Digital Audio Broadcast Script

Plan a 30 second to 1 minute podcast script.

Purpose/Focus: What are you trying to accomplish? Sell more of an individual item? Get people to respond to an event? Just inform?

Opening: Grab their attention but respect their intelligence. Say something that gets people to think and peaks their interest/curiosity in what’s coming next.

Transition: Connect the opening statement to the heart of the message. Give a reason to stay involved.

WSIC (Why Should I Care)  
TMAS (Tell Me A Story):  
Give the listener a personal reason to care about what is being said. How will what you’re saying change their life? How will they personally benefit by responding to what’s being said? Don’t be boring with tons of facts... talk to them like you care, one to one in a conversation, not a sales pitch. This is where customer testimonials would be inserted.

Interview Questions:  
Research your subject – are you aware of their views already? Do you want to cover point they’ve already expressed or explore new ground? Think listener – what will be engaging? Are there points of controversy to explore? What are the absolute core messages that you must cover?
Keep your question list to 5-7 questions, allowing opportunity to ask follow-up questions to pursue a topic further if a particular question merits deeper examination.

Close/TRW (The Reason Why):
What you say may be interesting but people need a reason to part with their time and money in exchange for what you have to offer. Connect back to the statements made at the beginning.

Sign Off: Use a slogan if it’s good. Give web address only. Now you can give the name of the business.

Topic ____________________________

Purpose/Focus
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Opening
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Transition
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