

SPEKE PODCASTING'S WAFFLE HOUSE INDEX FOR HOSTS





HOW YOU GOT HERE

You didn't stumble onto this guide by accident.

You survived The Waffle House Index episode, nodded along at green, yellow, and red, and thought, "Yeah, I've absolutely been that maniac recording at midnight."

This PDF is the practical side of that rant. Five prompts. Zero fluff.

You'll turn brain vomit into episodes, build outlines that don't suck, script openings that hook, and keep a limited "break glass in case of emergency" menu ready for when life hurls hurricanes at your calendar.

The storm is coming either way.

This is how you stay open.

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Prompt 1 - Turn a brain dump into episode ideas

“I host a podcast for [your audience]. Here are messy notes and rants from the past month: [paste notes]. Brainstorm 15 episode titles and one-sentence angles that feel spicy, specific, and useful. Group them into themes.”

Use this during your idea sweep. Let the bot surface patterns you've been too busy to see.

Prompt 2 - Build batch-ready outlines

“You're my podcast outline assistant. My show is called [your show title/tagline/description]. Using this working title: '[Episode title]', create a 5-section outline with: a hook, context story, 3-5 teaching points, one listener example, and a clear CTA. Keep my tone: feisty, direct, a little irreverent, speaking to busy founders.”

Run this for each shortlisted idea. Now you've got skeletons instead of fog.

Prompt 3 - Script my cold opens

“Write 3 different 45-second cold opens for this outline: [paste outline]. Each should start in the middle of a story, use vivid sensory detail, and end by promising what listeners will walk away with. Keep the language punchy, not corporate.”

Pick the one that sounds most like you and commit petty vandalism with your edits.

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Prompt 4 - Emergency episode generator

“Act as my ‘break glass in case of emergency’ planner. I need 5 evergreen solo episode concepts I can record any time, each with a 4-point outline and one story prompt from my life or business. Audience: [describe]. Theme: [e.g., resilience, launching, marketing, leadership].”

This is your Waffle House limited menu: episodes you can always cook with minimal ingredients.

Prompt 5 - Stay on-brand check

After AI drafts something, ask:

“Here’s my draft intro: [paste]. Highlight any phrases that sound generic, robotic, or off-brand for a candid, storytelling host. Suggest 3 alternative lines that feel more human.”

Run this before you hit record. You’re not a SaaS press release, and your copy shouldn’t sound like one.



ONE LAST WORD

If reading this made you realize your show has been living in permanent yellow or full-blown red, you don't have to claw back to green alone. The Speke Podcasting team helps founders and leaders build storm-proof podcasts: strategy, production, and editing.

When you're ready to stop white-knuckling episodes at the buzzer and start running your podcast like Waffle House runs during a natural disaster, we're ready to help.

Freddy Cruz
Founder, Speke Podcasting

