
CHOOSING YOUR
PODCAST TITLE

GUIDE

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Choosing the right title for your podcast is crucial as it sets the tone for your show, grabs potential listeners' attention, and helps with searchability. Here's a one-page guide to help you choose the perfect podcast title.

Step 1: Define Your Podcast's Purpose and Audience

Activity: Write down the core theme of your podcast, your target audience, and the main message you want to convey. Answer these questions:

- What is the primary focus of your podcast?
- Who is your target audience?
- What unique value does your podcast offer?

Example: If your podcast is about personal finance tips for millennials, your answers might be:

- Focus: Personal finance and budgeting tips
- Audience: Millennials aged 25-40
- Unique Value: Practical, easy-to-understand advice for managing money

Step 2: Brainstorm Keywords and Phrases

Activity: Create a list of keywords and phrases related to your podcast's theme. Use tools like Google Keyword Planner, Ubersuggest, or Answer the Public to find popular search terms.

Example: For a personal finance podcast, keywords might include:

- Budgeting
- Saving money
- Financial tips
- Investing

Step 3: Explore Competitor Titles

Activity: Research other podcasts in your niche to see what titles they use. Note what works well and identify gaps you can fill. Check podcast directories like Apple Podcasts, Spotify, and Google Podcasts.

Example: If there are already podcasts named “Money Matters” and “Financial Freedom,” think about how you can differentiate your title.

Step 4: Combine and refine

Activity: Combine your keywords and phrases creatively to form potential titles. Make sure the title is memorable, easy to spell, and reflective of your content.

Example: Using your keywords, potential titles might be:

- “Millennial Money Mastery”
- “Budgeting for Brilliance”
- “Smart Saving Tips”

Step 5: Check Availability

Activity: Ensure your chosen title is available as a domain name and on social media platforms. Use tools like Namecheckr or Instant Domain Search to verify availability.

Example: If “Millennial Money Mastery” is available as a domain and on Instagram, Twitter, etc., it’s a good sign.

Step 6: Get Feedback

Activity: Share your top title choices with friends, family, or your target audience. Use social media polls or forums to gather opinions.

Example: Post a poll on your social media accounts asking, “Which podcast title do you prefer?” with options like “Millennial Money Mastery” and “Budgeting for Brilliance.”

Step 7: Test for Longevity

Activity: Consider how your title will age with your podcast. Ensure it can grow with your content and remain relevant over time.

Example: A title like “Millennial Money Mastery” is broad enough to cover various personal finance topics and remains relevant as your audience ages.

Final Tips:

- **Simplicity is Key:** Keep the title simple and easy to remember.
- **SEO-Friendly:** Include keywords that your target audience might search for.
- **Unique and Catchy:** Stand out from the crowd with a unique and engaging title.
- **Reflective of Content:** Ensure the title accurately represents your podcast's content.

Example Titles for Inspiration:

- “Financially Free Millennials”
- “Smart Money Moves”
- “Budget Bosses”
- “Investing Insights”

By following these steps and activities, you'll be well on your way to choosing a podcast title that not only attracts listeners but also stands the test of time. Happy podcasting!