

“Sticky” Podcasting

A “Sticky” Podcast is one that our listeners will:

- Understand,
- Remember, and
- Retell

There are 7 traits that we need to use in our podcast in order to be successful podcasters. We can remember them with the analogy of S-U-C-C-E-S-S:

1. **S**imple – Make sure that your story focuses on the main character and his or her main conflict. Everything should build up to the climax.
2. **U**nexpected – Surprise your audience to grab their attention! Build a mystery to hold your audience’s attention.
3. **C**oncrete – Hook into your audience’s five senses and background knowledge to make your information easily understood.
4. **C**redible – Use convincing details to make your point. You need to sound familiar and comfortable with your words, so practice before recording!!!
5. **E**motional – Make your audience care by appealing to their feelings and interests.
6. **S**tories – Remember that this is a story, so read it like you would want a book read to you.
7. **S**atisfaction – At the end of the story, your reader needs to feel satisfied that the plotline has been resolved. Don’t leave the reader hanging – you are not writing a sequel!!!

The next page will help make sure that you accomplish all of these traits in your podcast. Don’t just read through them, make sure that you do the highlighting that it asks for, and really think each suggestion through.

Simple – Make sure that your story focuses on the main character and his or her main conflict. Everything should build up to the climax.

Does your story build up to the climax?

Unexpected – Surprise your audience to grab their attention! Build a mystery to hold your audience's attention.

Is your lead effective at grabbing the reader's attention?

Concrete – Hook into your audience's five senses and background knowledge to make your information easily understood.

Highlight examples of sensory details in your writing.

Did you remember to explain any confusing topics to your reader?

Credible – Use convincing details to make your point. You need to sound familiar and comfortable with your words, so practice before recording!!!

Are your details convincing to others?

Have you practiced your recording?

Emotional – Make your audience care by appealing to their feelings and interests.

Highlight areas where you have tried to get your listener to feel something.

Have you tried to write about things that are interesting to others?

Stories – Remember that this is a story, so read it like you would want a book read to you.

When you read your podcast, remember to use voice inflection, change your

volume when it is appropriate, and correctly pause at commas and periods.

Satisfaction – At the end of the story, your reader needs to feel satisfied that the plotline has been resolved. Don't leave the reader hanging – you are not writing a sequel!!!

Have you written a successful resolution? Will your readers feel satisfied?
