

LEVERAGING  
YOUR  
PODCAST  
INTERVIEW

*Workbook*

## WHAT WE WILL COVER

- How to leverage your Podcast interview to nurture listeners along the customer/stakeholder journey.
- The ONE page you SHOULD have on your website to leverage ALL media opportunities.
- How to repurpose your interview into multiple core content snippets building your thought leadership (including the tools I use and recommend).
  
- Is any publicity - good publicity?

- What is the 'customer journey?'

"...the path of strategic sequential steps and interactions that a customer goes through with a company, product and/or service to build 'know, like and trust'"

AWARENESS | CONSIDERATION | DECISION



Your podcast interview is often the first time someone interacts with you so plays a key role in building AWARENESS. However, when done strategically you can also nurture prospective customers into the consideration stage...



## HOW DO YOU LEVERAGE YOUR PODCAST TO NURTURE LISTENERS ALONG THE CUSTOMER JOURNEY;

- BEFORE:





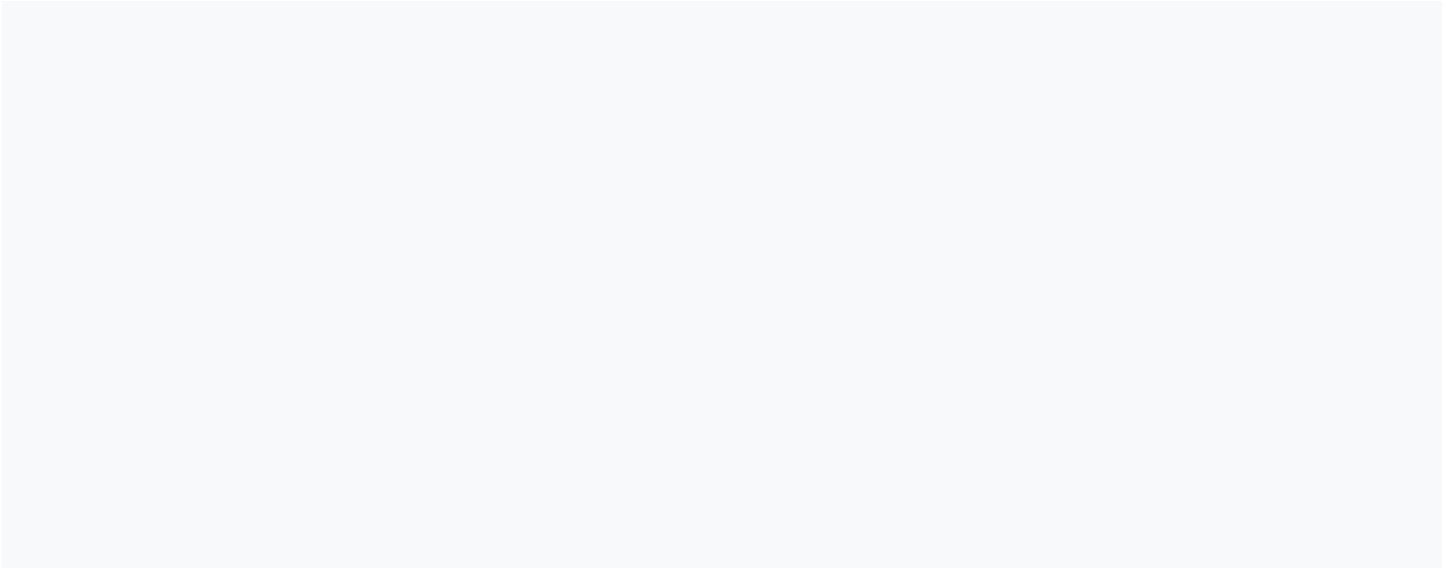
## HOW DO YOU LEVERAGE YOUR PODCAST TO NURTURE LISTENERS ALONG THE CUSTOMER JOURNEY;

- DURING:

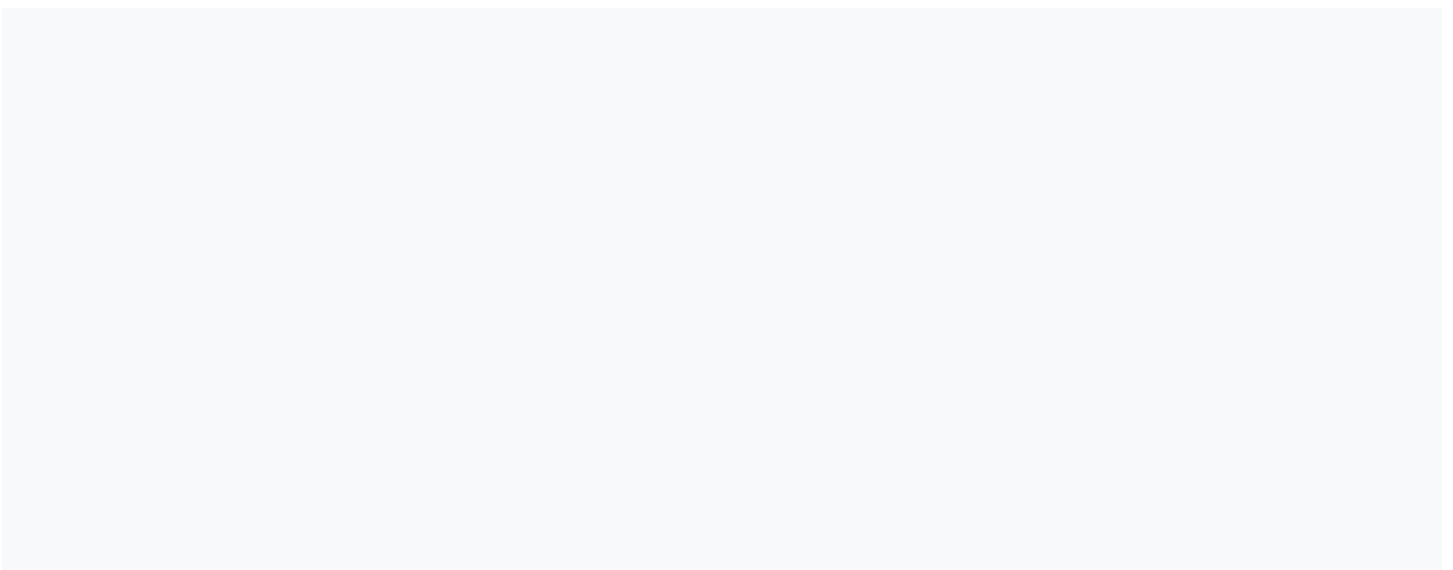
A large, empty light blue rectangular area intended for a response to the question above.

## HOW DO YOU LEVERAGE YOUR PODCAST TO NURTURE LISTENERS ALONG THE CUSTOMER JOURNEY;

- AFTER



- The ONE page you should have on your website to leverage all media opportunities:



## HOW TO REPURPOSE YOUR INTERVIEW INTO MULTIPLE CORE CONTENT SNIPPETS TO BUILD THOUGHT LEADERSHIP

1. E\_\_\_\_\_, the interview on your w\_\_\_\_\_ as a b\_\_\_\_\_ p\_\_\_\_\_

2. Get your interview t\_\_\_\_\_. [Tool: [www.AnnemarieCross.com/Otter](http://www.AnnemarieCross.com/Otter) ]

(a) Take snippets and create m\_\_\_\_\_ core content posts and

\_\_\_\_\_

\_\_\_\_\_

(b) Create Q\_\_\_\_\_ g\_\_\_\_\_ for social media

[Tool: [www.AnnemarieCross.com/Canva](http://www.AnnemarieCross.com/Canva) ]

(c) Use Audacity to create a\_\_\_\_\_ snippets and create an a\_\_\_\_\_

[Tool: [www.AnnemarieCross.com/Headliner](http://www.AnnemarieCross.com/Headliner)]

Learn how you can nurture listeners into leads, enquiries and customers with your OWN Thought Leader podcast - Free Profitable & Purposeful Podcasting Masterclass:  
[www.PodcastingWithPurpose.com/Masterclass](http://www.PodcastingWithPurpose.com/Masterclass)