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Map Out Your Irresistible Signature Giveaway

Always start with the END in mind.

- Define the ONE action you want people to take after listening to that podcast episode - which then becomes your 'call to action' at the end of your podcast episode. And then,
- Ensure your entire episode builds momentum, curiosity and a desire for your listener to want to know more, AND therefore be compelled and more likely to take action when you share your call to action.

A good 'call to action' in (say) a 3-part podcast series is to encourage people to:

- Listen to the rest of the episodes in the series, and
 - Gain access to the accompanying checklists, templates or resources you create for them to deepen their understanding/learning, which requires them to provide you with their contact details prior to you giving them access.
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- NOTE: To access the checklists and templates and any other resources, such as a transcription of the podcast episodes, a workbook with further activities for them to work on they will need to provide an email address and other contact details (you want to collect), therefore becoming part of your database/list, so you can continue to roll out your nurturing and additional relationship-building strategy.

Your goal and intention in your podcast series is to:

- Build rapport by connecting where people are at with their problems and issues;
- Deepen engagement and establish know, like and trust, while building your reputation as an authority in your field;
- Seed what you are going to cover in the next podcast episode to compel them to want to know more and listen to the next episode, while gain access to any checklists and templates you have created to accompany the podcast series.



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In the additional pages you will find:

- Suggested framework and structure of 3-part podcast series you can follow;
- A few client case studies to see this in action.
 - Note: Even though some of the case studies below are for just one episode - it still follows the same principles I share above.

Keep in mind that a 3-part podcast series is a far better option for you if you offer higher end services, as you will then have more opportunity to build 'know, like and trust.' Typically, the higher the investment the more 'touch points' you will want to have. It also very much depends on your ultimate objective and whether one episode, three episodes, or more are needed to build and nurture your relationship with your prospective client.

- I have also included a blank 'Information Gathering Document' I use with all of my VIP clients when working with them to produce their own podcast series. You'll find this document in the resources section of this Bonus Training.



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Suggested framework and structure of 3-part podcast series you can follow:

- Episode 1:
 - Introduction that pinpoints the problem that your ideal client faces and how this negatively
 - Persona story and journey of how you have overcome the issue and what is happening now in your life/business
 - Top reasons why people remain stuck (ie misconceptions, they don't know what they don't know)
 - Seeding the valuable information you will be diving deeper into in episode 2 and 3, as well as the checklists you have created for them and how these can help them
 - Call to action: squeeze page to where they can access the second and third episode and the checklists

- Episode 2:
 - Welcome and brief overview of the valuable information the podcast series will cover and why
 - Brief recap as to episode 1 - key main points
 - Three things you will cover today
 - Point one - dive in deeper
 - Point two - dive in deeper
 - Point three - dive in deeper
 - Confirm the outcomes of doing the three points to inspire people
 - Seed what you will be speaking about in episode 2 and the checklist you have created that accompanies this episode
 - Call to action: squeeze page

- Episode 3:
 - Welcome and brief overview of the valuable information this podcast series is covering and why
 - Brief recap of episode 1 and 2 and reasons this is so important
 - Three topics you will cover today
 - Point one - dive in deeper
 - Point two - dive in deeper
 - Point three - dive in deeper
 - Confirm outcome of above, however mention this is only just scratching the surface
 - Remind people you have created some additional checklists and how people can access and go back and listen to the other shows



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- Confirm the 'cost' of people doing nothing and encourage them to take action on the steps provided over the last 3 series, as well as how to contact you.

Client Case Studies:

1. Lyn Lucas - Online Divorce Lawyer

- a. A 3-part podcast series to provide a solution for divorce lawyers who desired a less hectic workload, valued work-life balance, however still wanted to grow a successful business.

Intention: To enable listeners to gain a sense that she understood what they were going through (because she went through the exact same issues/challenges as they are now); an overview of the solution she created for herself and the success she has been able to generate from that; and how they too can access all of the templates, information, and tools she had created to build their own online divorce lawyer business.

- b. She has two options in how she will leverage this:
 1. First episode is accessible by anyone. However to listen to episode 2 and 3 and to access the additional checklists they need to provide their contact details.

A squeeze page has been created where people input their details and they are forwarded to the landing page where they can access everything.

Marketing tactics direct people to episode one.

- 2. (A) First episode is accessible by anyone, with the ending seeding the second episode, however the call to action inviting to them to go to the squeeze page for easy access to all of the podcasts and checklists in the one place.

Marketing tactics direct people to this episode.

(B) Second episode is accessible by anyone, with the content seeding them back to a reference you made in episode 1) and the ending seeding the third episode. This creates curiosity and compels them to want to listen to all of the episode. And the call to action invites



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them to go to the squeeze page for easy access to all of the podcasts and checklists in the one place.

Marketing tactics direct people to this episode.

(C) Third episode is accessible by anyone, with the content seeding them back to a reference(s) you made in episode 1 and 2 to create curiosity and compel them to want to listen to all of the podcasts. And the call to action invites them to go to the squeeze page for easy access to all of the podcasts and checklists in the one place.

Marketing tactics direct people to this episode.

Note: Having all of the podcast episodes accessible, in Option B means more content she can share online as part of her marketing tactics. With Option A, only one episode is accessible, which gives her only one piece of content she can share.

Information Gathering Document and subsequent Show Notes included in the resources section of this bonus training.

Note: Podcast series is not available to listen to as client is in the process of getting it set up in her online funnel.



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2. Adam Taylor - Cardsite

- a. One episode to provide an innovative digital solution that will enable businesses to grow their network and connections exponentially without relying on old-fashioned business cards.

Intention: To de-geek technology speak and explain this innovative new digital solution as a way to overcome the typical challenges businesses face when it comes to generating relevant leads.

To remove pre-conceived concerns and perceptions that this product is difficult to learn, while explain step-by-step how easy it is to use and the successes it has and can generate.

- b. Adam is leveraging this podcast to educate his prospective customers, while deepen 'know, like and trust'. We are marketing it on our Podcast Platform for him, with his marketing strategy including playing it on his online radio platform.

Marketing will include social media directing people back to the website to listen, and word-of-mouth.

Information Gathering Document and subsequent Show Notes included in the resources section of this bonus training

Final produced Podcast can be listened to here: **How to Improve your Word of Mouth Referral Opportunities**

<https://ambitiousentrepreneurnetwork.com/ep03-improve-word-mouth-referral-opportunities/>



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3. Jan Mikkelson - Forever Exotic Salt Lamps

- a. One episode to provide a healthy solution to controlling hay fever and other respiratory and health/wellness issues.

Intention: To educate listeners as to the various studies conducted that confirms the benefit of salt lamps.

To remove pre-conceived concerns and perceptions that this product is 'woo-woo' and therefore ineffective.

- b. Jan is leveraging this podcast to educate his prospective customers, while deepen 'know, like and trust'. We are marketing it on our Podcast Platform for him, with his marketing strategy including playing it on his on website.

Marketing tactics will include social media and directing people back to the podcast. Word of mouth.

Information Gathering Document and subsequent Show Notes included in the resources section of this bonus training

Final produced Podcast can be listened to here: **How To Increase Your Overall Health & Wellbeing with a Salt Lamp**

<https://ambitiousentrepreneurnetwork.com/ep05-increase-overall-health-wellbeing-salt-lamp/>