



The Anatomy of a Podcast Episode: 10 Essential Parts

Visual Assets



1. Square Graphic

Use a square thumbnail for players.



2. Wide Graphic

Wide version for YouTube.



3. Standard & 4. Episode Intros

Pair a consistent brand opener with an episode-specific hook to grab attention.

The Audio Timeline



5. Core Content & 6. Ad Breaks

Focus on the conversation and use only one consistent ad placement.



7. Episode & 8. Standard Outros

Provide guest links before closing with a familiar, branded sign-off.

Text & Metadata



9. Description

Use a short preview for players.



10. Show Notes

Detailed notes for deep-dive links.

Podcast Episode CHECKLIST

- ☐ Create **on-brand**, templated episode graphics (square and wide).
- ☐ Create **standard** intro and outro for all podcast episodes.
- ☐ Create **episode-specific** intro and outro for each new episode.
- ☐ Write the **short description** or excerpt to be used for each episode.
- ☐ Write the **in-depth show notes** to be used for each episode.
- ☐ Customize the **on-brand** episode graphics for each episode.
- ☐ Edit the episode video and/or audio to include the **ad break(s)**.
- ☐ Add the **intros and outros** (standard and individual) to each episode.
- ☐ **Publish** the new episode on your podcast distribution platform and social media accounts.