

Podcast Voice & Style Guide - 3D Printing Business Daily

Target Audience

Professional engineers and tech-savvy entrepreneurs looking to stay up to date with the latest developments in 3D printing.

Tone

Professional and technical, with accurate terminology and well-structured content. The delivery should sound confident, clear, and authoritative.

Voice Style

Energetic and moderately paced. The voice should convey professionalism while maintaining a tone that keeps the listener engaged and informed.

Format & Content Schedule

Each episode is approximately 15 minutes long, with a consistent weekly structure:

- Daily Flash News (2 minutes): Each episode opens with a fast-paced news roundup covering impactful events in the 3D printing industry (e.g. acquisitions, bankruptcies, lawsuits, market disruptions).
- Main Segment (13 minutes):
 - Monday: Weekly roundup of recent news and developments.
 - Tuesday: Trend analysis and market signals.
 - Wednesday: Case studies showcasing applications or business success stories.
 - Thursday: Product or technology launches, including materials, printers, or software.
 - Friday: Short interviews or excerpts from industry experts or entrepreneurs.

Other Notes

- Keep transitions smooth and professional.
- Prioritize clarity and accuracy over humor or filler content.
- When referencing sources, mention publication names or companies to build trust.