

Start Here

One brick at a time. Keep your answers in the workbook at the back.

In 18 bricks, build a launched show with a practical plan to get paid. You do not need a studio, a big budget or a famous name. Start with a clear lane and a schedule you can sustain.

Mission: The outcome this brick delivers.

Lesson: What to know and why it matters.

Step-by-Step Build: The actions, in order.

Practical Exercise: Hands-on work before moving on.

AI Prompt: A reusable prompt; replace bracketed details and verify factual claims.

Brick Check: A checklist to confirm you are ready.

Money Move: One action that builds toward income.

Foundation: Bricks 1-4. **Build & Launch:** Bricks 5-12.

Grow & Monetize: Bricks 13-18, followed by the TikTok Shop bonus.

Use the linked contents or PDF bookmarks to move between lessons.

Brick 1 — Your Why & Your Lane

Mission: Lock in why you're podcasting and the specific lane (niche) you will own.

Lesson: Starting a podcast is easy; staying consistent is the hard part. The shows that last have a reason bigger than "it looks fun" and a lane narrow enough that the right listener says "that's for me." A niche isn't a cage; it's a door. "A podcast about life" competes with millions of shows. "Money talk for Caribbean creatives building online income" has almost no competition and a clear audience. Your lane sits where three things overlap: what you know or live, what you could talk about for 100 episodes, and what a specific group of people wants help with or entertainment around.

Step-by-Step Build:

1. Write your why in one sentence: "I'm starting this podcast because ____."
2. List 10 topics you could talk about for an hour without notes.

3. Next to each topic, write who would care: a specific group, not "everybody."
4. Circle the 3 topics where you have real experience, energy and a clear audience.
5. Search each one on Apple Podcasts, Spotify and YouTube. Note the top 5 shows and what they're missing.
6. Pick one lane and write your Lane Statement: "My podcast helps/entertains [WHO] with [WHAT] so they can [RESULT]."
7. Stress-test it: can you list 20 episode ideas in 10 minutes? If not, widen the lane a little.

Practical Exercise: Complete the "Lane Finder" — the 10-topic list, your top 3, the competitor gaps you found, and your final Lane Statement. Then write 20 episode titles that fit the lane.

AI Prompt:

Act as a podcast strategist. Here is my background: [YOUR EXPERIENCE, SKILLS, COMMUNITY, LOCATION]. Here are 10 topics I'm passionate about: [LIST]. Recommend 3 podcast niches that combine my strengths with a clear, reachable audience. For each, give: the target listener, the main problem or desire the show serves, 3 existing competitor shows and the gap they leave, and 10 episode ideas. Then tell me which niche is easiest to monetize and why.

Brick Check:

- ☐ My why is written in one sentence
- ☐ I researched at least 3 lanes and their competitors
- ☐ I have a one-sentence Lane Statement
- ☐ I have 20 episode ideas that fit the lane

Money Move: Next to your Lane Statement, list 5 types of businesses that want to reach your listener (for example, a fitness podcast pairs with gyms, supplement brands, apparel). These are your future sponsors. Picking a lane with obvious buyers is the first monetization decision you'll make.