

MAY 2020



PROFITABLE PODCASTING
INTENSIVE

Action Guide

INTENSIVE SCHEDULE



Join our Community of Change Makers & Thought Leaders to take your experience to the next level!

PodcastingWithPurpose.com/ChangeMakers

Listen to Annemarie's Podcast IndustryThoughtLeaderPodcast.com

MONDAY 11

LIVE WORKSHOP 1

Podcasting Mistruths & Mistakes

Find out the common mistruths and mistakes that many experts make, which is why they struggle to generate results with their podcast.

PodcastingWithPurpose.com/W1

9.00 - 10.30am AEST
(Sunday 10: 7pm ET, 4pm PT)

TUESDAY 12

LIVE COACHING CALL 1

Get your podcasting questions answered

Join Annemarie for a coaching Q&A to get all of your biggest podcasting-related questions answered. This is your chance to get Annemarie's podcasting expertise on your business.

PodcastingWithPurpose.com/C1

9.00 - 10.30am AEST
(Monday 11: 7pm ET, 4pm PT)

WEDNESDAY 13

LIVE WORKSHOP 2

Three Podcast Profit Models

Learn about the RIGHT strategy to build your Reach, your Reputation and your Revenue (from your very first episode).

PodcastingWithPurpose.com/W2

9.00 - 10.30am AEST
(Tuesday 12: 7pm ET, 4pm PT)

THURSDAY 14

LIVE COACHING CALL 2

Get your podcasting questions answered

Join Annemarie for a coaching Q&A to get all of your biggest podcasting-related questions answered. This is your chance to get Annemarie's podcasting expertise on your business.

PodcastingWithPurpose.com/C2

9.00 - 10.30am AEST
(Wednesday 13: 7pm ET, 4pm PT)

FRIDAY 15

LIVE WORKSHOP 3

Nurturing listeners into leads, enquiries & customers

Learn about the process that'll enable you to build awareness as an Authority, build 'know, like and trust', while begin to nurture listeners into leads, enquiries and customers.

PodcastingWithPurpose.com/W3

9.00 - 10.30am AEST
(Thursday 14: 7pm ET, 4pm PT)

SATURDAY 16

WEEKEND CATCH UP

Annemarie will be hosting a weekend catch up call to help you catch up on any of the workshops that you missed and to answer your questions live.

PodcastingWithPurpose.com/Catchup

9.00 - 10.30am AEST
(Friday 15: 7pm ET, 4pm PT)

MONDAY 18

CELEBRATION PARTY

Grab front row seats to this final part of the Intensive where Annemarie will be announcing the winner of the Scholarship to Annemarie's Signature Program: 90-Day 'Idea to Launch' Your Thought Leader Podcast. Plus something extra special to share with you, too!

PodcastingWithPurpose.com/Party

9.00 - 10.30am AEST
(Sunday 17: 7pm ET, 4pm PT)

GET SUPPORT

EMAIL

support@podcastingwithpurpose.com

INSTAGRAM

[@AnnemarieCoach](https://www.instagram.com/AnnemarieCoach)

#PodcastingWithPurpose
#IndustryThoughtLeader

BE IN THE RUNNING TO WIN THE SCHOLARSHIP

www.podcastingwithpurpose.com/win

TAKE ACTION CHECKLIST

Maximize your time and results from participating in and taking action during the Intensive...

- Attended LIVE (or watched replay) of Workshop 1 - PodcastingWithPurpose.com/W1
- Completed Workshop 1 section in the Take Action Guide
- Joined Change Makers Community - PodcastingWithPurpose.com/ChangeMakers
- Secured 1 entry opportunity for Scholarship Prize - PodcastingWithPurpose.com/Win
- Took selfie and shared on Insta/Facebook to double my entries into the Scholarship Prize
- Attended the first Live Q&A Coaching Call - PodcastingWithPurpose.com/C1
- BONUS: Asked a question on the Live Q&A Coaching Call
- Attended LIVE (or watched replay) of Workshop 2 - PodcastingWithPurpose.com/W2
- Completed Workshop 2 section in the Take Action Guide
- Secured another entry for Scholarship Prize - PodcastingWithPurpose.com/Win
- Attended the second Live Q&A Coaching Call - PodcastingWithPurpose.com/C2
- BONUS: Asked a question on the Live Q&A Coaching Call
- Attended LIVE (or watched replay) of Workshop 3 - PodcastingWithPurpose.com/W3
- Completed Workshop 3 section in the Take Action Guide
- Attended Catch-up Session for more support - PodcastingWithPurpose.com/Catchup
- Attended (or watched replay) of the Celebration Party - PodcastingWithPurpose.com/Party
- Gave myself a big pat on the back for TAKING ACTION! You're amazing!!!



MY TOP QUESTIONS ABOUT STARTING A PODCAST

Use this page to write down your top questions about starting your podcast to build your reach, your reputation and your revenue - as a service-based business/expert.

A large, empty light blue rectangular area intended for writing down top questions about starting a podcast.



WORKSHOP 1 - PODCASTING MISTRUTHS & MISTAKES

What stage are you at on the Podcasting Progress Pyramid?

Stage:

Why do you want to start a podcast? (List all of the reasons)

What concerns do you have about starting a podcast? (List all of the reasons)

WORKSHOP 1 - PODCASTING MISTRUTHS & MISTAKES

The Three Podcasting Mistruths are:

Mistruth 1: Your _____ (_____) will make the difference in having a successful podcast.

Mistruth 2: Publish your podcast and _____.

Mistruth 3: Get listed in _____ and _____ (on _____) and your podcast will be a success.

WRONG! _____

Podcasting Mistake 1:

Podcasting Mistake 2:



Podcasting Mistake 3:

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Podcasting Mistake 4:

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Podcasting Mistake 5:

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Podcasting Mistake 6:

Podcasting Mistake 7:

Being aware of the 7 Podcasting Mistakes, what do I now need to get clarity on for my podcast :

What steps do I need to make/take to ensure my podcast achieves the outcomes I desire?

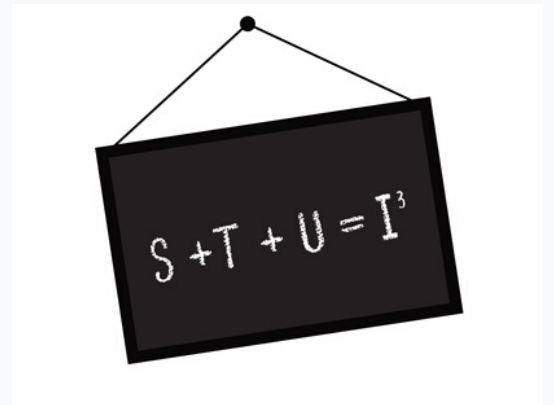
My biggest aha from Workshop 1 is:

REMEMBER: Share your aha and be in the draw to win the Scholarship PRIZE
More details: www.PodcastingWithPurpose.com/Win

WORKSHOP 2 - THE THREE PODCAST PROFIT MODELS

Model 1: Podcast Profit _____

C_____ you need to build your Authority, while go from Invisible to Influential (and Profitable)



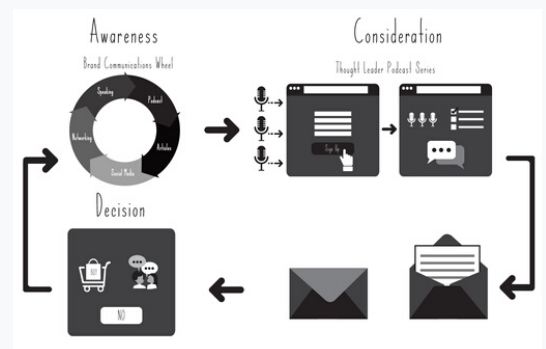
Model 2: Podcast Profit _____

S_____ to take your podcast from 'Idea to Launch' successfully, as well as your ongoing episodes



Model 3: Podcast Profit _____

P_____ (intentionally integrated) that enables you to build awareness as an Authority, build 'know, like and trust' across the Buyers Journey, and nurture listeners into leads and customers



Podcast Profit Formula:

S _____ + T _____ + U [_____] = I _____ I _____ I _____

You MUST have all three (namely S, T, U) in place to generate all three I's .

Which elements do you need to work on?

Podcast Profit Framework: The Strategy

Stage 1: Purpose

Specificity is key, so after listening to some of the examples of how other businesses have leveraged their podcast - what overall outcome do you want for your podcast?

In terms of REACH: (can you define this clearly?)

In terms of REPUTATION: (can you define this clearly in ONE sentence?)

In terms of REVENUE: (ie what will your Podcast Profit Pipeline look like)? Remember, this can take some time to build out, however starts with your Thought Leader Podcast series.

Edelman and LinkedIn B2B Thought Leadership Impact Study revealed:

- ___% of decision makers say building Thought Leadership **BUILDS TRUST**
- ___% of decision makers say building Thought Leadership **ENHANCES YOUR REPUTATION;**
- ___% of decision makers say **THEY WOULD CHOOSE A BUSINESS** because of their Thought Leadership
- ___% of decision makers say they are willing to **PAY PREMIUM PRICES** to work with a brand that articulates a clear vision through their Thought Leadership

**BUILD TRUST, ENHANCE YOUR REPUTATION, BE CHOSEN,
BE PAID PREMIUM PRICES**

When it comes to building your Thought Leadership - how do you think your current content development strategy (and overall content) is working for you?

And, with your response above - why do you think that is? (i.e. Where are the gaps? What's working ok? What could be working better?)

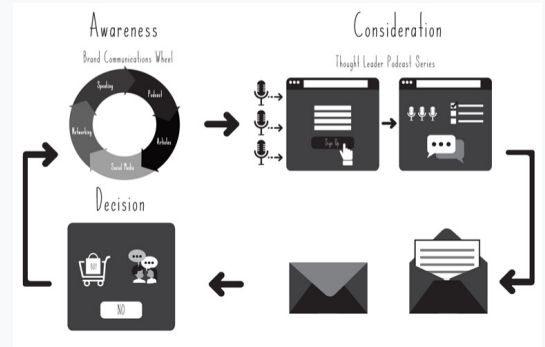
My biggest aha for Workshop 2 is:

REMEMBER: Share your aha and be in the draw to win the Scholarship PRIZE
More details: www.PodcastingWithPurpose.com/Win

WORKSHOP 3 - NURTURING LISTENERS INTO LEADS, ENQUIRIES AND CUSTOMERS

Podcast Profit Pipeline: The Process

Why is this Process SO important?



How many people are buying?

___% of people are UNAWARE

___% are buying

___% are in decision making mode

___% are aware

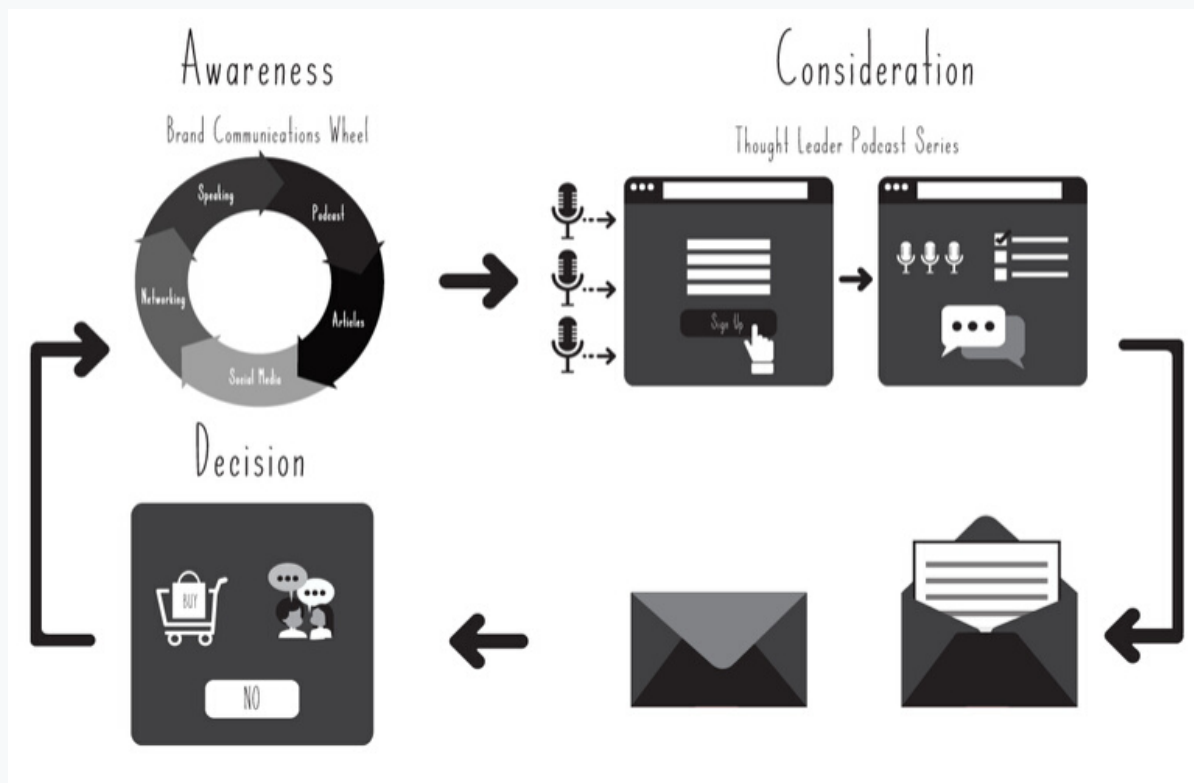
The THREE Stages of the Buyers Journey:

Stage 1: _____

Stage 2: _____

Stage 3: _____

Podcast Profit Pipeline:



Stage 1: Awareness

What will you include in your Brand Communications Wheel?

Stage 2: Consideration

What would be the overall Theme (and subsequent) topics of a 3-part Thought Leader Podcast Series?

Stage 3: Consideration

What is your compelling call to action? (This can include a few different options - however firstly it's important to get clear on what will work best in compelling your ideal client to take the next step)

After being introduced to the three Podcast Profit Models and in particular the Podcast Profit Pipeline, you can see HOW incredibly powerful this intentional integrated process is.

To succeed in building your Reach, your Reputation AND your Revenue, you can see that following a 'get your podcast recorded and out there' is NOT the approach you want to follow.

Knowing what you now know - how clear are you on your ideal clients 'Buyers Journey' and in particular the specific content you are sharing to nurture your ideal client across the 3 stages of the Buyers Journey?

What is your biggest aha from Workshop 3:

REMEMBER: Share your aha and be in the draw to win the Scholarship PRIZE
More details: www.PodcastingWithPurpose.com/Win