

TRAINING

WORKBOOK



Bonus Call #1

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

In this training you will learn:

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

Without a Plan – Plan to Fail

As discussed, if YOU'RE not clear on what you want to achieve with your podcast – how do you expect to achieve it?

More importantly, if you're not clear on the action you want your audience to take – how can you invite them to take that step? You can't.

Different ways you can leverage your podcast:

[Q] What are the four different ways I mention that I've been able to generate success from my podcast?

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Which outcomes are you most interested in? Why?

Thinking about each of these outcomes specific to your business – when done strategically, would one outcome lead to the other?

I.e. If I want to build a relationship with someone (because they have influence in their area of expertise and they work with my ideal client) I will invite them as a guest on my show.

Example:

Another example, involves someone reaching out to me on LinkedIn. After my initial research, I saw he works with my ideal client AND his business (currently speaking with investors) could also be a client.

After our initial discussions (via Skype), he was very interested in learning how a podcast could support him in building awareness. And, as a gesture of goodwill and continuing to build the relationship – I invited him to be a guest on my show.

Also, I knew he would provide great insights for my listeners – which he did.

The interview will go live soon, and he ended the call by saying he would love to get some podcasts created for his business in a couple of months once he had locked in investor capital.

This is a relationship I will continue to nurture and has been strengthened by him coming on the podcast and our conversation.

Over to you – how can you build and nurture relationships like this (warm leads) through inviting people on to your podcast?

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Grow Your List and Generate Leads:

WHAT?

- What are you going to create and offer to your audience that is TOTALLY irresistible?
 - Do you have an Irresistible Signature Giveaway (a free resource) that your ideal client would jump at the chance to access? i.e. a Checklist, x-Part Podcast Series, eBook, Template?

PS. One of our Bonus Calls will provide the steps to help you map out a 3-Part Podcast Series that will WOW your ideal clients.

In the meantime, jot down your current Signature Giveaways and/or begin to map out some ideas for one you will use on your podcast.

THE STEPS?

- What are the steps you're going to implement as part of your Podcast Profit Pipeline?

Note: Feel free to use the steps in the example I shared in the video as they can easily be mapped out in a way that works for you too.

Example:



Your turn:

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

WHAT?

- What specifically do you want to achieve with JV and Partner Opportunities? List them.

- Who are the types of people (or organisations and their representatives) you will consider inviting on the show?

i.e. For me it has been Business Networks with large databases of service-based businesses, because these businesses are my ideal clients.

Your turn:

THE STEPS?

- What are the steps you're going to implement as part of your Podcast Profit Pipeline?

Note: Feel free to use the steps in the example I shared in the video as they can easily be mapped out in a way that works for you too.

Example:



Your turn: