

HC

# IDEA TO IMPACT

GUIDE

for the transformational podcast

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# Before you get started....

In this guide, I will push you to nail down your message, get the right tech, and create on-purpose content. The guide best suits the transformational and social-good podcast that wants to take someone from A to B through validation and experience with deep/rich content.

These steps are for anyone who wants to create with intention, do the work, and create something that generates real long-term change for a unique audience. You'll need to put on your visionary cap and dig deep before you think about naming your podcast, recording a trailer, or taking steps to get this thing on the web.

**My goal is to prevent you from starting backward. Don't launch and cross your fingers; launch and feel confident in creating new content every week.**

Because here is the deal, anyone can launch a podcast, but hosts who don't have a clear WHY lose their motivation when they don't see instant results. Nothing in brand building and marketing is instant. And you better believe a podcast that launches a movement takes marketing and branding work. So, I'm not going to B.S. you or give you checklists that don't mean much without the right message.

Instead, I will help you launch with confidence, clarity, and understand what it takes to succeed at this "thang."

Right Message + Right Audience + Right Platforms + Consistency = Success

- 1** Align Expertise/Experience with Needs
- 2** Know Your Ideal Listener
- 3** How To Create The RIGHT Content
- 4** How To Invite The Right Guests
- 5** Episode Creation Checklist
- 6** Create A Process Where You Thrive
- 7** How To Reach Your Audience
- 8** Audio + Video Setup
- 9** How To Record A Podcast
- 10** How To Launch Your Show

**DREAM**

**AND DO**

# STEP ONE

## Align Expertise/Experience with Needs

Creating great content is simple, but it's not easy. Magic happens at the intersection of your experiences/expertise and a unique audience's needs. If you can get this right, the rest will align. I'll go so far as the right content for the right audience predicts success more than great audio and perfect video. **Refining your tech won't get you an audience, but refining a message can launch a movement.**

Everything starts here, and it's where you need to spend the most time. Once you find that magic intersection, you'll need to position your message, so it clearly aligns with your audience. The key will be to validate your audience and meet them where they are, because people don't want advice; they want validation! This positioning shifts how you name your podcast, write a show description, title episodes, and even frame solo and interview episodes. It takes you from "you need to do this" to "I see you, and I've been there..." because no one cares about your advice until they care about YOU.

So, step one is to find the magic intersection!

# The Magic Intersection

Here is the deal, the magic intersection is where you've probably been. If you have a "transformation" message, taking someone from A to B, or trying to cultivate social change, it's because you've been in the trenches and likely have seen or experienced a deep need. The key here is to identify that sweet spot! From there, your messaging will reach the person right in that time of turmoil, confusion, need, or pain, and you can say, "Hey, I know what you're feeling. I've felt it too, and I've made it to the other side, or I SEE THE LIGHT!"

My experience:

My expertise:

The hurdles I've jumped or trenches I've walked through (THE NEED):

My experience of \_\_\_\_\_ that made me feel  
\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ and led to a deep  
knowledge/freedom/concern for/of \_\_\_\_\_.

Now, I want help others experiencing \_\_\_\_\_ find  
\_\_\_\_\_, and \_\_\_\_\_.



# STEP TWO

## Know Your Ideal Listener

When you KNOW your ideal listener's feelings, thoughts, needs, and the internal or literal obstacles they'll face, it gets easier to create content that resonates, is shareable, and captures more people. In addition, knowing your ideal listener gives you a clear idea of what episode to create and why. The work you do right here will even inform what guests you'll invite so they can speak into your listener's journey.

Too often, hosts start backward - they begin with their message and HOPE the right person finds it. Or instead of identifying a listener's real needs, they make assumptions about what the listener should feel.

By identifying that magic intersection, you can determine where your listeners are in their journey and drill down into their feelings and obstacles in that time and place.

# Create Your Ideal Listener Avatar

You know this person! Again, if you're a transformational show, you've probably BEEN this person. So you need to mine your personal experiences, feelings, and frame of mind in that place of NEED to develop an Ideal Listener Avatar (and content). The key to getting an accurate Listener Avatar is remembering to avoid developing an aspirational avatar but one that accurately reflects where they are.

Age:

Occupation:

Income:

Values + Beliefs:

What problem are they trying to solve?

What's their goal?

What keeps them from their goal?

What keeps them from action?

What's at stake if they don't find a solution?



# Create Your Audience's Need List

Creating content that resonates gets a whole lot easier when you know the literal and emotional needs of your audience. When you know needs, you can craft episode titles optimized for SEO, which makes it easier for episodes to be found by new listeners. Your needs list should be ongoing and something you refer back to for new episode ideas and aligning guests with listener needs. Your needs list is a living and breathing document.

Five emotions my ideal listener is experiencing in the trenches:

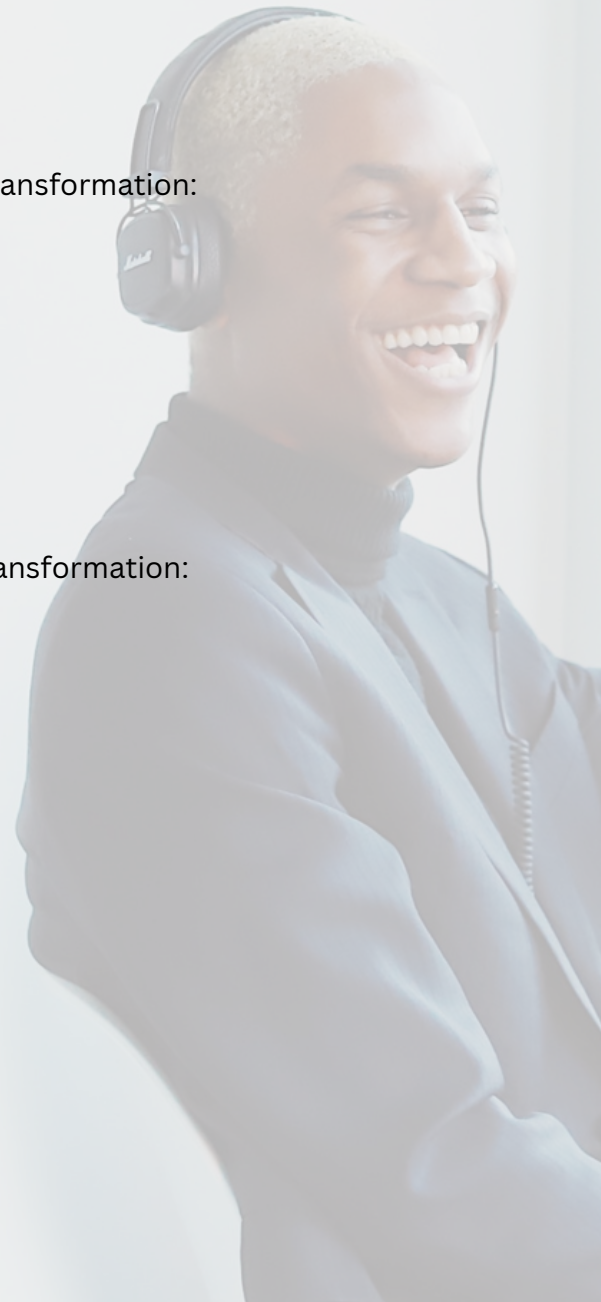
- 1.
- 2.
- 3.
- 4.
- 5.

Five challenges my ideal listener will face before they see transformation:

- 1.
- 2.
- 3.
- 4.
- 5.

Five things my ideal listener must realize before they see transformation:

- 1.
- 2.
- 3.
- 4.
- 5.



# STEP THREE

## How To Create The Right Content

In step two, we created your ideal listener avatar and a list of their needs. To create DEEP and meaningful content, you need to tap into those needs and create with your listener in mind.

While your message is from you, it's ABOUT the ideal listener. To avoid speaking into the void and hoping someone likes it, speak to needs and create content that speaks directly into what someone is feeling/battling/exploring/excited about.

There are big misconceptions about how long episodes should be, who listens, and how to structure content. Y'all, avoid the noise. Establishing a perfect length for your podcast episodes won't get your listeners - the quality of your content determines success. Podcast listeners are more educated than the US population, and they show up for RICH content - from comedy to education, people want to go deep.

through instant alone—that he was not in whole-hearted agreement with her attitude; that, young as he was, he was conscious that her outlook was essentially feminine and must be impartially considered before his masculine judgment could assert its own complete authority.

"I don't see why you should expect her to sit for you," the broad head maintained in an air of dignified composure. "We're very busy people, you know."

"I want to watch my legs. I've been shut in the house for days."

"And the leg came on early. I wouldn't want any more of that."

"You know what I mean. We became known to each other."

"I'll tell you through her at his touch, with all her beauty, and she was so much more than she seemed to be."

"I'll tell you through her at his touch, with all her beauty, and she was so much more than she seemed to be."

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"I'll tell you through her at his touch, with all her beauty, and she was so much more than she seemed to be."

# Episode Plan

To stay on track and deliver content your audience wants, create an ongoing needs list. Explore their thoughts, feelings, and obstacles to develop new episodes, series, and invite the right guests. Next, determine how you want to structure and establish a tone for the episode.

You might try to validate an experience, have a guest that shares their evolution and speaks directly into those feelings, but also pull out how the guest OVERCAME to establish a tone of hope. See where I'm going?

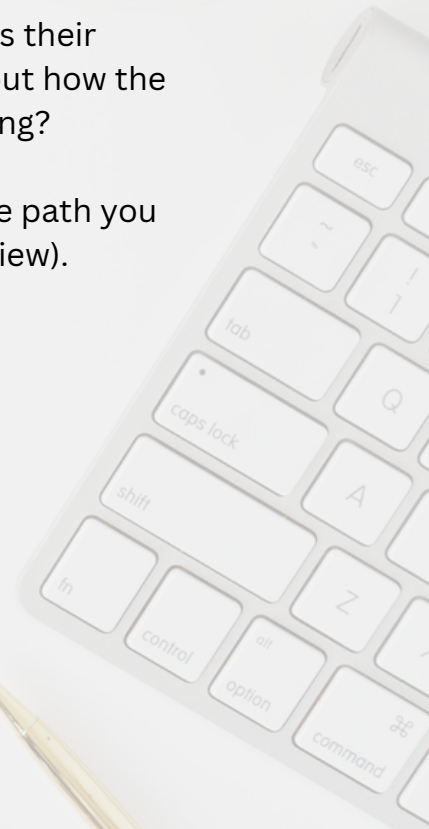
Establish the "felt-need" for the episode and then game plan the path you want it to take without being too rigid (especially if it's an interview).

**Episode Felt-Need:**

**Episode Path:**

**Episode Goal:**

**How do I deliver my brand promise?**



# Content Calendar

**"You do not rise to the level of your goals. You fall to the level of your systems." - My favorite quote from James Clear's Atomic Habits**

I've already mentioned that podcast listeners want deep and rich content. Unfortunately, excellent content creation rarely happens on the fly - people who can do this are the exception, not the rule. If you're investing time and energy into podcasting and hope to make a return eventually, start every episode with a plan.

It gets a lot easier to see where you can improve when creating with INTENTION. I encourage hosts to think a month ahead and even batch content. Content batching means you record more than one episode or interview in one day or sitting.

**When you have a clear idea of the content you need to create, content batching and scheduling interviews get easier.** If you fly by the seat of your pants every week, trust me, you will lose steam. When hosts lose steam, they stop posting regularly and lose their audience. One of the keys to content success is showing up consistently.

I have a mini content calendar below; you can add checks for editing, asset creation, promotion materials, and more.

Air Date	Record Date	Guest	Felt-Need	Topic	Game Plan

# STEP FOUR

## How To Invite The Right Guests

Too often, hosts invite guests because they are friends or think a person is a "big opportunity." The truth is that the only thing that matters is whether or not your guest has a relevant message to your listener. And even then, as the host, you must bring out your guest's RIGHT message and stories. You frame the interview as you make your guest the star. You must draw back to your needs list to invite the right guests. Great guests will have stories and experiences that directly align with your listeners' needs. There is an opportunity to validate your listeners in a way you can not do alone.

To book great guests and grow your show, you can also book "cross-pollination" interviews - this is an interview where you and your guest have the same ideal listener but unique individual messages. Both shows rise, and hosts get exposure to new listeners by being guests on one another's shows.





# My Podcast Guest Checklist



I have qualified my guest and they align with my audience's needs.



My guest can schedule their time and automatically receive their Zoom invite. Or I have my system to get this sent.



I sent my guest email with best ways to prep for the interview.



I asked for and have my guests bio, photo, and social media links for my promotion process.



I created a REEL, square episode graphic, stories, and an email to promote the interview. I will tag my guest.



Schedule the interview on my website with an embed player from my hosting, title, show notes, and suggestions for more content. I'll share this link with my guest.



I have an email scheduled to my guest for the day the episode releases, with all links and media.



Schedule my cross pollination interview on my guest's show.

# STEP FIVE

## Episode Creation Checklist

Leverage your checklist every week to know that you're creating the right content and the right media to use across social platforms. Podcasting has a learning curve, but it is a rewarding journey for people with messages they need to unleash.

It's a process that not only gets easier over time, but for the most successful podcasters, it unlocks a part of their energy, and you can feel the difference in the tone of each episode and the rhythm between host/guest.

If you're reading this, it's because you're motivated. You are HERE for this and have made it this far in the booklet. But you want to do it right. So, let's go, babe!

Work your checklist each week and stay consistent.

# My Podcast Creation Checklist



Develop an episode or interview based on my ideal listener's needs.



Write and record the unique intro for my episode.



Write my title and show notes with copywriting and SEO best practices.



Create supporting graphics - episode, quote graphic, REEL, Youtube thumbnail, and other video hot clip.



Schedule the episode (MP3, Title, Show Notes, and Graphic) in hosting. Remember, hosting distributes your show to any podcast platform with your RSS.



Schedule your episode to YouTube - MP4, thumbnail, title, and show notes.



Add the episode to your website.



Write an email telling my audience why they need to listen to this episode and where they can listen.



Promote your episode **MORE THAN ONCE** on your social media using different types of content.

# Episode Media Checklist

<b>MEDIA</b>	<b>PLATFORM</b>	<b>SPECS</b>	<b>FILE TYPE</b>
Episode Audio	Hosting	Minimum 96kbps	MP3
Episode Video	YouTube	1920x1080, 30FPS	MP4
Episode REEL	Facebook, Instagram, TikTok, YouTube Shorts	1080x1920 Time limit differs by social platform.	MP4
Episode Graphic	Hosting, Facebook, Instagram, LinkedIn	1400x1400 pixels	JPG
Episode Video Thumbnail	YouTube (for the full video), Facebook (for clip), LinkedIn (for clip)	1280x720 pixels	JPG

# Tools To Make Episode Creation and Promotion Easier

## Canva

- Create 1400x1400 pixel branded episode graphic template to use in hosting and social media
- Create 1080x1920 pixel branded episode graphic template for Facebook and Instagram Stories
- Create 1280x720 pixel branded episode graphic template for YouTube thumbnails and the featured image on your WordPress website episode post

## Create Your Show Notes & Episode Title Templates

- Create a layout you can use each time to remain consistent and strategic for each episode. This also makes it easier to hand off this process to an assistant or team member.

## Use Metricool To Schedule & Track

- Metricool is a great way to track social media and your website all in one place. You can also SPY on competitors.
- While you can't track podcast downloads here, it's a way for you to quickly schedule posts to promote your episodes across social media each week.

## Calendly + Zoom

- If you use Zoom for interviews, you can use Zapier to integrate Calendly and Zoom. Once integrated, your guest can choose a time that works best for them and Calendly will automatically send a calendar invite with the Zoom link.

[ZAPIER + CALENDLY + ZOOM](#)

[CANVA](#)

[METRICOOOL](#)

[SHOW NOTES TEMPLATE](#)



# STEP SIX

## Create A Process Where You Thrive

Alright, we are here! And chances are you'll come back to this page in the future. I could not put EVERYTHING in this booklet, but I hopefully have put enough to highlight where you need clarity and answers.

One of the keys to growing an audience is consistency, so nail down your processes so you can rinse and repeat! Get in flow and stay in flow by leveraging systems.

Flying by the seat of your pants every week makes it easy to burn out. It's hard to build an audience and a following when you don't show up each week. The key to success will be creating episodes in advance and honoring your limits.

# Content FLOW Checklist

- Set aside time to create episode ideas based on your ideal audience's needs and get them on a content calendar.
- Create an ongoing list of aspirational and potential guests that align with your audience's needs.
- Mine your personal stories and experiences (regularly) as they relate to your audience's journey. This can inform audience needs-list and keep your stories on the podcast FRESH.
- Batch episodes and interviews. Set aside a day to record multiple episodes you have planned in advance or record multiple interviews in one sitting.
- Establish systems that allow you to easily craft the needed media to promote every episode (see episode media checklist).
- Put together a home studio (step nine has tech) that allows you to not only get great audio and video, but create in a comfortable space that elevates or rewards your process.

# STEP SEVEN

## How To Reach Your Audience

You need more than just launching your podcast to reach your audience. Building an audience takes time and effort. But it gets much easier knowing what you're doing and why. You'll see later in this booklet that I have an episode creation checklist, which includes the media you need to create. You'll use some of those items to promote your show on social media. The key to social media is to go where your audience hangs out.

First, you need to know user demographics to understand if your audience is there, and the next big key is to use media that platform rewards. At all times, platforms will reward a particular type of media - video, REELS, image, carousel posts... You need to know what's being rewarded to get the most "bang" for your post. Being in the know is as easy as using the platform often. You'll see on the following pages I'm also going to ask you to do a social media evaluation - because it's not just about showing up on social but HOW you show up and how often.

# Conduct A Social Media Eval

How are you showing up on social media? Too many times, we hear a platform isn't working when in reality, it simply isn't being leveraged correctly. We keep things pretty simple. Go through the questions below to evaluate your social presence.

Great marketing and promotion is CLEAR.



Does my profile bio showcase who I serve and how I solve the challenges they face?

Is there a link to my website or podcast in my profile bio or description?

Do I post about my podcast episode(s) each week?

Am I using media (example: REELS) that the platform rewards in terms of reach and impressions?

Is my social platform branded?

Am I posting enough each week for the platform to reward my efforts?

Have I created branded templates (try Canva) I can easily edit to promote my voice and show often?

Are my posts teaching, entertaining, challenging, or validating my audience?

# Go Where Your Listeners Hangout



**Meta Ad revenues continue to climb regardless of the gloom and doom about reach – this highlights how Facebook ads are a staple of marketing at large.**

- Monthly active users: 2.91 billion
- Largest age group: 25-34 (31.5%)
- Gender: 43% female, 57% male (no data on other genders)
- Time spent per day: 33 minutes



**Instagram stats and new Shopping features (like Drops) signal the platform's shift to becoming an ecommerce hub. The platform has quietly doubled their user base to 2 billion within three years.**

- Monthly active users: 2 billion
- Largest age group: 25-34 (31.2%), with 18-24 close behind at 31%
- Gender: 48.4% female, 51.8% male (no data on other genders)
- Time spent per day: 29 minutes



**TikTok users are spending nearly 90 minutes per day on the platform. Nearly 40% of Gen Z say they're directly influenced by products they see on TikTok and brands should take notice.**

- Monthly active users: 1 billion
- Largest age group: 10-19 (25%)
- Gender: 61% female, 39% male (no data on other genders)
- Time spent per day: 89 minutes per day



**Conventional wisdom might say that LinkedIn exclusively caters to an older audience, but now Millennials dominate the platform.**

- Monthly active users: 810 million
- Largest age group: 25-34 (58.4%)
- Gender: 48% female, 52% male
- 63% of LinkedIn users access the network weekly, and 22% daily



**One-third of Twitter users are college-educated and make more than \$75K annually, highlighting the platform's highly-educated and high-earning base.**

- Daily active users: 211 million (up from 187 million)
- Largest age group: 18-29 (42%)
- Gender: 38.4% female, 61.6% male (no data on other genders)
- Time spent per day: 31 minutes



**Pinterest is perhaps the most product-focused of any social network, signaling big opportunities for ads (hint: 45% of Pinterest users have a household income of \$100,000+).**

- Number of monthly active users: 431 million
- Largest age group: 50-64 (38%)
- Gender: 78% female, 22% male (no data on other genders)
- Time spent per day: 14.2 minutes



**Still, the majority of users claim to use YouTube for entertainment rather than to find brands and products. Brands still have a lot of work to do on the platform, finding a balance between entertainment and advertising.**

- Number of monthly active users: 2+ billion
- Largest age group: 15-35 (highest reach)
- Gender: 46% female, 54% male (no data on other genders)
- Time spent per session: ~30 minutes



# STEP EIGHT

## Audio + Video Setup

We encourage hosts to hit two birds with one stone and record audio and video for podcast episodes. YouTube is a search engine, and getting rich videos on YouTube is a great long-term brand-building strategy. For clarity, your podcast will be audio-only on most podcast platforms - Apple, Google, Amazon Music, and Spotify (though Spotify now has a video feature). And you'll have the video on YouTube.

You don't need to go to a fancy studio. Creating a clean and even branded background right from home is easy. So while there are some upfront costs, it's cheaper in the long run. It's more affordable in the first month, even. This is a fun opportunity to create a space that supports your creative process. We encourage a space that is comfortable and reflects the tone you are visually trying to achieve. Keep in mind a physical background is always better than a green screen or blurred background.

# Determine Your Ideal Setup

## Audio + Video Home Studio for **Solo & Interview Episodes**



### **Solo Setup One:**

- Software: OBS
- Video: Sony Alpha 7aiii
- Audio: SHURE MIC

### **Design Note:**

You can get a slightly wider frame for your video and have more design options.



### **Solo/Interview Setup Two:**

- Software:
  - Zoom
  - Streamyard
  - Riverside.FM
- Audio: SHURE MIC
- Video: Sony Alpha 7aiii is ideal, but NOT necessary.

### **Design Note:**

It's easy to set up a clean background right behind you. The wall could be a brand color or have shelves...



You don't need a fancy setup; create a comfortable space. Rooms with carpet, shelves, and furniture help absorb echo.

# Determine Your Ideal Setup

## Audio + Video Home Studio for In-Person Interviews



### Interview Setup:

Software: OBS

Video: Sony Alpha 7aiii

Audio: SHURE (one per person)

### Technical Keys:

You need one mic per person.

If you use the SHURE SM7B setup, ensure you have enough mic inputs for the Scarlet and cloud lifter.

Multiple camera angle setup is not in this free guide.

### Design Tip:

We encourage using standing mic stands. It makes it easier for people to sit back in a chair or on a couch and relax. Setup doesn't need to be complex, just clean and comfortable.

Photos here range from clean to heavily branded, and very simple.

You don't need a fancy setup; create a comfortable space. Rooms with carpet, shelves, and furniture help absorb echo.

# Buy The Right Microphone



## Shure Podcast Kit

The Shure Podcast Kit is a plug and play affordable option that allows you to get professional sound.

This can be used with any setup on the next page plus the iPad Pro.

[Buy Now](#)



## Shure SM7B

This is the professional industry standard and our top rec! It is not plug and play, you'll need the mic, a stand, scarlet, cloud lifter, and two XLR cables to get hooked up.

[The Mic](#)

[The Scarlet  
\(connects mic to  
computer\)](#)

[The Stand](#)

[2 XLR Cables](#)

[The Cloud Lifter  
\(clean input boost\)](#)

**If you plan to do interviews in person, you need one mic per person.**

If you are using the SM7B setup, get the Scarlet with double input and the cloud lifter with double input. That also means you'd need two mic stands and 4 XLR cables.

# Get The Right Video Setup

You can use the video feature right in your desktop or laptop along with your recording platform - Zoom, Riverside.FM, or Streamyard.

OR you can upgrade your video by using a professional camera. We recommend the Sony Alpha 7aiii.

You can also record video using the Sony Alpha and a Shure mic using OBS.



The Camera

# STEP NINE

## How To Record A Podcast

Choosing the right recording platform depends on your setup and needs. The chart breakdown on the next page will help you see what software does what, but here is an easy breakdown.

- Solo episode, audio only: You can record audio only in Garage Band, Audacity, or Adobe Audition.
- Solo episode, audio, and video: OBS, a Sony Alpha 7aiii, and a SHURE mic.
- Virtual interview: Zoom, Streamyard, or Riverside.FM plus your SHURE mic, and you can elevate video quality with the Sony Alpha 7aiii, but it's not essential.
- In-Person audio and video interview: OBS, a Sony Alpha 7aiii, and a double SHURE mic setup.

# Choose The Right Recording Platform

Platform	Audio	Audio + Video	Solo Episodes	Virtual Interview Capabilities
<u><a href="#">Aduacity</a></u>	x		x	
<u><a href="#">Adobe Audition</a></u>	x		x	
<u><a href="#">Zoom</a></u>		x	x	x
<u><a href="#">Streamyard</a></u>		x	x	x
<u><a href="#">Riverside.FM</a></u>		x	x	x
<u><a href="#">OBS</a></u>		x	x	

You'll need your professional mic for each of these platforms. You can add a professional camera to increase video quality for any platform that does video + audio.

OBS is specifically for recording solo episodes and/or in-person interviews with professional video.

Audacity and Adobe Audition can be used to edit audio. Adobe Premier Pro and Dinvinci can be use to edit video.

# Recording Tips

- You don't need to sound perfect; you need to have a clear content plan.
- When you make a big flub, simply take a breath and restate your thought. This can be edited later.
- Ensure your audio input is your professional mic, not the laptop, desktop, or camera audio. This is HUGE! You can't make laptop sound like a professional mic. Make sure it's correct before you start.
- Make sure you're in a quiet space with little echo. Rugs, furniture, bookshelves, and just creating a cozy space help to reduce echo. You don't need sound-dampening materials.
- Ensure your video input is your professional camera, not the laptop or desktop. This is another big and common mistake.
- Optimize settings for the platform you are using. Every platform will have a standard set of recommendations.
- Wear headphones and reduce your chances of your mic picking up extra sound from your guest.

# STEP TEN

To launch your podcast,  
you'll need:

- A brand promise
- Show name
- Show description
- Trailer with show music
- A hosting platform
- To launch your show on all apps
- Episode templates for rinse/repeat success
- Promotion templates that make life easier

[Click Here To Get Everything You Need](#)



# STRATEGIC PODCAST LAUNCH

The support you need to launch a podcast that changes hearts on minds!

Get a strategy that allows you to launch confidently, a home studio crafted to your needs, the tools you need for ongoing episode creation, and a team that believes in your message.

Our personalized support is backed by over 200 podcast launches, marketing strategy, and a heart for social-good.

[Launch Your Show + Book A Free Call](#)



# PODCAST GROWTH MEMBERSHIP

**\$25/MO**

- Time-tested marketing paths to growth.
- Templates you can put into action in your next episode.
- Encouragement and insights you need to keep showing up.
- Advice to know you're producing the right content for your audience and not wasting your time.
- Insights you need to feel confident in your podcast production and paths to growth.

Join A Community + Grow Your Podcast



## Hi! I'm Samantha Hollyfield

Co-Founder and Marketing Strategist for Hollyfield Consulting.

I grew up in deep south Texas in the Rio Grande Valley. Before attending college and becoming a marketing consultant, I was a professional ballerina, but I retired my point shoes and attended Oral Roberts University, where I received a Bachelor of Science in International Business and a Master of Business Administration.

I've helped businesses in home health care, out-of-home media, print advertising, commercial and residential cleaning, commercial and residential roofing, executive coaching, online education, international ministry, digital media, book publishing, self-publishing, solar solutions, and more bring their marketing goals to fruition.

In the last few years, my co-founder (and hubby) and I have launched over 200 podcasts. We walked alongside hosts to guide them through new marketing territory, from marketing strategy to tech and ongoing support.

My experience in target audience development, market research, copywriting, social media management, web development, graphic design, digital advertising, email marketing, along with B2B and B2C marketing strategies, give me the bird's eye perspective needed to craft the right messaging for the right audience across marketing channels.

I am proud to equip thought leaders, authors, and social-good entrepreneurs to strategically launch a podcast from a place of competence and confidence.



Let's connect!