



IDEA MATRIX

WHO Is Your Target Audience?

Always start with your audience, instead of with a topic. The more specific you can be, the better. For example...

General Market (Bad)	Specific Market (Good)
Business owners	Independent Car Detail Garages
Athletes	Male Cyclists Over 50
Photographers	Wedding Photographers Growing Their Business
Pet Owners	New Schi-Tzu Owners

Your Turn:

My specific market is: _____

(Ex. New Sci-Tzu Owners)

WHAT Problem Will You Solve?

Do I have to solve a problem? No. Although a comedy podcast can be looked upon as it solves the problem of me having a bad attitude about my boss. You make me laugh and forget about my bad day. If podcasting is about building a relationship with your audience, one way to make them feel in debt to you is to solve their problems. **Again, this is *one* strategy. It is **NOT** the **only** strategy.**

There are many styles of podcasts. I typically say you want your podcast to *move* people. If you reverse engineer what you watch and listen to on a given day you will probably see that most of the content you consume makes you laugh, cry, think, or groan. Other content may educate or entertain you. If we get away from those shows that are solely designed to entertain you, two ways of saying this is that a podcast will either **persuades** (“you should do this”) or one that **empowers** (“you can do this.”)

Look for problems people already want to solve. Listen for key phrases like “I wish I could...”.

Some examples:

Market: New Sch-Tzu Puppy Owners	
Fear or Frustration	How I Help (Solution)
1) I wish I could get my new puppy to stop “doing his business” on my carpets...	- A step-by-step guide on housebreaking Sch-Tzus - A specific system of positive reinforcement
2) Is it okay for my puppy to “play bite” my hands?	- A guide to normal puppy behaviors, and how to stop “problems” before they become habits
3) I’ve been told Sch-Tzus are not trainable	- Specific case studies showing Sch-Tzus are actually easier to train than other breeds.

Your Turn:

Market:	
Fear or Frustration	How I Help (Solution)
1)	
2)	
3)	

HOW Do I Know If My Podcast Is Sustainable?

Here is a tool I first learned about from Ray Edwards¹ (www.rayedwards.com) He calls it the Idea Generation Matrix. It helps you create podcast ideas you are passionate about and that will fulfill you... and that are viable in the marketplace (Ray's version was all about writing books I have adapted it for podcasting).

Below is an example of how Dave might fill out an IGM for a podcast idea.

Dave's Sample Idea Generation Matrix:

Things I Like	Things I'm Good At	OTHERS Say I'm Good At	Things I HATE
Music	Writing	Music	Illogical rules
Web Stuff	Making technical concepts easy to understand	Making technical concepts easy to understand	Accounting
Sch-Tzus	Telling Stories	Telling Stories	Boring Meetings
Podcasting	Podcasting	Making them laugh	Negativity

One way to use this tool would be to make sure that what you podcast about is something that you LIKE, you're GOOD AT, and that OTHERS say you're GOOD AT. Don't podcast about anything you don't KNOW*, you don't LIKE, or that you're NOT GOOD AT.

Exception: There is a style of podcast that I call a "journey" podcast where you pick a topic you don't know about and you report in your show what you've learned.

¹ www.rapidwritingmethod.com

Your Turn:

Idea Generation Matrix:

Things I Like	Things I'm Good At	OTHERS Say I'm Good At	Things I HATE