

A Podcaster's Guide to Writing Episode Descriptions that Boost Listenership

- Five pieces of advice and questions to help follow them

Advice #1: The episode title should capture the listener's attention

- Can I insert a surprising word or quote?
E.g. by manipulating a pun or using an atypical word
- Can I include the name of a famous person?
E.g. as sender of a quote
- Can I use distinctive punctuation or font formats?
E.g. by using capital letters, hashtags, question marks, etc.

Advice #2: It must be clear what the episode is about

- Can I clarify the roles of the people in the episode?
E.g. by specifying who is host and who is guest
- Can I specify who the people are?
E.g. by inserting titles or credentials
- Can I point out the benefits of listening?
E.g. by writing if the listener gets knowledge, entertainment, etc.

Advice #3: Use emotional language

- Can I use more pictorial and detailed language?
E.g. by setting a scene using in medias res, metaphors, alliterations, etc.
- Can I concretize or specify the words used?
E.g. by writing "teenage room" instead of "room"
- Can I minimize the use of filler words and platitudes?
E.g. by removing clichés or replacing keywords in platitudes

Advice #4: Remember to credit

- Can I list the people behind the podcast in the bottom?
E.g. by using a static closing credits-template
- Can I add titles and credentials in the credits?
E.g. by moving down information from the actual description
- Can I add contact information?
E.g. by inserting an e-mail address or the name of the editor

Advice #5: Proofread

- Can I confirm that all words are spelled correctly?
E.g. by checking double consonants and compound words
- Can I confirm that all verbs are conjugated correctly?
E.g. by checking irregular verbs and tenses
- Can I confirm that all punctuation is correct?
E.g. by checking commas, parenthesis, exclamation points, etc.