Podcasting & Audio Content Strategies: Finding and Organizing Topics with AI

A comprehensive guide for aging in place professionals looking to create valuable audio content without the stress of topic generation and organization.

Welcome & Frame the Problem

"Welcome back, everyone! In our last podcasting webinar, we talked about how to get started. But one of the biggest challenges I hear from professionals is: *What do I talk about?* and *How do I keep from getting overwhelmed with all the ideas?*

Today's webinar is about building a system. You'll learn:

- How to find endless episode ideas without stress

- How to organize them so you never sit down to record and draw a blank

- How to use ChatGPT to create outlines, scripts, and even questions for guests

Step One: Find Podcast Topics Without Strain

Where topics come from (give examples relevant to aging in place pros):

Client questions

"How do I know if my mom is safe at home?"

Everyday problems

"Falls in the bathroom," "Managing medication safely."

Seasonal topics

Storm prep, summer heat safety, holiday caregiving stress.

Local resources

Grants, senior center programs, transportation options.

Industry updates

New products, ADA changes, Medicare updates.

ⓘ **ChatGPT Prompt Example #1:** "Give me 25 podcast episode ideas for an aging in place professional who helps families make homes safer for seniors. Focus on common problems adult children have with aging parents."

(Show live demo if possible: ChatGPT generates a list of ready-to-use episode ideas.)

Step Two: Build a Content Calendar

Say this: "Once you have 30+ ideas, the trick is not to get overwhelmed. The secret is batching and organizing."

Simple system:

- Pick **3–4 main themes (pillars)** like Home Safety, Caregiving, Tech Tools, Funding & Programs.

- Slot ideas under each pillar.

- Commit to a 12-episode "season" instead of endless episodes.

📝 **ChatGPT Prompt Example #2:** "Organize these 20 podcast episode ideas into a 12-week content calendar. Group them by themes, and suggest the best order so they build on each other."

(Show how ChatGPT creates a logical schedule.)

Step Three: Outline or Script With AI

Say this: "Once you know the topic, the next step is to make sure you don't ramble. Outlines save you time, and AI can draft them instantly."

Outline Creation

ChatGPT Prompt Example #3: "Create a 3-part podcast outline on 'Bathroom Safety for Seniors.' Make it simple, conversational, and no more than 15 minutes long."

Script Writing

ChatGPT Prompt Example #4: "Write a podcast script on 'How to Talk to Your Parents About Home Safety' that sounds friendly, 7th grade reading level, and includes 3 key takeaways plus a call to action."

Guest Questions

Extra Tip: Use AI to generate **guest questions.** Prompt: "Give me 10 interview questions for a physical therapist about preventing falls in seniors. Make them short and easy to answer."

(Show how you can copy, tweak, and record right away.)

Step Four: Repurpose Without Burnout

Say this: "Every podcast episode can become multiple pieces of content, which means you don't have to keep reinventing the wheel."

✓ **ChatGPT Prompt Example #5:** "Turn this podcast transcript into 5 LinkedIn posts, 3 tweets, and 1 email newsletter."

✓ **ChatGPT Prompt Example #6:** "Write show notes with a bulleted list of takeaways and a call-to-action for my services."

These prompts help aging in place professionals maximize their content creation efforts by transforming one piece of content into multiple formats.

Wrap Up & Call to Action

Say this: "So here's your action plan:

1. Generate Topics

Use ChatGPT to brainstorm 20–30 topics.

2. Organize Content

Organize them into a 12-week season.

3. Create Content

Use AI to outline or script episodes.

4. Maximize Impact

Repurpose into blog posts, emails, and social posts.

Your podcast doesn't have to be overwhelming. With AI, you always have a steady flow of ideas, organized into a simple system, and ready to share with your audience."

Start Your Podcasting Journey Today

As aging in place professionals, your expertise is invaluable to families navigating senior care decisions. Podcasting allows you to reach more people who need your guidance.

With the AI strategies we've covered today, you can create consistent, valuable content that positions you as the go-to expert in your community.

Remember: Your knowledge can make a difference in seniors' lives, even beyond your direct clients. A podcast is your platform to share that wisdom widely.