.

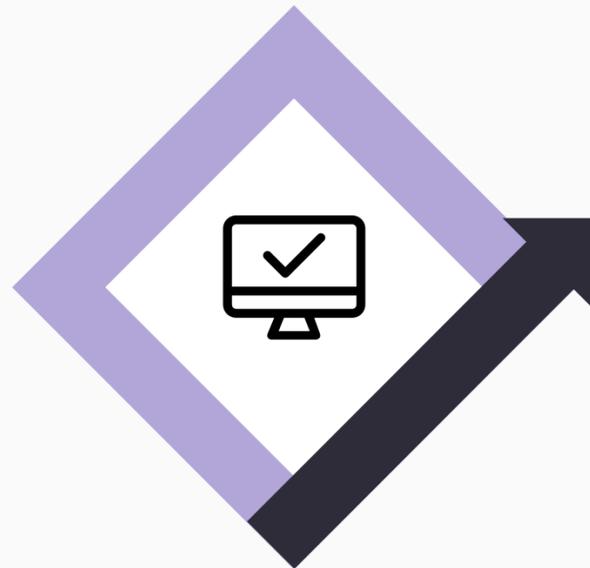
01



Purpose

Turn the plan into a published episode and repurpose systematically.

02



03



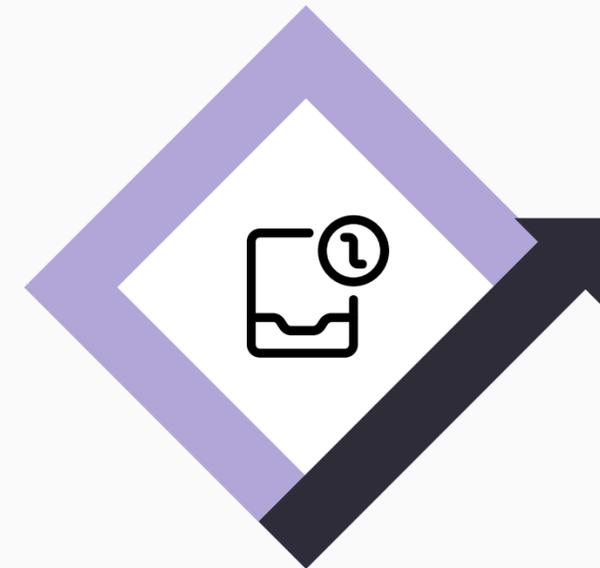
Record

Capture your conversation with confidence by checking sound levels, keeping your outline nearby, and noting time stamps for standout moments as they happen.

Post

Polish, publish, and promote your episode by editing for clarity, writing strong show notes, creating visuals, and scheduling content that keeps your message alive beyond release day.

04





Repurposing Matrix (fill in)

ASSET	VERSION	CHANNEL	OWNER	DUE
30-60S VIDEO	Hook clip	IG/FB/LinkedIn/YouTube Shorts		
CAROUSEL	3 key ideas	LinkedIn/IG		
EMAIL	Episode takeaway + CTA	Newsletter		
BLOG	Expanded show notes	Website		

Weekly Production Planner

DAY	TASK	TIME BLOCK
MONDAY	Research and outline	
TUESDAY	Record	
WEDNESDAY	Edit	
THURSDAY	Show notes and assets	
FRIDAY	Schedule and analytics	

BONUS:

Episode Assets Template

TITLE (PUNCHY + PROMISE)	
SHORT YOUTUBE TITLE (≤45 CHARS)	
DESCRIPTION (80-120 WORDS)	
KEYWORDS/SEO (3-5)	
YOUTUBE CHAPTERS	
HASHTAGS (PLATFORM-SPECIFIC)	
THUMBNAIL TEXT (≤4 WORDS)	



Episode Brief

WORKING TITLE	
ONE-SENTENCE PROMISE	
FORMAT	
GUEST (+ 1-2 BULLETS)	
AUDIENCE	
WHY NOW	
CTA	

Episode Evaluation

CRITERIA	1	2	3	4	5	NOTES
AUDIENCE VALUE						
ORIGINALITY						
FIT						
EFFORT VS ROI						
TIMELINESS						
TOTAL: ____ → GO / PARK / DISMISS						



Research Sheet

GUEST / TOPIC	
KEY SOURCES (LINKS/NOTES)	
STATS TO VERIFY	
STORIES/EXAMPLES	
TOP 7 QUESTIONS	
HOOK CANDIDATE	

Synthesis Page

THESIS (1 SENTENCE)	
THREE BEATS	
PULL QUOTE	
CTA	

Production Checklist

PRE-RECORD	
RECORD	
POST	

Synthesis Page

THESIS (1 SENTENCE)	
THREE BEATS	
PULL QUOTE	
CTA	

Troubleshooting Guide

Troubleshooting Guide

Too many ideas, no episodes?

Use the Scorecard ruthlessly; schedule one recording block.

Interviews feel unfocused?

Lock the Thesis and reorder questions around the three beats.

Publishing inconsistently?

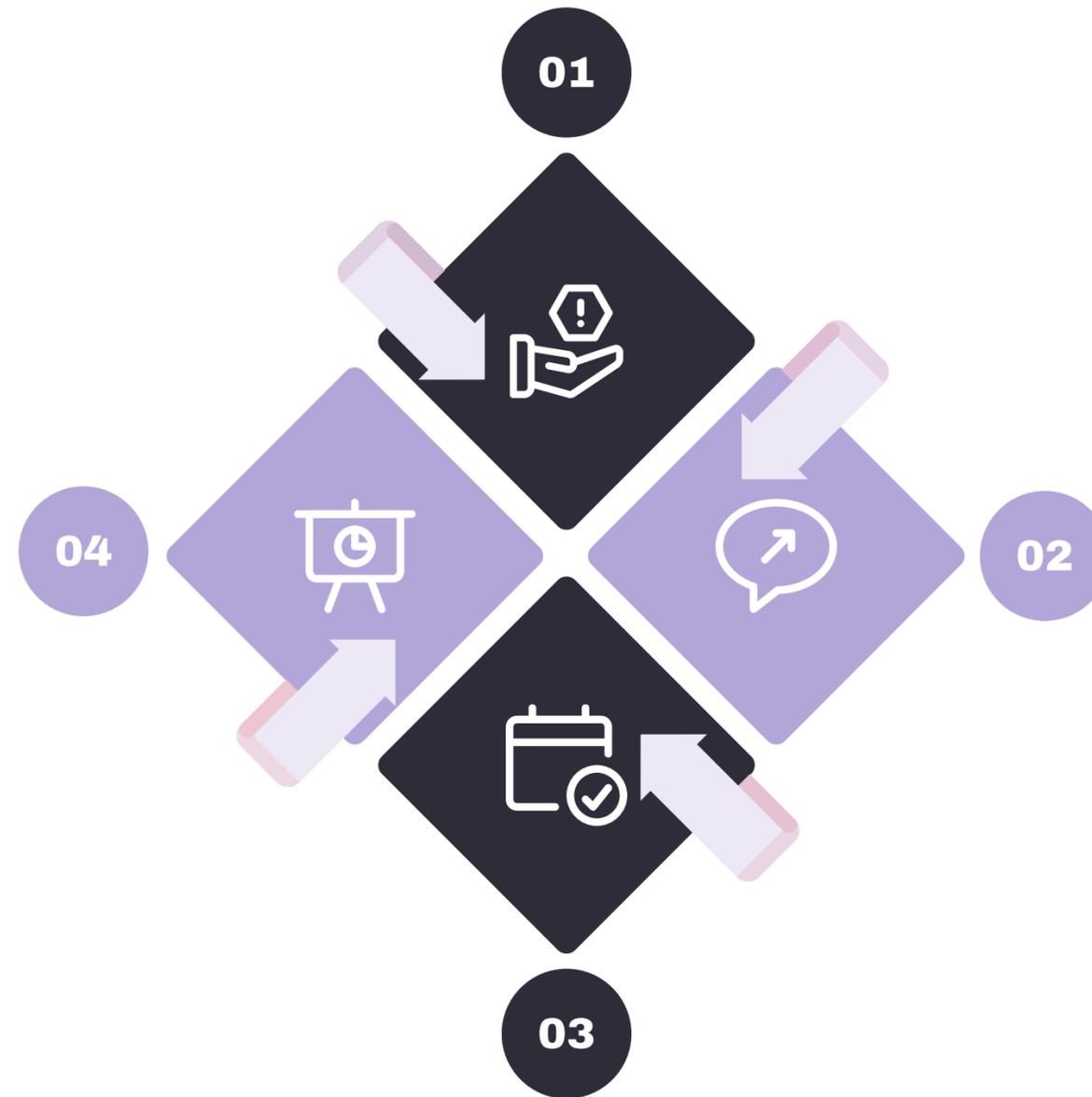
Adopt the Weekly Planner; make Thursday your non-negotiable ship day.

Low listens?

Sharpen the hook + title; add one “shareable story” per episode; increase frequency of promos.

Print-Friendly Worksheets

Duplicate pages as needed for each episode.



Credits & Usage

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Work with me

Need help turning this system into a done-for-you workflow (editing, show notes, repurposing, analytics)?
[Book a discovery call.](#)