

This exercise is from the book **Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling.**

Describe your podcast in no more than ten words, and do so in a way that describes nothing else in the world.

The fun part is you CAN'T use any of these words.

Amazing

Fabulous

Riveting

Astounding

Fantastic

Sensational

Awesome

Fascinating

Spectacular

Beautiful

Fresh

Stunning

Best

Great

Superior

Brilliant

Incredible

Thoughtful

Classic

In-Depth

Tremendous

Compelling

Lovely

Unbelievable

Curious

Outstanding

Unique

Diverse

Quality

World Class

Extraordinary

Remarkable

I have an easy anecdote if you want to use one of these words. Simply answer why. Why is it beautiful? Why is it fascinating? Why is it spectacular? The answer to your “why” question is your distinct descriptor. Use it instead.