

## Content Creation / Podcast Content

Identify high-interest podcast topics based on industry trends, audience pain points, competitor content, and emerging conversations.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Topic Research, Content Planning, Audience Insights

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Why This Prompt Exists

Most podcast topic research fails because it's just guessing.

You get:

- topics you think are interesting (not your audience)
- repetitive topics (same thing, different guest)
- no trend awareness (missed opportunities)
- competitor topics copied without differentiation
- episodes that don't align with audience pain points

But topic research is not guessing.

It is data-informed strategic planning.

- Audience pain points: what they struggle with (survey, reviews, questions)
- Trends: emerging conversations in your space
- Competitors: what's working for them (and what's missing)
- Search data: what people are asking online

Without research, you're guessing.

This framework forces AI to find topics your audience actually wants.

## The Prompt

Assume the role of a podcast content strategist who finds topics audiences actually want.

Your task is to generate high-interest podcast topic ideas.

Generate:

1. AUDIENCE PAIN POINT TOPICS (5-7)  
Based on what keeps your audience up at night
2. TREND-BASED TOPICS (3-5)  
Emerging conversations in your industry
3. COMPETITOR GAP TOPICS (3-5)  
What competitors are missing or ignoring
4. SEARCH-DRIVEN TOPICS (3-5)  
Questions people are asking online
5. SEASONAL OR TIMELY TOPICS (2-3)  
Relevant to the current calendar or industry events

PLUS:

- Top 10 topics ranked by potential impact
- Suggested episode formats for each (solo, interview, panel)

INPUTS:

Podcast Niche or Industry:

[INSERT]

Target Audience (demographics, pain points):

[DESCRIBE]

Competitors in Your Space (2-3):

[LIST]

Recent Trends or Emerging Conversations (if known):

[LIST]

What Your Audience Has Asked Recently (if available):

[LIST FROM COMMENTS, SURVEYS, EMAILS]

RULES:

- Each topic must be specific (not "marketing tips")
- Pain point topics must address real struggles
- Trend topics must be timely (not evergreen)
- Competitor gaps must be genuine (not "they don't have this")
- Search-driven topics must be actual questions people ask
- Include suggested episode format for each topic

How To Use It

- Survey your audience before planning — their answers are your best data.
- Monitor comments and questions on your social media and podcast reviews.
- Use AnswerThePublic or Reddit to find what people are asking.
- Don't copy competitors — find what they're missing and fill the gap.
- Plan topics quarterly, but leave room for timely/trending episodes.

Example Input

**Podcast Niche or Industry:** Freelancing for creative professionals (designers, writers, developers)

**Target Audience:** Freelancers with 1-5 years of experience, inconsistent income, struggle with client acquisition and pricing

**Competitors in Your Space:** “The Freelance Friday Podcast,” “Creative Live,” “The 6-Figure Freelancer”

**Recent Trends or Emerging Conversations:** AI tools for freelancers, 4-day work week, value-based pricing, quiet quitting

**What Your Audience Has Asked Recently:** “How do I raise my rates without losing clients?” “What’s the best way to find my first 5 clients?” “Should I specialize or be a generalist?”

Why It Works

Most podcast topic planning is guessing.

This framework improves outcomes by forcing:

- audience pain point topics (relevance)
- trend-based topics (timeliness)
- competitor gap topics (differentiation)
- search-driven topics (demand)
- ranking by impact (prioritization)

Great podcast topics don’t come from thin air — they come from listening to what your audience is already asking.

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