

Bonus 1:

Define WHY you are creating your Podcast & Map Out Your Strategy & Podcast Profit Pipeline



PODCASTING
With PURPOSE

STAND OUT, BE HEARD
INFLUENCE



In this training you will learn:

- Define WHY you are creating your podcast
- Common Mistakes to Avoid
- Different ways you can leverage a podcast
- How to Map out a clear Strategy Blueprint & Podcast Profit Pipeline



Why Define ‘why’ you are creating a podcast:

- Without a Plan – Plan to Fail
- If YOU’RE not clear, don’t expect your audience to know what to do
- You may end up with a badly-produced podcast and NO results
- You may end up with a wonderfully-produced podcast with GREAT content people love and STILL NO results



Common Mistakes to Avoid:

- No clear steps on what you want people to do
- Therefore, ineffective 'Call to Action' or NO 'Call to Action'
- Blurred (or confused) message: your own and/or your guests
- Co-Hosts: Blurred brand voice and ineffective (or NO) 'Call to Action'



Different ways you can leverage a podcast:

- Build Brand Awareness & Your Credibility as an Authority in your field [KLT]
- Grow Your List & Generate Leads
- Create JV's (Joint Ventures) and Partner Opportunities
- Generate Clients [although JV's and Partner Opportunities are the BEST outcomes]



Map out a clear Strategy Blueprint:

Build Brand Awareness & Your Credibility as an Authority in your field [KLT]

- What is your key (disruptive) message?
- What are the specific topics (relevant to your key message)?
- What are your most impressive successes and achievements (relevant to your key message?)



Map out a clear Strategy Blueprint:

Build Brand Awareness & Your Credibility as an Authority in your field [KLT]

- How else are you building Brand Awareness?
- How can you leverage these to build additional exposure for you and your podcast?



Map out a clear Strategy Blueprint:

Grow Your List and Generate Leads

- What is you going to offer your audience that is TOTALLY irresistible?
 - Your Irresistible Signature Giveaway: a Checklist, x-Part Podcast Series, eBook, Template



Map out a clear Strategy Blueprint:

Grow Your List and Generate Leads

- *Example:*
 - **The Corporate Podcast:** It's a Podcast about how a podcast can help SMEs overcome their challenges of capturing and maintaining customer attention.
 - Also a Webinar and a Report (with the key points) for CEOs who are in a hurry
- *Steps:*
 1. Meet a CEO at an event who shows interest. Mention the podcast and promise to send to them
 2. Connect on LinkedIn and send link to podcast
 3. Follow up to gauge interest and set up meeting to discuss their needs



Map out a clear Strategy Blueprint:

Grow Your List and Generate Leads

- *Example:*
 - **Podcasting With Purpose FREE Minitraining:** How a Podcast can help entrepreneurs and service-based businesses cut through a noisy marketplace, How to's, Tools to get started
 - Also a Webinar, Checklists and Workflow Document
- *Steps:*
 1. Meet people who are interested at networking events. Facebook Lives. Social Media.
 2. Once signed up they are on my list and receive my email nurturing campaign
 3. Special Invitation to get on my VIP list to be the first to be notified with doors open to the program



Map out a clear Strategy Blueprint:

Create JV (Joint Venture) and Partner Opportunities with a Guest Invitation

- What do you want to achieve?
 - Speaking Opportunities? Referral Partner?
- Who will you invite on your show that has your ideal client on their database?
- Are they someone you want to build a relationship? Do they have similar values?
- How are you going to follow up with them?



Map out a clear Strategy Blueprint:

Create JV (Joint Venture) and Partner Opportunities with a Guest Invitation

- *Example:*
 - Invited a Guest to come on Women In Leadership Podcast
 - After the interview, she hired me to create a 5-part podcast series
 - Entered into a Partnership/Alliance with her
 - Generating new clients and recommendations from the 5-part podcast series and recommendations



Take Action:

Download the Workbook and work through the questions