

# Module 3: Setting the Stage

## Lesson 4: Creating Compelling Outros



**INTERVIEWING**  
*With* **PURPOSE**

CONNECT | ENGAGE  
INFLUENCE





# In this training you will learn:

- Why is this important
- Typical Outros to Avoid
- Creating compelling Show Outros

## Why is this important?

- After a great show you want to continue the relationship with your listener:
  - *Inform them of the next step;*
- Never assume the person will take the action you desire – you NEED to encourage them;
- *Don't leave your listener hanging – what's the next step?*

## Typical Outros to Avoid:

- The Non-existent Outro;
- *The Too-many-steps Outro;*
- The Confusing Outro;
- *The Boring (Uninspiring) Outro.*

## Create Compelling Show Outros:

- What's the ONE step you really want people to make?
- Build intensity (to that ONE step) by positioning it as a benefit and value people will receive;
- Get people OFF the podcast onto our list – is a great strategy onto your Irresistible Signature Giveaway
  - Example: My Podcasting with Purpose Minitraining

## Create Compelling Show Outros:

- You can have a few Irresistible Signature Giveaways that you can mention on alternating shows;
  - Podcasting With Purpose Minitraining;
  - Money Breakthrough Dramas: Money Clutter Checklist;

## Create Compelling Show Outros:

- I will often say: “Thank you for subscribing to the show. That means you’re going to be the first person to hear when the next show goes live. And. If you don’t want to miss out, go to: [link] and you’ll be the first to know when I publish a new show.”
- *I’ll also share one of my Irresistible Signature Giveaways, depending on which is most appropriate, or if I’m changing it up.*

## Your Turn:

- What Irresistible Signature Giveaway can you use for your show outro's Call to Action?
- *If you don't have one - create one;*
- Remember: the MAIN aim is to get them from your podcast onto your list where they can consume more content from your expertise.