

THE B2B PODCAST STARTER PACKET

Build a System, Not a Show.

Everything you need to plan, produce, and distribute a B2B podcast that becomes your most valuable content asset.

WELCOME

How to Use This Packet

If you're reading this, hopefully you were able to join us for our webinar on *The 3 Things That Will Make or Break Your B2B Podcast* — or you caught the reply afterwards. Either way, thanks for being here.

The webinar covered *what* to build. This packet is the toolkit for how to actually get started.

Inside, you'll find the same documents we use with our clients to set them up for success. We've stripped out anything proprietary and replaced our client examples with a fictitious company, Northwind Logistics Group, so you can see exactly what a finished blueprint, episode plan, and discussion guide look like in practice.

HERE'S WHAT'S INSIDE

- **The Three Podcast Systems** — Strategy, production, and distribution, plus the repeatable workflow.
- **The Blueprint Discovery Questionnaire** — The exact intake document we use to start every client engagement.
- **Sample Podcast Blueprint** — A complete blueprint for our fictitious company so you can see what "done" looks like.
- **Episode Planning Worksheet** — A quarterly planning template you can copy.
- **Sample Discussion Guide** — A real episode-level guide showing how strategy translates to a single conversation.
- **Readiness Checklist** — Ten questions to honestly assess whether you're ready to start.

HOW TO ACTUALLY USE IT

Don't try to fill out the questionnaire alone. Get the people who would own this podcast — the executive who'd host it, the marketer who'd run it, the leader who'd champion it — in a room together. Use the questionnaire to drive the conversation. Use the sample blueprint as a north star for what your finished document should look like.

If you get stuck, get in touch. We do this for a living, and we're happy to help.

See you on the next episode,

Nathan Yerian
CEO, Anthem Content



01

FRAMEWORK RECAP

The Three Podcast Systems

Most B2B podcasts don't fail because the host isn't good enough. They fail because nobody built the systems needed for success.



THE SOLUTION

Build the System, Not Just the Show.

A successful B2B podcast is three systems working together. **Strategy** gives you direction. **Production** gives you consistency. **Distribution** gives you leverage. Solve all three before you ever hit record.

01 — STRATEGY

Know where you're going.

A backbone that turns a vague idea into a show with a point of view and a runway of topics.

- › Blueprint
- › Audience + POV
- › Topic Architecture
- › Episode Plan

02 — PRODUCTION

Make it repeatable.

A workflow that protects the host's time and keeps episodes shipping on schedule without drama.

- › Discussion Guides
- › Batch Recording
- › Content Waterfall
- › Approval Workflow

03 — DISTRIBUTION

Get leverage from every take.

One recording day becomes weeks of assets across every channel your buyers actually live on.

- › Full Episodes
- › Social Clips
- › Written Content
- › Newsletter + Sales

→ *Do this right and your message gets heard, awareness grows, and trust is built with the buyers you actually want.*

WHAT THIS SYSTEM PREVENTS — THE THREE PODCAST KILLERS

01 No Strategy

Vague purpose and random topics. The show dies by episode 8 because nobody mapped a runway of ideas.

02 No Production System

Scheduling chaos and editing bottlenecks. Good ideas die in messy workflows before momentum builds.

03 No Distribution System

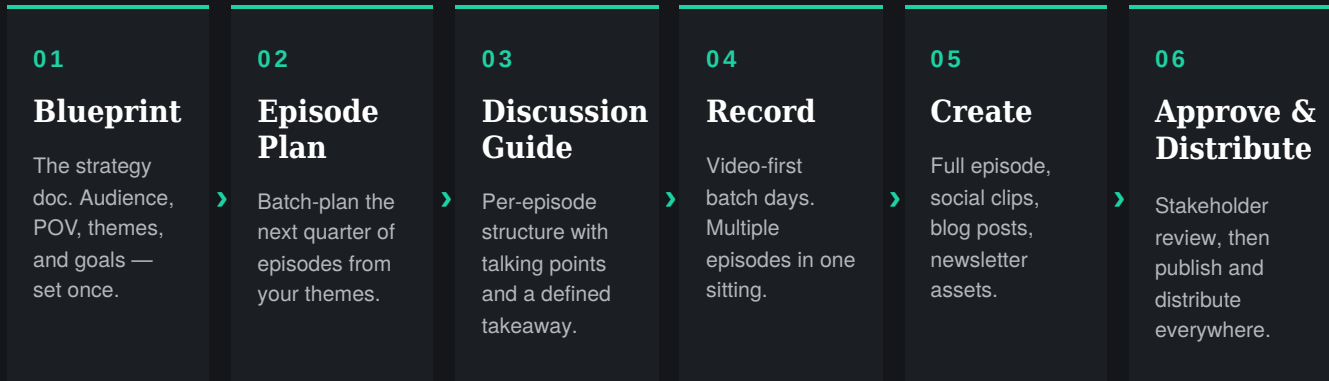
Episodes sit on Spotify gathering dust. No clips, no posts, no leverage from the work you already did.



THE WORKFLOW

A Repeatable Production System.

Once the system is in place, every episode moves through the same six steps. No reinventing the wheel. No scrambling for topics. No bottlenecks on recording day. Just a predictable path from blueprint through distribution.



THE PAYOFF

"One batch recording day produces multiple episodes and weeks (or months) of derivative content. That's the difference between a podcast that feels like a burden and one that becomes your most valuable content asset."



02

TOOL ONE

Blueprint Discovery Questionnaire

This is the foundation of your podcast. The more thoughtfully and completely your team answers these, the clearer your show's identity, themes, and long-term direction will become. There are no right answers, only honest ones.



Vision, Audience & Point of View

1. The Vision

Why this podcast exists and what it's meant to achieve.

- What inspired this show?
- What does success look like 12 months in?
- What's the desired tone and listener experience?
- What should this show *never* become?

2. Audience

Who the show speaks to, and what they care about most.

- Role, industry, mindset
- Key challenges or questions they're wrestling with
- Desired outcome for listeners
- Emotional tone you want to strike

3. Point of View

What this show stands for — the beliefs and ideas that make it unique.

- Core message or philosophy
- Myths or misconceptions you challenge
- Where you bring unique insight or experience



Theme Development

This is the most important section. Themes give your show a never-ending runway of content. Take your time here.

- When you're talking shop with peers off-camera, what topics do you keep circling back to?
- What are 3–5 opinions you hold strongly that others in your industry regularly disagree with, misunderstand, or avoid saying out loud?
- What problems do people come to you with over and over? What do most people get wrong about those problems?
- If you could only publish 10 episodes total, what topics **MUST** be covered for the show to feel complete?
- What advice do you find yourself giving repeatedly because the same mistakes keep happening?
- What popular narratives or "best practices" in your space sound good — but actually cause more harm than good?
- How has your thinking changed in the last 3–5 years? What does past you get wrong that current you sees clearly?
- What topics are adjacent to your work but you intentionally don't want this show to become about?
- What tensions do you constantly see people wrestling with? (e.g. speed vs. quality, growth vs. control)
- Complete this sentence 5–10 different ways: "This show is about the idea that _____."



Format, Guests & Distribution

4. Format & Flow

How the show will sound, feel, and flow from episode to episode.

Format: Interview Solo Roundtable Narrative Mix

Host's Presentation Style: Storyteller Teacher Interviewer Commentator

→ Desired episode length

→ Recurring segments or signature moments

5. Guests & Contributors

Who will appear and how they'll add value.

→ Ideal guest types — roles, industries, mindsets

→ Qualities that make a guest great for your show

→ Dream guest examples

6. Production & Distribution

When production happens and how the podcast reaches people.

Production rhythm: Weekly Bi-weekly Monthly batched Quarterly batched

Distribution channels: YouTube Spotify Apple LinkedIn Website

7. Success Criteria

How you'll know it's working.

Brand Awareness Thought Leadership Inbound Interest Recruitment



03

TOOL TWO

Sample Podcast Blueprint

A complete podcast blueprint for our fictitious company — Northwind Logistics Group — so you can see exactly what a finished strategy document looks like. Use this as a model for what Podcast Blueprint should become.



The Freight Floor

CLIENT:	Northwind Logistics Group
SHOW NAME:	The Freight Floor
HOST:	Marcus Whitfield, COO
PREPARED BY:	Anthem Content

Show Purpose

The Freight Floor exists to give B2B operators an honest look at what's actually happening inside the supply chain — from the people running the trucks, the warehouses, and the systems that keep American manufacturing moving.

At a surface level, the show is a visibility engine for Northwind Logistics: a platform to elevate the company's expertise, build relationships with current and prospective customers, and bring credibility to the brand.

At a deeper level, the podcast is designed to become the most trusted voice in mid-market 3PL conversations. Not industry trade press. Not vendor marketing dressed up as thought leadership. Real conversations between people who run real operations.

If a logistics director finishes an episode with a new way to think about a problem they're already wrestling with, the episode succeeded.

Target Audience

PRIMARY LISTENER

- VPs of Supply Chain, Logistics Directors, and Operations Managers at mid-market manufacturers and distributors (\$50M–\$500M revenue).
- People who are accountable for cost, service levels, and on-time delivery — not just procurement signers.
- Texas, Gulf Coast, and broader Southwest as the geographic anchor.

SECONDARY LISTENER

- CFOs and COOs evaluating whether their current 3PL relationships are actually delivering value.
- Sales and operations leaders inside other 3PLs who want a more practitioner-driven view of the industry.



WHY THEY TUNE IN

They want honest answers to operational problems. They're tired of vendor pitches dressed up as content, and they're skeptical of generic supply chain trend pieces. They want to hear from people who have actually solved the problems they're facing.



Goals & Episode Themes

Goals for the Podcast

- Establish Northwind as the most trusted voice in mid-market 3PL operations.
- Generate qualified inbound interest from logistics decision-makers.
- Build long-term relationships with prospects through consistent, valuable content.
- Create a repeatable content engine that fuels LinkedIn, sales, and brand presence.

Episode Themes & Categories

These themes anchor the show in operational reality. Each is broad enough to sustain dozens of episodes and deep enough to attract the right audience.

THEME 01

Inside the Warehouse

Operational truth from the floor — what actually drives throughput, accuracy, and labor cost.

Sub-topics: Pick-pack accuracy, slotting strategy, peak-season prep, labor productivity, WMS implementation realities, safety culture, robotics that actually pay off.

THEME 02

The Cost of Service

Where 3PL pricing actually comes from, and why "cheaper" usually isn't.

Sub-topics: Cost-to-serve modeling, hidden fees, freight class disputes, SLA tradeoffs, dedicated vs. shared, when to switch providers.

THEME 03

Tech That Actually Ships

Cutting through logistics tech hype to find what's working in the field.

Sub-topics: WMS vs. TMS integrations, AI in routing, visibility platforms, EDI realities, when to build vs. buy, vendor due diligence.



THEME 04

Resilience & Risk

Building supply chains that survive the next disruption — without overpaying for it.

Sub-topics: Nearshoring, multi-sourcing strategy, port disruptions, weather and climate planning, inventory buffer math, scenario planning.

THEME 05

People Run This Business

The labor, leadership, and culture realities that determine whether operations actually work.

Sub-topics: Frontline retention, driver shortages, leadership development, culture in 24/7 operations, training that sticks, generational shifts on the floor.



Format, Guests & Distribution

Format & Style

PRIMARY FORMAT

Interview-driven, with occasional solo episodes from Marcus when a topic deserves a focused take. Recorded in a five-camera setup that is optimized for vertical social video clips.

EPISODE STRUCTURE

- Brief framing intro from Marcus (2 minutes)
- Three core topics, three points each
- Closing summary and one practical takeaway

EPISODE LENGTH & TONE

Target: 30–40 minutes. Tone: direct, practitioner-to-practitioner, no corporate hedging. The show should feel like two operators talking shop after a facility tour.

Guest Strategy

Every guest must bring operational credibility and knowledge that makes the audience smarter and more capable.

IDEAL GUEST PROFILES

- VPs of Supply Chain at mid-market manufacturers
- Operations leaders at peer 3PLs (with non-competitive geographies)
- WMS, TMS, and logistics tech founders who understand operations
- Consultants and analysts with real practitioner backgrounds

Distribution & Repurposing

LONG-FORM PLATFORMS

- YouTube (primary discovery engine), Spotify, and Apple Podcasts
- Embedded on Northwind website

SHORT-FORM DISTRIBUTION

- LinkedIn (host and company page)



- YouTube Shorts and Instagram Reels
- Newsletter feature in Northwind's monthly customer email

REPURPOSING PLAN — EACH EPISODE PRODUCES

- Full video episode (YouTube, Spotify,
- Apple) 4–6 short vertical clips for social
- 2 blog posts inspired by the transcript
- Newsletter feature with key takeaways



04

TOOL THREE

Episode Planning Worksheet

Once your blueprint is done, the next step is turning themes into actual scheduled episodes. This worksheet maps the next quarter — pulling episode ideas from your topic architecture and assigning talking points and guests before you ever schedule a recording day.



Q1 Plan: The Freight Floor

A sample quarterly plan showing how Northwind takes its blueprint themes and turns them into 6 scheduled episodes. Notice how each episode pulls from a defined theme — there's no scrambling for "what should we talk about?"

THEME	SUB-TOPIC	WORKING TITLE	TALKING POINTS	GUEST
Inside the Warehouse	Slotting strategy	"The 80/20 Rule of Pick Paths"	Why most slotting is wrong / How to rebuild around real velocity / The slotting refresh cadence nobody talks about	Solo (Marcus)
The Cost of Service	Hidden fees	"Reading a 3PL Invoice Like an Operator"	Where margin actually hides / Accessorial charges to question / How to negotiate without breaking the relationship	Sarah Chen, CFO
Tech That Actually Ships	WMS realities	"What I'd Tell Myself Before Our WMS Go-Live"	The 3 assumptions that always break / Change management nobody plans for / Pre-go-live testing checklist	Dan Ortega, Ops Director
Resilience & Risk	Multi-sourcing	"When 'Just-in-Case' Beats 'Just-in-Time'"	The math on safety stock / How to defend higher inventory to a CFO / Real lessons from 2020–2024 disruptions	Solo
People Run This Business	Frontline retention	"Why Your Best Pickers Are Quitting"	The exit interview pattern most managers miss / What pay can and can't fix / The 5-min daily habit that changes culture	Peer 3PL HR Director
Inside the Warehouse	Peak-season prep	"What We're Doing Differently for Peak This Year"	The three biggest peak-season mistakes / Hiring math that actually works / The contingency plan we always wish we had	Marcus + VP Ops

"Map a quarter at a time. Once you can see the next 6–12 episodes laid out, you can batch your recording days, line up your guests, and stop scrambling for content."



05

TOOL FOUR

Sample Discussion Guide

Every episode gets one of these. It's not a script, it's a structure. The host gets clear talking points, suggested questions, and a defined takeaway, but stays free to follow the conversation where it goes.



Reading a 3PL Invoice Like an Operator

EPISODE:	Reading a 3PL Invoice Like an Operator
THEME:	The Cost of Service
HOST:	Marcus Whitfield
GUEST:	Sarah Chen, CFO at a mid-market manufacturer
TAKEAWAY:	Logistics buyers should leave knowing exactly which line items to question on their next 3PL invoice — and how to do it without blowing up the relationship.

Episode Framing

Most logistics buyers don't actually read their 3PL invoices closely. They look at the bottom line and approve. This episode walks through how an experienced CFO and an operator together spot where margin is hiding, what's worth fighting over, and what's not. It's a tactical conversation designed so listeners can apply something on Monday morning.

TOPIC 01

Where Margin Actually Hides

WHY THIS MATTERS

Most buyers assume rate sheets tell the whole story. They don't. The biggest cost surprises usually come from line items that weren't priced in the original RFP and most providers know that.

THREE CORE POINTS

- **Accessorial fees** — Detention, layover, fuel surcharges, and reweighs are where 8–15% of the real cost lives.
- **Minimum charges** — "Per pallet" pricing with hidden minimums that don't show up until volume drops.
- **Contractual rate ladders** — Annual escalators buried in the contract that compound silently.

SUGGESTED QUESTIONS

- "When you started reading 3PL invoices closely, what surprised you the most?"
- "Walk me through a real example where a customer found money on their invoice they didn't know they were spending."
- "If you could only check three line items, which would they be?"



TOPIC 02

Negotiating Without Breaking the Relationship

WHY THIS MATTERS

Buyers worry that pushing back will damage the relationship or trigger service quality issues. The right approach actually does the opposite — providers respect operators who know what they're looking at.

THREE CORE POINTS

- **Frame it as audit, not attack** — How to approach the conversation collaboratively.
- **Bring data, not feelings** — Specific line items, specific dates, specific dollars.
- **Pick your battles** — Which fees are negotiable and which aren't.

SUGGESTED QUESTIONS

- "How do you bring up an invoice issue without making your provider defensive?"
- "What's the line between negotiating fairly and damaging trust?"
- "Tell me about a negotiation that went well. What made it work?"

TOPIC 03

When the Real Answer Is Switching Providers

WHY THIS MATTERS

Sometimes the math just doesn't work, no matter how good the relationship is. Operators need to know when they're dealing with a fixable issue versus a structural one.

THREE CORE POINTS

- **The signs it's structural** — Patterns that suggest the provider can't meet your needs at any price.
- **The cost of switching** — What an honest transition actually costs in time, risk, and cash.
- **Running a real RFP** — How to evaluate the next provider without making the same mistakes.

SUGGESTED QUESTIONS

- "How do you know when it's time to switch versus time to renegotiate?"
- "What's the most expensive mistake people make during a 3PL transition?"
- "What would you do differently if you had to run another RFP tomorrow?"

Closing Prompt

"For the operator listening today who just got their latest 3PL invoice this morning — what's the one thing you'd tell them to do before they approve it?"



06

FINAL TOOL

Readiness Checklist

Before you start a B2B podcast, run this checklist with your team. If you can honestly check most of these boxes, you're ready.



CHECKLIST

Are You Ready to Start?

Ten honest questions. Be ruthless. The cost of starting before you're ready is much higher than the cost of taking another month to prepare.

- We have a clear point of view that's different from what everyone else in our space is saying.
- We have an internal owner who's willing to champion this for at least 12 months.
- We have at least one expert who's willing and able to be on camera consistently.
- We've committed to video-first — not audio-only.
- We can map at least 6–10 themes our show could explore for years.
- We have buy-in from leadership that this is a long-term play, not a 90-day experiment.
- We have a team who can handle podcast production and post-production, or we are willing to outsource that to a podcast production partner.
- We have, or will create a plan for what happens to every episode after we hit publish.
- We have a clear, realistic definition of what success looks like at 6 and 12 months.
- We're starting this because we have something to say — not because everyone else has a podcast.



"If you checked 8 or more, you're ready to build your blueprint. If you checked 5-7, the gaps are your starting work. If you checked fewer than 5, pause and address the foundation."



WHAT'S NEXT

You've got the tools. Now go build it.

Use the questionnaire to start the conversation with your team. Use the sample blueprint as a north star. Use the discussion guide template for every episode.

And if you have a question, or get stuck in the process, get in touch. We're happy to help answer your questions, facilitate your blueprint session, or completely manage your podcast for you.

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