



# Podcast Story Templates

Promote your podcast with video



# Promote your podcast with video



With Podcast Story Templates it will be the easiest thing.

**Everyone's doing podcasts** – that has been a given for a couple of years. The format is ideal for our modern way of life, in our headspace, while commuting, training, working, or just being—our favorite podcast in our favorite headphones.

**So sound is everywhere – except where you would need it to be**, where you want to promote your podcast. We live a huge communication paradox, with a media format that is deep in information and value that has almost zero discoverability. A sound driven media format needs to be heavily promoted in channels where sound is virtually non-existent for marketers – social media, and its silent flow.

This is where **text-driven video is such a perfect fit** to get the spoken message through in a silent format. **In this kit, we are looking at a few different scenarios that you, as a podcast promoter, will come across** and how you can leverage Storykit to produce great marketing for your or your client's podcast.

**Consider these examples as starting points for building your own templates to use and re-use** – because you want to promote every episode of your podcast, so efficient production is vital.

# Suggested workflow

Be more efficient with timing.

We strongly suggest that you **transcribe and time your script before building the storyboard**. Having the timing in check will make everything a lot easier since you don't have to check text-to-audio with previews. So make a rough transcript down to whole seconds. It can have the following form, more or less:

- 00.00 – 00.06: "Quote 1."
- 00.07 – 00.10: "Quote 2."
- 00.11 – 00.15: "Quote 3."

A list like that makes building the storyboard super simple, since you know how many slides you need, and how long they should be. To fit into any of the templates, make sure that each text chunk is **no longer than 100 characters**, including spaces.



# Good to know

## About logos and intros.

All the templates come in a version with intro and one without – and there is one set of templates that you can use directly with your regular theme and the standard logo. There is one set that has a placeholder for a specific pod logo.

### **LOGOS**

If you use the ones that have a specific pod logo, make sure you save that as a new template for your use, so you don't have to repeat that initial setup. Also, it's of course, an option to create a specific theme with your pod logo and use the theme logo versions of the template if that suits you better.

### **INTROS**

If you want to use the templates with intros – and have a soundbite as a soundtrack – you should make sure that the soundbite has a 6,5 second sound intro as well, then your transcript timing will work as intended.

### **SOUNDWAVE ASSET**

The templates come with a few specifically made “soundwave assets”: background movie files that give you that notion of sound. They are styled with a duotone effect in the tool to adjust the color to your theme's primary color. So they will adapt to whatever theme you use, it's very convenient.

# 5 different templates

We have created 5 different templates, to cover as many use cases as possible. Here you find a quick overview.

## 1. SIMPLE MONOLOGUE

[See example here!](#)

This is a template that is great for displaying something one person (at the time) says, and that will make the viewer interested in the whole episode.

The template is made with Quote slides and can be used with or without a soundbite.

This template is not made to include cut scenes but relies solely on the waveform videos and the text. It can be extremely quick to produce valuable promo videos this way.

## 2. SIMPLE DIALOGUE

[See example here!](#)

This template is made to quickly give the notion of dialogue, so it uses alternating slide setups with nameplates to let the dialogue flow between two different parties.

You can use this with or without a soundbite and rely on the waveform background.

## 3. ADVANCED MONOLOGUE

[See example here!](#)

This template builds on one person talking, but since it uses Layer Slides, you can use “cut scenes” in the form of images or video that fits a part of the monologue. You add them to the Asset 2 field on any slide you want, and you will get a very pro looking edit that takes your promo film to another level.

The waveform will keep playing “behind” it, so it’s easy to cut in and out. The Pod Logo versions of this template also has your specific logo displayed prominently throughout.

# 5 different templates

We have created 5 different templates, to cover as many use cases as possible. Here you find a quick overview:

## 4. ADVANCED DIALOGUE

[See example here!](#)

This is the dialogue version of the previous template, so it has alternating styling for text. But it also has two placeholder images for headshots.

These are highly optional to use, of course, when crafting your template. But they can be handy for a specific type of podcast. You can use cut scenes in the same way in this template as in the Advanced Monologue one.

## 5. ADVANCED VIDEO

[See example here!](#)

This is the dialogue version of the previous template, so it has alternating styling for text. But it also has two placeholder images for headshots.

These are highly optional to use, of course, when crafting your template. But they can be handy for a specific type of podcast. You can use cut scenes in the same way in this template as in the Advanced Monologue one.

# Inserting your ID:s

There are two ways of inserting ID:s. Here is a short breakdown:

## INSERT STORYBOARD ID

When you want to use a storyboard here and now, just copy paste the storyboard ID and insert it to your own.

[Watch a how to-video here.](#)

## INSERT TEMPLATE ID

Since you will probably end up doing loads of episodes of your podcasts, you might want to have the video as a template, ready to click on at any time. Just install it in your account through a simple copy/paste.

[Watch a how to-video here.](#)

# Let's get to it!

Here you find all the storyboards and ID:s you need.

*Questions? Always feel free to connect with your Customer Success  
Manager or our support team.*



# 1. Simple Monologue

Template Job-ID: 5f5b7020357c2b000479e066

# Theme Logo/Intro

Storyboard-ID: 5f5b716e6fa9180004606793



Storyboard sequence showing slides 1 through 4:

- Slide 1 (6.50 s):** Title "Episode XX: 'Episode Information'" with a vertical yellow line on the left. Subtext: "Blurb with additional information".
- Slide 2 (5.00 s):** Yellow double quote icon. Text: "This is the first part of the quote, which will lead into...". Subtext: "Information about who is saying what and in what pod episode." Includes a yellow waveform at the bottom.
- Slide 3 (5.00 s):** Yellow double quote icon. Text: "...the second part of the quote – and this slide is the one to duplicate for the best workflow...". Subtext: "Information about who is saying what and in what pod episode." Includes a yellow waveform at the bottom.
- Slide 4 (5.00 s):** Yellow double quote icon. Text: "...before you end up at this slide to complete the quote/monologue.". Subtext: "Information about who is saying what and in what pod episode." Includes a yellow waveform at the bottom.

Waveform - Bottom.mp4

Slide 5 (7.00 s):

- Text: "CTA for the pod."
- Subtext: "Additional information about the pod."

Slide 6 (Placeholder):

- Text: "+ ADD SLIDE"

Total length: 00:00:28

Storyboard interface showing four slides with durations and a waveform track.

Slide 1: 5.00 s  
This is the first part of the quote, which will lead into...  
Information about who is saying what and in what pod episode.

Slide 2: 5.00 s  
...the second part of the quote - and this slide is the one to duplicate for the best workflow...  
Information about who is saying what and in what pod episode.

Slide 3: 5.00 s  
...before you end up at this slide to complete the quote/monologue.  
Information about who is saying what and in what pod episode.

Slide 4: 7.00 s  
Pod Logo  
Any format  
CTA for the pod.  
Additional information about the pod.

Waveform - Bottom.mp4

+  
ADD SLIDE

Total length: 00:00:22

Storyboard timeline with 4 slides:

- Slide 1:** 5.00 s. Content: "This is the first part of the quote, which will lead into..." and "Information about who is saying what and in what pod episode."
- Slide 2:** 5.00 s. Content: "...the second part of the quote – and this slide is the one to duplicate for the best workflow..." and "Information about who is saying what and in what pod episode." Includes a yellow waveform at the bottom.
- Slide 3:** 5.00 s. Content: "...before you end up at this slide to complete the quote/monologue." and "Information about who is saying what and in what pod episode." Includes a yellow waveform at the bottom.
- Slide 4:** 7.00 s. Content: "CTA for the pod." and "Additional information about the pod."

Waveform - Bottom.mp4

ADD SLIDE

Storyboard sequence 1-4:

- Slide 1 (6.50 s):** Pod Logo placeholder, Episode XX: "Episode Information", Blurb with additional information.
- Slide 2 (5.00 s):** Quote start: "This is the first part of the quote, which will lead into..."
- Slide 3 (5.00 s):** Quote middle: "...the second part of the quote – and this slide is the one to duplicate for the best workflow..."
- Slide 4 (5.00 s):** Quote end: "...before you end up at this slide to complete the quote/monologue."

Each slide 2-4 includes a waveform visualization at the bottom.

Waveform - Bottom.mp4

Storyboard sequence 5:

- Slide 5 (7.00 s):** Pod Logo placeholder, CTA for the pod., Additional information about the pod.

ADD SLIDE

# 2. Simple Dialogue

Template Job-ID: 5f5b71bc6fa9180004606e36

1 5.00 s

**"This is a quote from the first person talking. Duplicate this as needed."**

First Person-Numerouno

2 5.00 s

**"And this is the second person and what they are saying. Duplicate this as needed."**

Second Person-Two

3 6.00 s

**CTA about the podcast**

+

ADD SLIDE

Waveform - Top.mp4

# Theme Logo/Intro

Storyboard-ID: 5f5b722e6fa9180004607425



Storyboard sequence with four slides:

- Slide 1:** Duration 6.50 s. Text: "Episode XX: 'Episode Information'" and "Blurb with additional information".
- Slide 2:** Duration 5.00 s. Text: "This is a quote from the first person talking. Duplicate this as needed." with a yellow highlight box containing "First Person-Numerouno".
- Slide 3:** Duration 5.00 s. Text: "And this is the second person and what they are saying. Duplicate this as needed." with a yellow highlight box containing "Second Person-Two".
- Slide 4:** Duration 6.00 s. Text: "CTA about the podcast".

Waveform - Top.mp4

ADD SLIDE

Total length: 00:00:22



Storyboard sequence with 4 slides:

- Slide 1:** 6.50 s. Contains a yellow box labeled "Pod Logo Any format", the text "Episode XX: 'Episode Information'", and "Blurb with additional information".
- Slide 2:** 5.00 s. Features a yellow waveform at the top, the text "This is a quote from the first person talking. Duplicate this as needed.", and a yellow box labeled "First Person-Numerouno".
- Slide 3:** 5.00 s. Features a yellow waveform at the top, the text "And this is the second person and what they are saying. Duplicate this as needed.", and a yellow box labeled "Second Person-Two".
- Slide 4:** 6.00 s. Contains a yellow box labeled "Pod Logo Any format", the text "CTA about the podcast", and "Additional information about the pod.".

Waveform - Top.mp4

ADD SLIDE

1 5.00 s

2 5.00 s

3 6.00 s

**"This is a quote from the first person talking. Duplicate this as needed."**  
First Person-Numerouno

**"And this is the second person and what they are saying. Duplicate this as needed."**  
Second Person-Two

**Pod Logo**  
Any format

**CTA about the podcast**

Additional information about the pod.

+

ADD SLIDE

Waveform - Top.mp4

# 3. Advanced Monologue

Template Job-ID: 5f5b728d357c2b00047a01ad

# Pod Logo/Intro (SQUARE + PORTRAIT)

Storyboard-ID: 5f5b73ff6fa918000460a456



Storyboard sequence (slides 1-4):

- Slide 1 (6.50 s):** Pod Logo placeholder, Episode XX: "Episode Title", Blurb about content in this episode.
- Slide 2 (6.00 s):** Pod Logo placeholder, "First part of the transcript..."
- Slide 3 (6.00 s):** Pod Logo placeholder, "...all other parts of the transcript. Duplicate this as many times you need and then move to..."
- Slide 4 (6.00 s):** Pod Logo placeholder, "...last part of the transcript."

waveform.mp4

Storyboard sequence (slide 5):

- Slide 5 (6.00 s):** Pod Logo placeholder, CTA for the podcast

ADD SLIDE

Total length: 00:00:30

# Pod Logo/Intro (LANDSCAPE)

Storyboard-ID: 5f5b73ce6fa9180004609dae



Storyboard sequence (slides 1-4):

- Slide 1 (6.50 s):** Pod Logo, Episode XX: "Episode Title", Blurb about content in this episode.
- Slide 2 (6.00 s):** Pod Logo, "First part of the transcript..."
- Slide 3 (6.00 s):** Pod Logo, "...all other parts of the transcript. Duplicate this as many times you need and then move to..."
- Slide 4 (6.00 s):** Pod Logo, "...last part of the transcript."

waveform.mp4

Slide 5 (6.00 s): Pod Logo, CTA for the podcast

ADD SLIDE

Total length: 00:00:30

# Pod Logo/No intro (LANDSCAPE)

Storyboard-ID: 5f5b73a66fa9180004609740



Storyboard panels 1, 2, and 3, each 6.00 s long.

Panel 1: Pod Logo, waveform, "First part of the transcript..."

Panel 2: Pod Logo, waveform, "...all other parts of the transcript. Duplicate this as many times you need and then move to..."

Panel 3: Pod Logo, waveform, "...last part of the transcript."

waveform.mp4

Storyboard panel 4, 6.00 s long.

Pod Logo, CTA for the podcast

ADD SLIDE

Total length: 00:00:24

Pod Logo/No intro (SQUARE + PORTRAIT)

Storyboard-ID: 5f5b73736fa9180004608646



Storyboard with 4 slides, each 6.00 s long:

- Slide 1:** Pod Logo (Any format) at the top. A yellow waveform line across the middle. Text at the bottom: **"First part of the transcript..."**
- Slide 2:** Pod Logo (Any format) at the top. A yellow waveform line across the middle. Text at the bottom: **"...all other parts of the transcript. Duplicate this as many times you need and then move to..."**
- Slide 3:** Pod Logo (Any format) at the top. A yellow waveform line across the middle. Text at the bottom: **"...last part of the transcript."**
- Slide 4:** Pod Logo (Any format) at the top. A yellow waveform line across the middle. Text at the bottom: **CTA for the podcast**

waveform.mp4

ADD SLIDE

Total length: 00:00:24

Theme Logo/Intro (ALL FORMATS)

Storyboard-ID: 5f5b733f357c2b00047a0d3b



Storyboard sequence showing four slides:

- Slide 1:** 6.50 s. Title: "Episode XX: 'Episode Title'". Content: "Blurb about the content of the episode".
- Slide 2:** 6.00 s. Content: "First part of the transcript...".
- Slide 3:** 6.00 s. Content: "...all other parts of the transcript. Duplicate this as many times you need and then move to...".
- Slide 4:** 6.00 s. Content: "...last part of the transcript.".

waveform.mp4

**Slide 5:** 6.00 s. Content: "CTA for the podcast".

ADD SLIDE

Total length: 00:00:30



Theme Logo/No intro (ALL FORMATS)

Storyboard-ID: 5f5b7318357c2b00047a0a9b



Storyboard timeline with four slides, each 6.00 s long:

- Slide 1:** 6.00 s. A flat yellow waveform line. Text: **"First part of the transcript..."**
- Slide 2:** 6.00 s. A yellow waveform with a sharp peak. Text: **"...all other parts of the transcript. Duplicate this as many times you need and then move to..."**
- Slide 3:** 6.00 s. A yellow waveform with a complex, multi-peaked pattern. Text: **"...last part of the transcript."**
- Slide 4:** 6.00 s. A short yellow waveform line. Text: **CTA for the podcast**

waveform.mp4

ADD SLIDE

Total length: 00:00:24

# 4. Advanced Dialogue

Template Job-ID: 5f5b74c0357c2b00047a2f30

# Theme Logo/Intro (LANDSCAPE)

Storyboard-ID: 5f5b7716357c2b00047a4835



1 6.50 s

**Episode XX:  
"Episode Title"**

Blurb about content and who is talking to who.

2 6.00 s

Person 1 Square Image

Person 2 Square Image

**"First person saying something..."**

3 6.00 s

Person 1 Square Image

Person 2 Square Image

**"Second person saying something, this slide can be duplicated..."**

waveform.mp4

4 6.00 s

Person 1 Square Image

Person 2 Square Image

**"First person talking again, this slide can be duplicated..."**

5 6.00 s

**CTA for the podcast**

+

ADD SLIDE

Total length: 00:00:30

# Pod Logo/No intro (SQUARE + PORTRAIT)

Storyboard-ID: 5f5b76de357c2b00047a45be



Storyboard sequence with 4 slides, each 6.00 s long:

- Slide 1:** Pod Logo (Any format) at the top. Below it, two square images: "Person 1 Square Image" (yellow) and "Person 2 Square Image" (green). A waveform line is positioned between the two images. Text at the bottom: **"First person saying something..."**
- Slide 2:** Pod Logo (Any format) at the top. Below it, two square images: "Person 1 Square Image" (yellow) and "Person 2 Square Image" (green). A waveform line is positioned between the two images. Text at the bottom: **"Second person saying something, this slide can be duplicated..."**
- Slide 3:** Pod Logo (Any format) at the top. Below it, two square images: "Person 1 Square Image" (yellow) and "Person 2 Square Image" (green). A waveform line is positioned between the two images. Text at the bottom: **"First person talking again, this slide can be duplicated..."**
- Slide 4:** Pod Logo (Any format) at the top. Text at the bottom: **CTA for the podcast**

waveform.mp4

ADD SLIDE

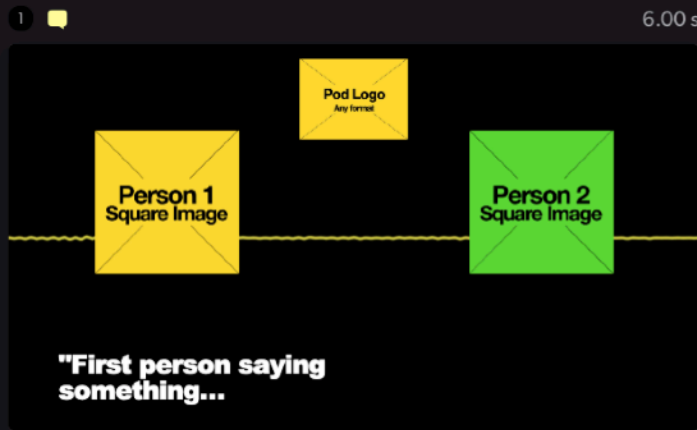
Total length: 00:00:24

# Pod Logo/No intro (LANDSCAPE)

Storyboard-ID: 5f5b76916fa918000460ce12



1 6.00 s



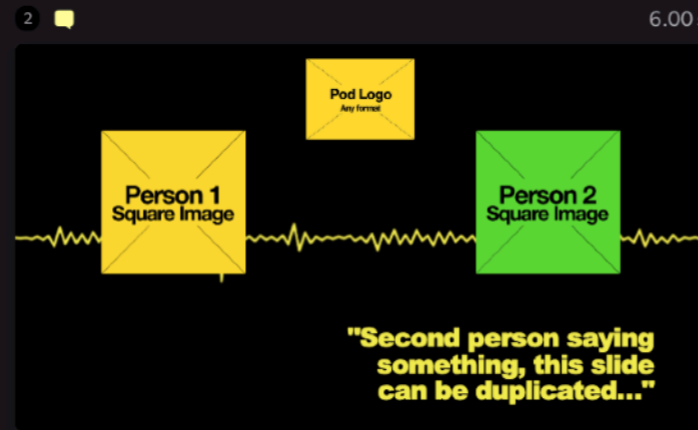
Pod Logo  
Any format

Person 1  
Square Image

Person 2  
Square Image

"First person saying something..."

2 6.00 s



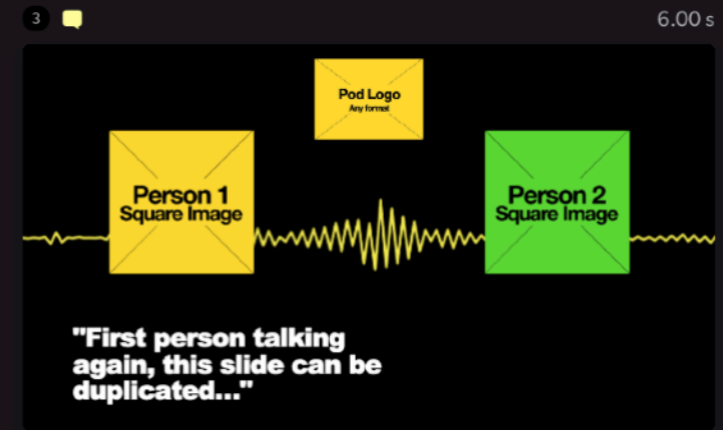
Pod Logo  
Any format

Person 1  
Square Image

Person 2  
Square Image

"Second person saying something, this slide can be duplicated..."

3 6.00 s



Pod Logo  
Any format

Person 1  
Square Image

Person 2  
Square Image

"First person talking again, this slide can be duplicated..."

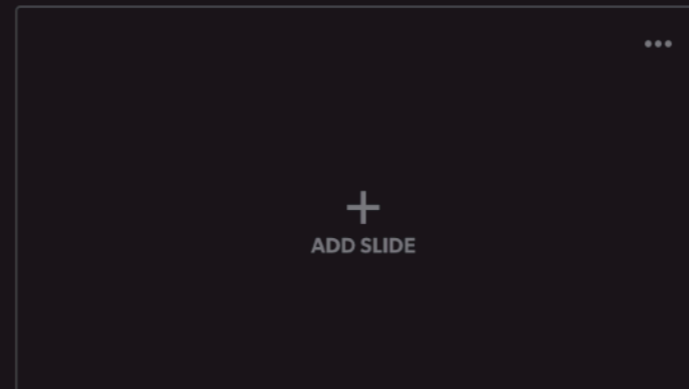
waveform.mp4

4 6.00 s



Pod Logo  
Any format

CTA for the podcast



+

ADD SLIDE

Total length: 00:00:24

# Pod Logo/Intro (SQUARE + PORTRAIT)

Storyboard-ID: 5f5b765c357c2b00047a3efb



1 6.50 s

Pod Logo  
Any format

---

**Episode XX: "Episode Title"**

Blurb about content and who is talking to who.

2 6.00 s

Pod Logo  
Any format

Person 1  
Square Image

Person 2  
Square Image

**"First person saying something..."**

3 6.00 s

Pod Logo  
Any format

Person 1  
Square Image

Person 2  
Square Image

**"Second person saying something, this slide can be duplicated..."**

4 6.00 s

Pod Logo  
Any format

Person 1  
Square Image

Person 2  
Square Image

**"First person talking again, this slide can be duplicated..."**

waveform.mp4

5 6.00 s

Pod Logo  
Any format

**CTA for the podcast**

+

ADD SLIDE

Total length: 00:00:30

# Theme Logo/No intro (SQUARE + PORTRAIT)

Storyboard-ID: 5f5b76236fa918000460cbfe



Storyboard sequence with 4 slides, each 6.00 s long:

- Slide 1:** 6.00 s. Contains two square image placeholders: "Person 1 Square Image" (yellow) and "Person 2 Square Image" (green). Below them is the text: **"First person saying something..."**
- Slide 2:** 6.00 s. Contains the same two square image placeholders. Below them is the text: **"Second person saying something, this slide can be duplicated..."**
- Slide 3:** 6.00 s. Contains the same two square image placeholders. Below them is the text: **"First person talking again, this slide can be duplicated..."**
- Slide 4:** 6.00 s. Contains the text: **CTA for the podcast**

waveform.mp4

ADD SLIDE

Total length: 00:00:24

Theme Logo/Intro (SQUARE + PORTRAIT)

Storyboard-ID: 5f5b75df6fa918000460c852



Storyboard interface showing five slides:

- Slide 1 (6.50 s):** Title "Episode XX: 'Episode Title'" and a blurb "Blurb about content and who is talking to who." Includes a yellow waveform.
- Slide 2 (6.00 s):** Two square images labeled "Person 1 Square Image" (yellow) and "Person 2 Square Image" (green). Text: "First person saying something..."
- Slide 3 (6.00 s):** Same two square images. Text: "Second person saying something, this slide can be duplicated..."
- Slide 4 (6.00 s):** Same two square images. Text: "First person talking again, this slide can be duplicated..."
- Slide 5 (6.00 s):** Text: "CTA for the podcast".

Below the slides is a track labeled "waveform.mp4".

At the bottom right, a box indicates "Total length: 00:00:30".



Theme Logo/No intro (LANDSCAPE)

Storyboard-ID: 5f5b75a3357c2b00047a32f0



1 6.50 s

**Episode XX:  
"Episode Title"**

Blurb about content and who is talking to who.

2 6.00 s

Person 1 Square Image

Person 2 Square Image

**"First person saying something..."**

3 6.00 s

Person 1 Square Image

Person 2 Square Image

**"Second person saying something, this slide can be duplicated..."**

waveform.mp4

4 6.00 s

Person 1 Square Image

Person 2 Square Image

**"First person talking again, this slide can be duplicated..."**

5 6.00 s

**CTA for the podcast**

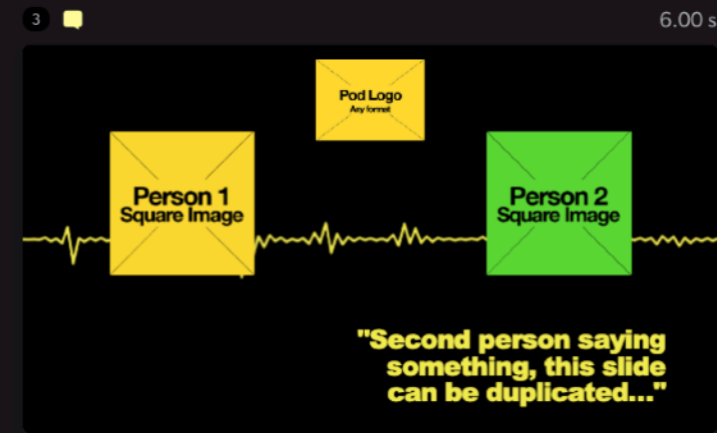
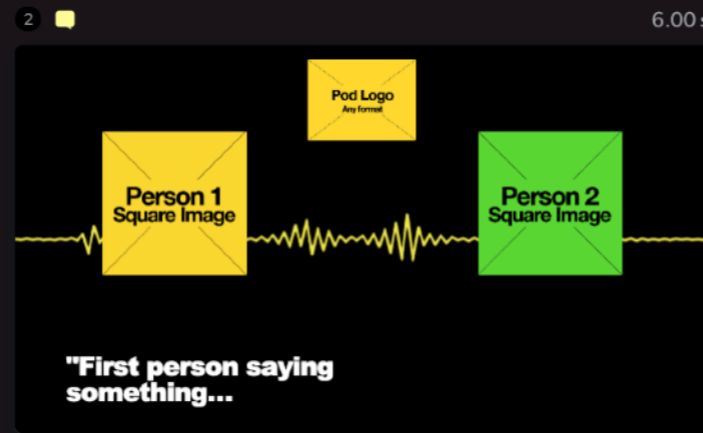
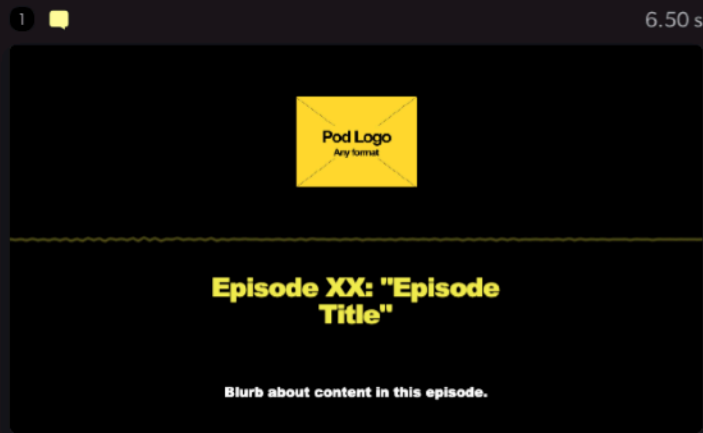
+

ADD SLIDE

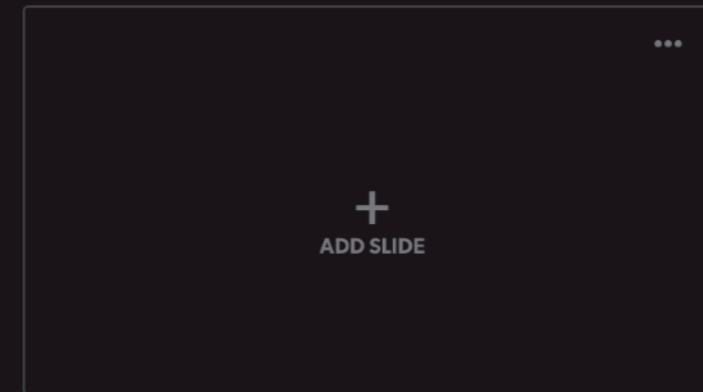
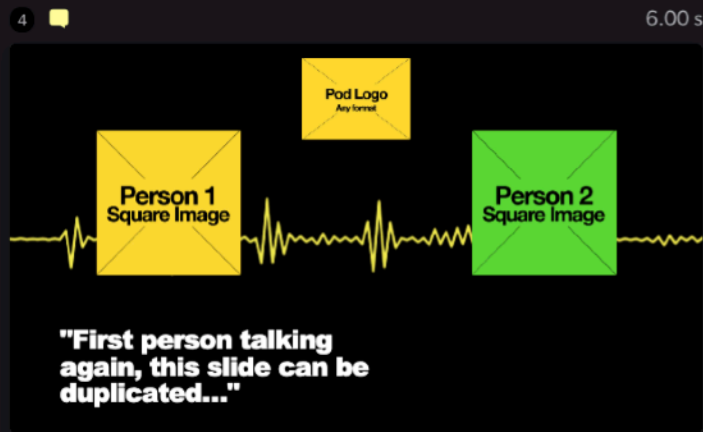
Total length: 00:00:30

# Pod Logo/Intro (LANDSCAPE)

Storyboard-ID: 5f5b75546fa918000460aebd



waveform.mp4



Total length: 00:00:30

# 5. Advanced Video

Template Job-ID: 5f5b7749357c2b00047a4c91

# Pod Logo/No intro

Storyboard-ID: 5f5b7813357c2b00047a5475



1 5.00 s

**"First quote from person in the video"**  
Name and information

2 4.00 s

**"Further quote text from the transcript"**

3 6.00 s

Pod Logo  
Any format

**CTA for the pod**

Additional information about the pod

+

ADD SLIDE

+ ADD MAIN ASSET

Total length: 00:00:15

Storyboard sequence with 4 slides:

- Slide 1:** 5.00 s. Yellow background. Text: **Episode XX: "Episode Information".** Blurb with additional information.
- Slide 2:** 5.00 s. Black background. Text: **"First quote from person in the video"** Name and information.
- Slide 3:** 4.00 s. Black background. Text: **"Further quote text from the transcript"**
- Slide 4:** 6.00 s. Yellow background. Text: **CTA for the pod** Additional information about the pod.

+ ADD MAIN ASSET

+  
ADD SLIDE

# Pod Logo/Intro

Storyboard-ID: 5f5b77c36fa918000460dadd



Storyboard sequence with four slides:

- Slide 1:** Duration 5.00 s. Yellow background. Contains a "Pod Logo" placeholder, the text "Episode XX: 'Episode Information'.", and "Blurb with additional information.".
- Slide 2:** Duration 5.00 s. Black background. Contains a "Pod Logo" placeholder, the text "First quote from person in the video", and a yellow box containing "Name and information".
- Slide 3:** Duration 4.00 s. Black background. Contains the text "Further quote text from the transcript".
- Slide 4:** Duration 6.00 s. Black background. Contains a "Pod Logo" placeholder, the text "CTA for the pod", and "Additional information about the pod".

+ ADD MAIN ASSET

Panel for adding a new slide:

- Contains a plus sign icon and the text "ADD SLIDE".
- Includes a three-dot menu icon in the top right corner.

Total length: 00:00:20

Theme Logo/No intro

Storyboard-ID: 5f5b779c6fa918000460da36



Storyboard sequence with four slides:

- Slide 1:** 5.00 s duration. Yellow background. Text: "Episode XX: 'Episode Information'." Below: "Blurb with additional information".
- Slide 2:** 5.00 s duration. Black background. Text: "First quote from person in the video". Below: "Name and information".
- Slide 3:** 4.00 s duration. Black background. Text: "Further quote text from the transcript".
- Slide 4:** 6.00 s duration. Yellow background. Text: "CTA for the pod". Below: "Additional information about the pod".

+ ADD MAIN ASSET

ADD SLIDE

Total length: 00:00:20