Passion to PODCAST

How to Share What You Love

Theresa Lauderback



Discover. Create. Connect.

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Why Sharing What You Love Matters

Most people who feel drawn to podcasting aren't trying to become famous. They're not dreaming of red carpets or viral clips. More often, they're thinking something like:

"I talk about this all the time anyway… maybe it's worth recording?"

Podcasting usually starts in small, ordinary moments.

Maybe you're the person who always sends long voice messages.
Or the one who turns a quick coffee chat into a deep conversation.
Or the friend who says, "I've been thinking about this…" and everyone leans in a little.

That's not an accident.

Podcasting isn't really about microphones or platforms. It's about sharing. One person saying, "Here's something I care about," and trusting that someone else might care too.

Of course, the moment you think about doing it "for real," things can get serious fast. Suddenly you're thinking about titles, downloads, equipment, and whether your voice sounds weird. (It does. Everyone's does. It's fine.)

This mini ebook isn't here to turn you into a broadcaster or give you a checklist that drains the fun out of your idea. It's here to help you notice what you already love, shape it into something shareable, and take a few honest steps forward — without sucking the joy out of it.

You don't need to be louder.

You don't need to be perfect.

You just need to start from something that feels like you.

Passion Is What Repeats

Passion has a reputation for being dramatic. We expect it to arrive with fireworks and a very clear sign that says, “This is it.”

In reality, passion is much sneakier than that.

It shows up in the things you talk about “by accident.”
In the topics you bring up even when no one asked.
In the ideas that pop into your head while you’re doing something completely unrelated — like folding laundry or waiting in line.

Passion isn’t about excitement all the time. It’s about what keeps showing up, even when you’re tired, busy, or not trying to impress anyone. If you’re trying to figure out what your podcast should be about,

don’t
start with what sounds impressive or strategic. Start with what’s already tagging along in your everyday life. What do you explain so often you

could probably do it half-asleep?

What do people tease you about always bringing up?

What do you read, listen to, or think about even when you don’t “have to”?

Those patterns matter. A podcast built on something you naturally return to has staying power.

When motivation dips — and it will — familiarity and genuine interest make it easier to come back. You don't need to invent passion. You just need to stop ignoring it.

Exercise:

Patterns of Interest

Check at least three that make you think, "Yep, that's me."

- □ Teaching something you've learned the hard way
- □ Exploring questions you don't fully have answers to yet
- □ Telling stories that help people feel less alone
- □ Translating complicated ideas into plain language
- □ Encouraging others to start before they feel ready
- □ Talking through change, growth, or transitions

Now finish this sentence:

I keep coming back to _____

because _____.

Don't polish it. Don't make it clever. Just make it honest.

Passion vs. Pressure

Not everything you're good at belongs in a podcast. And not everything you love needs to become one.

Sometimes what trips us up isn't lack of ideas — it's pressure.

Pressure sounds like:

- "People expect me to talk about this."
- "This would probably be more popular."
- "I should feel more confident about this by now."

Passion sounds quieter.

It feels like curiosity instead of obligation.
Interest instead of urgency.
Energy instead of exhaustion.

If the idea of talking about your topic feels heavy before you've even started, that's worth paying attention to. Podcasting takes consistency, and consistency is much easier when the topic feels like an invitation, not an assignment.

Discover What You Love Enough to Return To

Passion isn't loud. It shows up in what repeats. If you notice what naturally holds your attention, you'll often find the heart of your podcast idea already waiting.

Recap
Patterns of Interest

- □ Teaching from experience
- □ Exploring open questions
- □ Sharing meaningful stories
- □ Simplifying complex ideas
- □ Encouraging others

I keep coming back to _____ because _____.

Who You're Really Talking To
One Listener Changes Everything

If you've ever tried to explain something to a group and felt yourself tighten up, you already understand this: talking to "everyone" is exhausting.

Talking to *one person* is easier.

Think about how different you sound when you're explaining something to a friend versus presenting it to a room. Your words come more naturally. You pause when you need to. You adjust when you see confusion. You don't worry as much about sounding smart — you just want to be understood.

Podcasting works the same way.

The moment you imagine a crowd, your voice stiffens. The moment you imagine one real person — someone sitting in their car, washing dishes, or standing in line scrolling on their phone — your voice settles.

That's why defining your listener isn't about demographics or marketing. It's about comfort. It's about giving your mind a place to land. When you know who you're talking to, you stop performing and start conversing.

Exercise: Listener

Snapshot

(Short written responses; space follows each prompt)

Don't overthink this. Choose someone real or imagined.

This listener might be listening while:

(driving, walking, cleaning, waiting, resting)

Right now, they feel a little stuck because:

They press play hoping to feel:

(check one or two)

- ☐ Less alone
- ☐ Clearer
- ☐ Encouraged
- ☐ Understood
- ☐ Motivated to take a small step

You're Not Here to Teach Everyone

A common fear when starting a podcast is, *" What if I leave people out?"*

Here's the truth: you will — and that's not a problem.

When you try to speak to everyone, your message becomes blurry. When you speak to someone specific, your message sharpens — and paradoxically, more people see themselves in it.

Think about the last podcast that really stuck with you. Chances are it felt like the host was talking to you, not at you. They described situations you recognized. They named thoughts you hadn't quite put into words yet.

That didn't happen because they knew you personally. It happened because they were focused.
Your job isn't to represent all perspectives. It's to be clear about yours.

Exercise:

Before & After Listening

This exercise helps you anchor each episode on purpose.

Before listening, my ideal listener often feels:

After listening, I want them to feel:

If you're ever stuck planning an episode, return to this question:

What would help them move from the first feeling to the second?

That's an episode.

Why This Makes Everything Easier

Once you know who you're talking to, decisions simplify.

- What stories to share
- What examples to use
- What tone to take
- What to leave out

You're no longer guessing. You're responding.

And when you picture that one person — maybe folding laundry, maybe waiting in line, maybe sitting in a parked car before going inside — it becomes easier to show up with honesty instead of polish.

You're not broadcasting.
You're keeping someone company.

Shaping a Podcast That Fits You

Clarity Is Kindness

Clarity isn't about boxing yourself in. It's about making things easier — for you and for the person listening.

Think about the last time you clicked on a podcast episode and couldn't quite tell what it was going to be about. Maybe the title was vague. Maybe the description tried to cover too much. You listened for a few minutes, hoping it would click… and then you moved on.

That wasn't a failure of effort. It was a failure of clarity.

A clear podcast idea is a small kindness. It tells the listener, *" You're in the right place."*

And it tells you, "I know what I'm here to talk about today."

Clarity doesn't limit creativity — it reduces friction. When you know the general shape of your podcast, you can relax inside it. You're no longer deciding everything from scratch every time you press record.

Exercise:
One-Sentence Podcast Focus

(Short written responses; space follows each prompt)

Use this structure as a starting point. You're allowed to revise it — or laugh at it — later.

A podcast for _____

about _____

so they can _____

Now try it again, slightly simpler:

This podcast helps _____

by talking about _____.

You're not looking for perfection.

You're looking for something usable.

If someone asked you what your podcast is about while you were standing in line or walking to your car, this is the answer you'd give.

Choosing a Format That Doesn't Wear You Out

When people imagine podcasting, they often picture the same thing: long episodes, a confident voice, and endless energy.

That's not required.

The best format for your podcast is the one you can sustain on an average day — not a highly motivated one.

Ask yourself:

- Do I enjoy talking things through on my own?
- Do I get energy from conversations?
- Do I prefer structure, or room to wander?

There's no "better" format — only better fit.

Some people thrive with interviews because conversation keeps them energized. Others prefer solo episodes because they can think out loud without worrying about someone else's schedule. Some love short, focused episodes that feel like voice notes. Others enjoy longer, reflective conversations.

The wrong format feels heavy before you even start recording.

The right one feels like, *" I could do this again."*

Exercise:

Format Fit Check

(Check items, then write briefly)

Check the statements that feel true for you:

- □ I think more clearly when I talk things out alone
- □ I get energy from conversation
- □ I like having a loose structure
- □ I prefer a clear outline
- □ I enjoy short, focused sessions
- □ I don't mind longer conversations

Now answer briefly:

When I imagine recording this way, I feel:

Pay attention to that feeling. It matters more than trends.

You’re Allowed to Make This Easier

A quiet myth about creative projects is that they’re supposed to feel hard to be meaningful.

They’re not.

Podcasting will still require effort. You’ll still have days where recording feels inconvenient or awkward. But it shouldn’t feel like you’re dragging yourself toward something you secretly dread.

When your topic is clear and your format fits, starting feels lighter. Not effortless — but possible.
And possible is enough.

From Ideas to Episodes Preparation Without Overthinking Yourself Into a Nap

At some point, every new podcaster has the same experience.

You sit down to plan an episode.
You open a document.

You stare at it.

You think, *" I just need a simple outline."*

Forty-five minutes later, you're reorganizing the outline, questioning the title, wondering if this should really be a series, and considering whether you should maybe start with a completely different topic instead.

This is normal.

Preparation is helpful. Over-preparation is how enthusiasm quietly leaves the room.

The goal isn't to plan the *perfect* episode. The goal is to plan *enough* that you don't panic five minutes into recording and suddenly forget how language works. A little structure gives your brain something to hold onto

so you can
relax and talk like a human.

The Myth of "Just Wing It"

You may have heard people say, "I don't prepare — I just wing it."

Sometimes that's true.
Sometimes it's a lie.

Sometimes it's true *now,* after they've recorded 200 episodes.

When you're starting out, winging it often turns into rambling, circling the same point three times, and ending the episode wondering what you actually said.

Structure isn't restrictive. It's supportive.

Think of it like a guardrail, not a cage. You're still free to wander — you're just less likely to drive off a cliff.

Exercise:
First Episode Framework

(This is meant to be simple. Resist the urge to make it fancy.)

Episode topic:

(What is this episode actually about?)

One question this episode answers:

(If nothing else, what will the listener understand by the end?)

One story, example, or moment I can share:

(It doesn't have to be dramatic. An everyday example works fine.)

One small takeaway for the listener:

(Something they can think about or try.)

That's it.

If you have these four things, you have an episode.

Good Enough Is Better Than "Someday"

Here's a secret that experienced podcasters rarely talk about: your early episodes are practice.

They don't need to be timeless masterpieces. They need to exist.

Most listeners don't discover a podcast at episode one. They find it later — when the host has already found their rhythm. Which means your job at the beginning isn't to impress future listeners. It's to keep going.

A simple outline helps you show up even when you're tired, busy, or slightly annoyed that you scheduled recording for today.

And yes, there will be days when you hit record and think, “Why did I decide to do this again?”

That’s okay. Record anyway.

Exercise:
Reducing Recording Resistance

Answer these honestly. Short answers are fine.

The part of recording I tend to overthink is:

One thing that would make recording feel easier is:

When I finish an episode, I usually feel:

That last question matters more than you think.

Most people feel relief, satisfaction, or quiet pride after recording — even if they dreaded it beforehand. Remembering that feeling makes starting again easier.

You Don't Need to Sound Like a Podcast

One final permission slip before you move on:

You don't need to sound like a "real" podcaster.

You don't need an announcer voice.
You don't need a perfectly paced intro.
You don't need to eliminate every pause or "um."

You need to sound like someone talking about something they care about.
That's what people recognize.
That's what they stay for.

Sharing and Continuing

Sharing Is an Invitation (Not a Performance Review)

At some point, you'll record an episode you're proud of. You'll finish editing. You'll listen back and think, "Okay… this is actually decent."

And then comes the next thought:

"Now I have to tell people about it."

This is where many podcasters stall.

Sharing a podcast can feel awkward, especially if you're not someone who enjoys self-promotion. It can feel like you're asking for approval, or worse, like you're bothering people.

Here's a helpful reframe:

> You're not asking for attention.
> You're offering an invitation.

An invitation doesn't demand anything. It simply says, "This exists. You're welcome if it's useful."

When you think about sharing that way, it becomes lighter — and much more sustainable.

You Don't Have to Tell Everyone

A common mistake is assuming that every episode needs a big announcement.

It doesn't.

You don't need to post everywhere, every time, with a perfectly crafted caption. You don't need to explain your podcast to people who clearly aren't interested. And you definitely don't need to apologize for sharing something you worked on.

Start where you already are.

Think about:

- where you naturally talk to people
- where conversations already happen
- where sharing wouldn't feel forced

Often, one thoughtful share is more effective than ten half-hearted ones.

Exercise: Low-Pressure Sharing Plan

(Short written responses; space follows each prompt)

One place I already connect with people:

(text messages, social media, email, conversations)

One simple way I could mention my podcast there:

(no scripts, no hype)

One sentence I could use if someone asks what it's about:

If this sentence feels natural out loud, it's good enough.

Redefining Success (Before the Internet Does)

If you don't decide what success means for your podcast, the internet will happily decide for you.

It usually defines success in numbers: downloads, followers, reviews.

Numbers aren't meaningless — but they're incomplete.

Success might look like:

- finishing episodes you didn't think you'd finish
- getting more comfortable with your own voice
- hearing from one person who felt understood
- creating something consistently instead of endlessly planning

Those wins matter, especially at the beginning.

Podcasting is a long game. Measuring success only by early metrics is like judging a garden after planting seeds.

Exercise:
Your Version of Success

Finish these sentences honestly.

For me, this podcast is successful if:

_____

_____

If no one ever commented, I would still continue because:

_____

_____

These answers are anchors. Return to them when motivation wobbles.

Keeping Momentum (Even When Life Happens)

There will be weeks when recording feels easy. There will be weeks when it feels impossible. That's not a failure — that's life.

Momentum isn't about intensity. It's about returning.

Returning after a busy week.

Returning after a missed episode.
Returning after doubting whether this is worth it.

Each time you come back, you strengthen the habit — and the confidence that follows.

Exercise:

One Small Next Step

Keep this intentionally small.

Within the next seven days, I will:

Choose something you can actually do — not something that impresses imaginary people on the internet.

Press Record

You don’t need permission to start. You
don’t need a perfect plan. You don’t need
to sound like anyone else.

> You need to care.
> You already do.

Your podcast doesn’t have to be loud to matter. It just has to be honest.

You don’t need the perfect words in a row,

Just one true thought and a place to go.

Your voice has weight, your timing’s right,

Press record — let it take flight!

This mini ebook is not a guide to becoming a podcaster. It's an invitation to notice what you already carry and share it with intention.

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