



Podcast Script Styles

- *Quick Youtube Tips and Tricks for Podcast - https://youtu.be/ui_OV-t8c6M*

What Is a Podcast Script, and Why Use One?

When you think of a podcast script, you might think of a play or movie script—where every word is planned out in advance. You might be hesitant to adopt a script for this reason; won't scripting your podcast essentially rob it of its casual, free-flowing, and conversational feel? Won't reading off of a page make you sound stilted and monotone?

For one thing, a podcast script doesn't need to be a word-for-word transcript of your show. Podcast scripts, unlike stage or television scripts, can run the gambit from bare-bones to detailed, as long as they give you an outline and general idea of what should take place in your audio recording.

A podcast script is basically a roadmap for your episode—and you can decide how many details you need to make it from point A to Z.

Advanced Tips to Nail Your Podcast Script

To get the most out of your podcast scripting journey, consider the following tips:

- **Dictate your script.** Many podcasters choose to use dictation software to get a natural phrasing and delivery for their script. That way, reading from it sounds more conversational and intuitive.
- **Annotate your script.** Once you have your script ready, don't be afraid to print and annotate it with delivery notes. These types of notes indicate dramatic effects such as pauses, laughs, and emphasis. Underline words that you'd like to emphasize, and write a vertical line to indicate a pause. These types of details help your podcast feel more natural, even if you're reading a word-for-word script.

- **Be as minimal as possible.** Keep your script as simple as you can while still delivering high-quality performance. Staying concise and simple in your written script gives you room for flexibility and natural delivery.
- **Practice before recording the episode.** Regardless of if you've written a detailed script or a loose podcast outline, it's a good idea to rehearse your podcast episode before recording it. This helps you get the recording as close to perfect as possible on the first take, which avoids a long editing stage.

Podcast Intro (Including Music)

- ***MMN Team will add music to the intro on host behalf****

If you've listened to many podcasts, you know that most of them have the same introduction each time. A good intro will be short, welcoming, and include some type of theme music or jingle.

The simplest [podcast intro template](#) looks like this:

"Welcome to [podcast name], where we discuss [podcast topic or tagline]. I'm [host name], and with me is [co-host name]. Today, we'll be talking about [episode topic] with our special guest, [guest name]. Let's get started!"

Your audience will appreciate a simple outline of what to expect in the episode.

**** MMN recommends doing it separately, as it takes pressure off the host to get it right. You can also include takeaways from the interview as hooks for the listener.***

Welcome / Guest Introduction

Next, if your podcast interviews guests, you'll need to introduce them. It's important not to forget this step, since your guest is likely expecting to be shown the respect of a proper and correct introduction. That's yet another reason why having a script is a good idea.

Write out your guest's information so that you're sure you get it right. And be sure to include any contextual information about your guest that will help your audience understand why they should care what your guest thinks. This can be as simple as stating their profession, or as in-depth as giving a little backstory demonstrating their credibility.

Your guest introduction can look something like:

"Today on the show, we're excited to have [guest name], [insert their profession, role, or title]. She/he/they are going to share [their expertise on ____, their story, some advice about ____, etc.]. Hi, [guest first name], and welcome to [podcast name]!"

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Message from a Sponsor

- ***Sponsors will be placed via MMN Team, Host may be asked to read a sponsors message****

Some podcast sponsors send word-for-word scripts that you simply need to read, then insert into your podcast episode. Other sponsors simply give you a set of talking points that you and your co-host are expected to discuss in a way that matches your show's style.

Either way, it's a good idea to make a plan for what you're going to say and how you'll make the ad sound natural (rather than a hostage video) so that your audience will trust your advice, purchase the products, and your sponsors continue to... well, sponsor you.

A good basic sponsor message might sound something like:

"[Podcast name] is brought to you by [sponsor name]. [Sponsor] is [explain the product being sold, why it's beneficial, and your positive personal experience with it. Explain why your audience should consider trying the product, and include your podcast's discount or promo code, if applicable]."

Outro and Call to Action

The outro is the conclusion of your podcast. Think of it as a way to summarize or recap what was discussed and how it might help your listeners. Make sure to thank your guests for joining you, as well as your audience for listening.

It's at this point that you can give your audience a teaser for future episodes or announce upcoming events. Many podcasters also mention that resources related to what was discussed in the episode are available in the show notes.

The end of your episode is also a great place to include some kind of call to action (CTA). Is there something you want your audience to do? Ask them! Common

CTAs include:

- Rate and review on Apple Podcasts
- Join the podcast's Facebook group
- Call-in/get in touch with questions or feedback
- Sign up for your weekly newsletter

Here's a basic example of an outro script template:

"That brings us to the end of this episode! Thanks to [guest name] for joining us during that [adjective] discussion of [topic(s)]. We hope [the value brought to your audience by the episode] was beneficial to you. As always, thanks for listening to [podcast name].

"If you enjoy our show, please rate and review us on Apple Podcasts—and be sure to come back next week for a discussion of [next episode's topic]. Until then, this is [host name], and don't forget: [podcast]

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