

My podcast is about:

- Help people find themselves and help others by telling stories around grad school.
 - Getting the human side of school
 - Getting out of the rat race and bringing it home to the individual
 - I want this podcast to connect to people and help them feel like someone has been in their shoes
 - Give understanding, hope and courage while being fun and engaging with thought provoking ideas, questions and situations

Podcast Titles

- That Spring Podcast
- Find Your Tribe
- Showing Up
 - Showing up is 80% of life. - Woody Allen
- The Other 20%

Image guidelines:

- Big Image
 - Not too many elements
 - Image requirements
 - Image must be 1400 x 1400 pixels at minimum
 - Image must be in .jpg or .png format (.jpg preferred)
 - Image should look good—and readable—at 300 x 300 pixels
 - optimize your image for 150 x 150 pixels
 - White Space
 - Simple/straightforward
 - No clutter
 - Two or three word title
 - Idea one
 - 2 or 3 bold colors
 - Red
 - White - background
 - Black
 - I like the borders aren't the white, but the lines of the green
 - I like how they design with letters, like This American...
 - Idea 2
 - Background image: Bold
 - I don't like the 'dark' of Pod Save America
 - I do like that there is a subtle message in the back
- Themes
 - **Strong**
 - **Bold**
 - **Not pretentious/stuck up**
 - **Humble**
 - **Growth**
- Image options?
 - A path
 - A tiger
 - ***Boston Terrier - tie to grad school**
 - ***Strong lines**

Audience and their needs/desires:

Undergrad students

- I want to answer questions like:
 - Should I go into B School?
 - What is B School like?
 - What do I need to do to get in?
 - What benefit is there?
 - Is it the right time for me?



**THIS
AMERICAN
LIFE**



Grad students

- Am I alone? Is my experience like others?
- What are others doing?
 - Classes
 - Clubs
 - Networking
 - Social life
 - Differences in degrees
 - Differences in concentrations
- Hear other's stories
 - Why did they go to B School?
 - Why did they choose their school?
 - Why did they choose their degree?
 - What are they hoping to do?
 - What drives them?

Life searchers

- How do I find out what I want to do the rest of my life?
- The value of being genuine
- The value of being vulnerable
- Connecting with others

Themes throughout episodes:

- Be fierce
- Be courageous
- Be you
- To thine own self be true
- The stories of others will help you to reflect
- The stories of others will help give you direction on your path

Website Design:

I like simplicity here: <http://www.convinceandconvert.com/content-marketing/how-to-produce-a-podcast/>

I also want to be able to blog to summarize content from podcast