

Module 3: Setting the Stage

Lesson 2: Creating Compelling Show Titles



INTERVIEWING
With **PURPOSE**

CONNECT | ENGAGE
INFLUENCE



In this training you will learn:

- Why is this important
- What to avoid in your headlines so you don't jeopardise your SEO on iTunes
- Great source document to use
- Examples of compelling show titles

Why is this important?

- Compelling titles attracts your audience;
 - *Example: Comment by one of our guests;*
- Strategic use of words can improve SEO (and being found).

What to avoid in your headlines

- “How to...”;
 - Penalised by iTunes;
- Confusing and/or ambiguous headlines;
- Click bait titles (that has nothing to do with the information).

Great source document to use

- Your Guest Profile; Use:
 - *Benefit statements the guest will be speaking about;*
 - Statistics the guest refers to;
 - *Guest bio;*
 - Guest quotes.

Examples of compelling show titles

- PR Guest approached us with: How to Attract High Value Publicity;
- *Using the information he provided we changed that to:*
 - “Four Secrets to Attract High Value Publicity”

Examples of compelling show titles

- 5 Keys to Outranking Your Competition in 2017 & 2018;
- *7 Mistakes on LinkedIn You Need to Avoid;*
- Why Australian Manufacturing is NOT dead;
- *Why the “Hustling at-all-costs’ Model is actually working backwards;*
- Protect Your Business from Cybercrime: Here’s how;
 - *3 Must-Do Steps to Protect Your Business from Cyber Crime.*



Your turn

- Write a few compelling show titles relevant to the topics you want to share on your podcast in the workbook