



# SCHEDULING INTO YOUR PODCAST PUBLICATION CALENDAR [ADVANCED]

## Scheduling into your Podcast Publication Calendar:

This process can be as simple OR as complicated as you make it. [I encourage you to make it simple so it supports you.]

The reason you are doing this is that while you want to deliver VALUABLE information on each of your podcast shows (which is always your primary goal) you also want to make sure you are able to leverage your podcast to continuously generate warm leads for your programs and products.

Remember, the more carefully you plan, lock in the dates for your guests (or you) to get your podcast shows pre-recorded and into post-production (editing and scheduling on your website) the better it will be productivity-wise.

Also in this Calendar is your Promotion piece – what you will share on the show to build awareness of an upcoming program launch and/or your Irresistible Signature Giveaway to continue building your list.

## Steps:

1. Get a 12-month calendar that you can see the months at a glance. [You can work 6 months in advance too if you wish].
2. Make a note of all of your major program/product launches on the calendar.
3. Make a note of all of the Special/Commemorative Dates that are relevant to YOUR industry, or that you can leverage on the calendar.
4. Use these dates to determine the topics and themes you want to produce and publish on your podcast.
5. Map out your topics and titles and lock them into your calendar.
6. Decide whether YOU are sharing content on the show, or whether you will feature a guest to speak about that specific topic relevant to your Program/Product Launch or Special/Commemorative Event.
  - a. If you decide you want to invite a guest, you'll need to get that into your diary to take action on finding/reaching out to them.
7. Decide what you are going to use as your Promotion piece on each show. [i.e. Your Irresistible Signature Giveaway].
8. Add details to your calendar and make necessary arrangements to get guests organised.



#### NOTES:

I'll give you an example of how I am using this in my business:

In the example Podcast Promotion Calendar I have mapped out six months of Special/Commemorative Events and Program Launches.

Throughout the year I will promote TWO Irresistible Signature Giveaways, as they are what continues to build my funnel and has a complete nurturing strategy set in place (automated emails that will continue to build know, like and trust).

One is my Podcasting With Purpose (PWP) Minitraining and the other is my Interviewing With Purpose (IWP) Live Webinar, (which eventually I will create into an automated minitraining – just like PWP).

I have created an Audio Promo for the PWP Minitraining, which I will play at the end of the allocated shows.

I will do a Live Read of the IWP Live Webinar at the end of the allocated shows.