

Vocal Fry Studios ☺

Jay Cockburn's Beat Sheet

1 STRONG OPENING IMAGE

Set the tone with a strong statement of intent. Grab listeners' attention and leave them wanting to know more. It should also imply the theme.

2 THEME STATED

Okay, now let's explicitly state the theme: Tell them the topic, why it's important, and pose the Big Question.

3 SETUP

Hype up the guest and position them as the best person to answer the Big Question. Bonus points if you work in some of their unique lived experience.

4 CATALYST

Open the interview with really strong tape. Start on your guest's catalyst moment – that thing that led to their 'big change.'

5 EXPLORATION

Split the Big Question into a bunch of smaller ones. This is the bulk of the interview.

6 SPLIT IN TWO

Explore a slightly different topic that the guest also happens to be an expert in. Think of it as a sub-plot.

7 ALL IS NOT LOST

As the show starts to wrap up, ask questions that look to the future.

8 FINAL IMAGE

End with a powerful, insightful thought, or a big laugh.

9 MOMENT OF REFLECTION

Let the final image sink in.
Cue the music.

10 CREDITS

Thanks to everyone who made this possible. You rock!

