



PODCAST LAUNCH

HOMESCHOOL MEETS ENTREPRENEURSHIP
PRESENTED BY ABBY BANKS

WHY PODCASTING MATTERS

- Builds Resume-Worthy Skills
- Builds Confidence & Network
- Builds Opportunity

5-STEP PODCAST LAUNCH FRAMEWORK

1. The Right Idea
2. The Listener
3. Format & Structure
4. Brand Basics
5. Launch Small

STEP 1: THE RIGHT IDEA

What you love/know + what others need

Action steps:

- Create your intersection
- Make a list of podcasts you enjoy - topic & style
- Brainstorm all the ideas you have for a podcast

STEP 2: THE LISTENER (AVATAR)

- What is an Avatar & why does it matter?
- Be specific
- What problem are you solving?

STEP 3: FORMAT & STRUCTURE

- Format: what kind of podcast you have
- Structure: how each episode is organized



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STEP 4: BRAND BASICS

- Name
- Simple cover concept
- Elevator pitch

Elevator pitch - answer these 4 questions:

- Who are you?
- What is your podcast?
- Who is it for?
- Why should they care?

“Hi, I’m Alex, and I host History Uncovered, a podcast about interesting moments in world history. Each episode breaks down major events and people from the past in a simple, easy-to-understand way. My podcast is for teens who want to understand history without getting overwhelmed by textbooks. If you’ve ever thought history was boring or hard to follow, this podcast is for you.”

STEP 5: LAUNCH SMALL

- 3-5 episodes
- consistency over perfection

ELECTIVE CREDIT

- Mindset - not just accruing knowledge but applying it to build a new & functioning podcast
- Hours tracking
 - 120 hours approx. = 1 credit
 - transcript: business, entrepreneurship, communication
- Grading
 - Determine “final project” rubric before starting
 - Final project: live podcast with a few episodes
 - If your teen spends the required hours and successfully completes the end goal, then confidently give them an A

RESOURCES

Save 50% off the Podcast Launch for Teens course with code CHAP2026
4onemore.com/CHAP

