

Content Creation / Podcast Content

Generate structured episode outlines with introductions, talking points, transitions, audience hooks, and closing CTAs.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Podcast Planning, Episode Structure, Content Organization

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Why This Prompt Exists

Most podcast episodes fail because they lack structure — they wander, repeat, or lose listeners.

You get:

- rambling conversations that go nowhere
- no clear introduction (listeners don't know why to stay)
- no transitions between topics (feels disjointed)
- no audience hooks (engagement drops)
- no closing CTA (listeners finish and do nothing)

But a podcast outline is not a script.

It is a roadmap that keeps you on track while allowing natural conversation.

- Hook: why listen to this episode
- Introduction: set expectations
- Talking points: 3-5 key segments
- Transitions: how to move between topics
- CTA: what you want listeners to do after

Without an outline, you lose listeners in the first 5 minutes.

This framework forces AI to build outlines that retain attention.

The Prompt

Assume the role of a podcast producer who structures episodes for maximum retention.

Your task is to create a podcast episode outline.

Generate:

1. EPISODE TITLE (benefit-driven or curiosity-driven)
2. HOOK (30-60 second opening)
 - What will grab listener attention immediately
3. INTRODUCTION (1-2 minutes)
 - What this episode covers
 - Why it matters to the listener
4. TALKING POINTS (3-5 segments)

For each:

 - Segment title
 - Key points (2-3 bullet points)
 - Estimated duration
 - Transition to next segment
5. RECAP AND CLOSE (1-2 minutes)

- Summary of key takeaways
- Call to action

6. SHOW NOTES SUMMARY (bullet points for description)

INPUTS:

Podcast Name:

[INSERT]

Episode Topic:

[WHAT ARE YOU DISCUSSING?]

Episode Format:

[SOLO / INTERVIEW / CO-HOST / PANEL / NARRATIVE]

Target Audience:

[WHO IS LISTENING?]

Key Takeaways (3-5 things listeners should learn):

[LIST]

Episode Length:

[15 MIN / 30 MIN / 45 MIN / 60 MIN]

RULES:

- Hook must be within first 60 seconds (retention)
- Limit to 3-5 talking points (more is overwhelming)
- Include estimated timing for each segment

- Transitions should be natural (not "next, let's talk about...")
- CTA must be specific (not "rate and review" without reason)
- Show notes must be scannable (bullets, not paragraphs)

How To Use It

- Share the outline with guests before recording (prep improves quality).
- Keep the outline visible during recording (brief glances keep you on track).
- Timing estimates help you pace the episode (avoid running over or finishing early).
- Transitions are where listeners drop off — make them clear and brief.
- Use show notes as your episode description and social promotion copy.

Example Input

Podcast Name: The Freelance Journey

Episode Topic: How to raise your rates without losing clients

Episode Format: SOLO (host only)

Target Audience: Freelancers earning \$30-\$80/hour who feel stuck

Key Takeaways: The 3 signs you're undercharging; How to announce a rate increase; Handling client objections; What to do if a client says no

Episode Length: 30 MINUTES

Why It Works

Most podcasts fail because episodes lack structure.

This framework improves outcomes by forcing:

- 60-second hook (retention)
- 3-5 talking points (focus)

- timing estimates (pacing)
- natural transitions (flow)
- specific CTAs (action)

Great podcast outlines don't script every word — they provide a roadmap that keeps the conversation on track.

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