THE RANDY LANE COMPANY

CONTENT EXECUTION WORKSHEET

Great content comes from great planning. We encourage radio and podcast shows to make it a habit to plan four specific execution points for all on-air content to ensure optimal execution and memorable, emotional content. We call it The Execution Rule of Four Habit.

1. **SET-UP**: How are we going to set it up to engage the audience within 08 seconds, with a hook teaser headline? What specific words will we use to create maximum impact?

2. **PAYOFF**: What is our intention (humor, conflict, emotion)? Where are we going with this? How do we want listeners to feel? How will we get out of it? Know the "out" before you begin, and if a good exit comes up spontaneously during the segment, go with that instead.

3. **POINT OF VIEW**: What is each cast member's **point of view** on the topic? Can you share a relatable personal story? What emotions can you express? What are you thinking? What is your opinion?

4. **WHAT ELSE**: Ask "What else can we do to make it bigger and add more layers" (an expert or guest, production piece, conflict or controversy, a story, a stunt, a viral video, media coverage, etc.)? Recognize what content could be bigger and what content is perfect as it is.

On-air hosts have found the worksheet on the following page useful in planning on-air segments.

We also included space to plan a "tease" for each show segment. While we always advocate for spontaneity, the best teases are pre-planned and scripted rather than done on the fly.

Fill one page per segment, then execute with passion!

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Story summary:

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Tease **Script out exactly how you will tease/pre-promote this segment before it airs.**	
Set-up **Write what you will say <u>in the first:08 seconds</u> to capture attention for this segment.**	
Point Of View	**A personal story of your own that relates to this topic:**
	What emotions do you feel about this topic? (Put into words)
	What thoughts are in your head, and what opinions do you have?
Payoff/Exit **What are you going for, and how will you end the segment?**	
WHAT ELSE? **What else can we do to make it bigger and add more layers (a guest, production, conflict or controversy, a story, a stunt, etc.)**	