### **Podcast Differentiation Document**

**What is your podcast about?**

* [Provide a brief description of your podcast's main theme or topic.]

**Who is your target audience?**

* [Describe the specific group of people your podcast is aimed at, including demographics and psychographics.]

**What other podcasts cover similar topics?**

|  |  |
| --- | --- |
| Podcast Title / Link | Similarities |
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**What makes yours different?**

* [Identify the unique aspects of your podcast that set it apart from others. Consider elements like unique perspective or voice, uncommon topic or niche, creative format or structure, tone and personality, and audience engagement strategies.]

**How will you communicate that difference?**

* [Explain how you will highlight your podcast's unique features through elements like the intro, branding, episode structure, etc. Use visuals or metaphors if helpful (e.g., "Our podcast is like a backstage pass to...").]