



TRANSCRIPT: VIDEO 3

Welcome to this minitraining series where I'm showing you: How to Establish Your Credibility as an Authority in Your Industry with a Podcast.

This is the third video in this minitraining series where I'm covering some of the common mistakes business make when starting their podcast which is why they aren't generating the results they want.

They don't ask themselves 3 crucial questions, which are fundamental to creating a podcast that continues to position themselves as a Thought Leader to their dream client, so they fail to create a steady stream of leads, which they can then continue to nurture into paying customers.

Question 1:

WHY are you creating this podcast? And, what is the strategy, the plan and the action steps that will help you eventually to monetise your podcast. Start with the END in mind when you're mapping out your Podcast Profit Pipeline.

EXAMPLE:

My cohost and I wanted to inspire hope and possibility, which we achieved. However because we didn't start with the end in mind, which was to ultimately generate leads so we could continue to nurture these leads into paying customers we hadn't mapped out an overarching strategy or a step-by-step plan that would enable us to guide and encourage our listeners to take the next step. Because there was no next step. There was no strategic call to action.

We assumed and we hoped that listeners would automatically do this after listening to a show. And as we know, assumption and hope are not solid foundations on which to build a business.

And ultimately, we didn't generate any clients and/or income.

So you must get clear on WHY you are creating the podcast, how you want to leverage your podcast as part of your content creation and your lead generation strategy and HOW you are going to do that. What are you going to have as your call to action? Are you going to direct them to your Irresistible FREE Signature Giveaway, or are you going to direct them to have a 15- or 30-minute Breakthrough Call.

Do you have an Irresistible Signature Giveaway that gives subscribers a taste of your expertise, however that provides such value that they are WOWed by what they've learned and how you've helped them. In one of my Irresistible Signature Giveaways so many people (my ideal clients) who have signed up to access the information



have been blown away with the content, and have even said that they've paid for programs that didn't provide as much value as what my free minitraining did.

One subscriber even said that she was so blown away by the content that she thought: "If Annemarie is providing so much value in this minitraining, imagine what the full training offers? It must be amazing!!" So she enrolled and yes, was blown away and wowed with the information in the paid program. [And, in actual fact, she was taking about my Podcasting with Purpose program. First the free minitraining, and later the full program – which I promise to share more about in the next video.]

Also, another common mistake I see business owners doing when it comes to their Irresistible Signature Giveaway is that it's relevant to the products and/or services you offer in your paid programs.

For instance, if you're a Health Coach for Busy Working Mothers who are constantly on the run and don't have much time to spend in the kitchen, you could think of creating a week's worth of meals that take less than 15 minutes to prepare for the entire family. They're healthy, easy to prepare, with a shopping list they can use when they're down at the supermarket.

Simple and easy, and won't take a lot of time for them to access the information and get into action.

You wouldn't give them recipes that required a lot of preparation time, or videos that required them to spend a lot of their time to view and get the information for them to take action.

So, the Giveaway has to be relevant not only in information, but also in HOW they access and learn from

Don't do what I did all those years ago and leave it to assumption and hope that your listener will do that.

So, those are just a couple of things for you to consider when it comes to your Irresistible Signature Giveaway. A vital part in your Podcast Profit Pipeline.

Thankfully now I do have a clear idea on the outcome I desire and have purposefully created a step-by-step plan on how I will guide my listeners to that.

And, it works – consistently building know, like and trust with my listeners AND continues to generate leads and clients. In fact, I've been able to generate 4-figure clients, with people who had never heard of me before listening to my podcast. However listening to a number of podcast episodes and engaging with my content gave them what they needed to build their desire in wanting to work with me.



This is probably one of THE most important questions I ask of ALL my clients, so they create a podcast that works for them. If you don't have a clear strategy and plan you could just end up contributing to the online noise and clutter.

Again, once you get clear on the outcome you desire, work backwards and design a strategy and plan you can follow.

Question 2:

Who is your dream client? This is ultimately who you want to capture as your audience so if you haven't clearly defined them – how will you know what they are interested in the information you and/ or your guest are sharing?

If you're not totally clear on that and you bring topics and guests on your podcast that your listener feels is irrelevant for them, you may just have them unsubscribe.

Think of it like this: imagine you are delivering a workshop and you have a room full of people. You begin presenting your topic, however you notice as you continue to speak that people are getting up and leaving the room. So, you decide to change tactics to the topic you're speaking about, however sadly the people who have left the room never hear you, because they've left and moved on.

While the analogy is a basic one, your podcast can be compared to this room full of people. However the reason they don't stay to listen is because the topic you're talking about is just irrelevant to them. Even if you could have helped them. However they'll never know and you'll never get the opportunity to do so because they've unsubscribed and are off to the next podcast.

So, how well do you know your dream client (and ultimately listener)? What are they struggling with? What keeps them up at night? What topics and information can you share that is relevant and what they are looking to listen to? These are just a few of the questions you need to ask yourself BEFORE you even press record.

WHO is your dream client, and therefore your dream listener? Answer that. Get totally clear on that.



Question 3:

HOW will your podcast stand out from all of the other podcasts that are speaking about similar topics and you will be?

How will you distinguish your podcast from all of the others? What's going to be unique about it?

Well, one of the things is ultimately going to be you, so you, your approach, your attitude, your voice, your characteristics, your Signature Brand are all going to uniquely distinguish you from all of the other podcasts.

The only problem is that perhaps you're like many of the other business owners who struggle to clearly define what makes them unique and therefore can't show up consistently on purpose and with intention, letting their uniqueness shine through.

One of my podcasting mentors once told me:

"They come for the content. They return for the host."

It's true. Think about it. We all know Oprah. Now her show involved her interviewing guests show after show. However, for those of us who loved her approach, her character came back to watch the show. Again and again.

Even if the topic was of real interest to us, if we really didn't like the host, we would be hesitant to listen.

It's like attending a workshop that had a topic you really wanted to learn more about. However the workshop presenter was SO uninspiring and lacking in confidence you were distracted and couldn't wait to get out of there. Or perhaps you've had a teacher or a trainer that you just couldn't listen to.

Well, you don't want to be the host that turns your listeners off. Get totally clear on your Signature Brand, what makes you unique and give yourself permission to intentionally and purposefully bring those unique characteristics, qualities and quirks to the show. Because then you'll stand out for all of the right reasons. Because people will want to listen to more, because they like who you are and how you manage the show.

One last aspect that's very important and often neglected has to do with the branding elements of your show. This includes the:

- Show title
- Show intro and outro
- Music and voice over professional



I've listened to the first 15 seconds of a show and the music and voice over professional was so bad, had I not been asked to listen to it, I would have stopped immediately. Sadly the two co-hosts weren't much better when they started their introduction. And, the last I heard that show no longer is being published. Sadly, I can see why.

Unprofessional branding and creating elements can put listeners off. And, as a Branding & Communications Strategist why I encourage all of my clients to get clear on their Signature Brand and have that consistency flow through to the branding and creative elements of their podcast.

When you have all of the right things in place with your podcast, why you are creating it, the right strategy and step-by-step process in place so you know exactly how to guide listeners, consistent branding elements so your show and YOU are on-brand with relevant topics that continue to position you are a Thought Leader to your dream client, that's when everything just works together and you will continue to:

- Build credibility by showcasing your expertise
- Deepen connection and engagement as people experience the unique YOU
- Build 'know, like & trust' VITAL prior to a sales conversation
- Powerful list builder and lead generator
- Shortens the buying cycle for new clients
- Create your own media, marketing and publicity platform that works for you 24/7, 365 days/year with great content your dream client loves