



Module 1:
Branding Blueprint Workbook

- What have people said about you (i.e. complimented you on) in terms of your personality and/character? For instance, you have a relaxed and friendly personality and instantly make people feel at home?

Look at your Influencing Archetype and make a note of some of the qualities, emotions and words that resonate for you.

- What about your quirky characteristics – what are they? Do you have a sense of humor? Or a sense of fun and laughter?

Look at your “Magnifier” Archetype and make a note of some of the qualities, emotions and words that resonate for you.



Section 2: Your Podcast

This is where we start to define the message (content/topics) of your podcast.

What topics/content will you be sharing on your podcast?

What is it that will make your show different? Note: While you may be sharing similar content to other podcasts, there are key elements that you can incorporate to make your show unique.

Here are some things to consider:

- Are you sharing specific information about a topic, which non-one else covers?
- Can you share a unique slant on hot topics/content?
- Can you bring your own message as well as guest experts to the show who can complement what you are sharing?

Note: There is only ONE YOU – and when you blend your Core, Influencing and “Magnifier” Archetypes in your Brand Voice, Persona and Style (Brand VPS) – that’s when your podcast will seize and maintain the attention of your audience.

Example for Women In Leadership Podcast

Annemarie will bring a message of hope and possibility for women so they can be empowered to work towards their goal to reach their full potential.

I will do that with encouragement, education, empowerment, fun/humor, with transparency (authenticity) and honesty. When people listen to the show they will immediately sense that I care about them and their business.

- Charismatic
- Fun, Cheeky, Bold
- Magnetic
- Engaging
- Heart-centered
- Uplifts our spirit and advances our lives and business
- Discover and share the gift of wisdom

Your Podcast Title:

Try to make it sharp and concise. Avoid long titles that are filled with jargon and/or are difficult to spell. You want your title to be memorable and easily found.

Examples of Podcast titles

- Women In Leadership Podcast
- The Ambitious Entrepreneur Show
- Business Success Podcast
- The Secrets to Success Podcast
- The Simply Abundant Entrepreneur Show
- Pushing The Boundaries Podcast

Now it's your turn:

Your Podcast Bio:

- 100 words approx.

Imagine there is a prospective listener through your podcast bio. What did you want to tell them about your show? Why should they listen to one of your shows? And why should they subscribe to your show's feed on iTunes or Stitcher?

Example of Women In Leadership Podcast

Show Overview: Women In Leadership Podcast – *THE podcast that empowers women to achieve their full potential.*

We'll be hearing inspirational stories from other influential leaders and advice from leadership experts.

Guests will be sharing the highs and lows of their careers, the challenges they had to face head-on, as well as their words of wisdom to help us become more purposeful in all aspects of our lives, our businesses and our careers.

Now it's your turn to write your Podcast Bio:

Podcast Keywords:

Examples of Women In Leadership Podcast's keywords/key phrases

- Leadership
- Marketing
- Team Building
- Self Confidence

What are five (5) keywords that are associated with your podcast?

What are your keywords/key phrases? [Note: Remember, you want to select keywords and key phrases that your ideal listener (client) is searching for so that your podcast (and podcast episodes) will be found.]

Tools that can help identify strong keywords/key phrases include: [Google Adwords Keyword Tool](#), [Google Insights for Search](#) [now Google Trends]. Type your keyword into a Google Search and see how popular these terms are.

[Note: Sometimes targeting a 'popular' keyword is not the best option as there are probably millions of other people trying to target that keyword. Instead, think about selecting a keyword that people are searching for, yet less popular, so that you can make it your own.] Or do a blend of both popular and not-so-popular.

Your Keywords and Key Phrases:



Podcast Host Bio: (that's you)

Examples of Podcast Host Bio

Annemarie Cross

Listed in the Top 50 Podcast for Entrepreneurs – 2012 Report and the Top 100 Small Business Podcasts worldwide for 2013 by Small Business Trends, Annemarie Cross continues to share her Money, Marketing & Mindset strategies with entrepreneurs – globally.

Combining her love of technology and social media, Annemarie has built a business, client base and support team that is truly GLOBAL by harnessing the power of social media and cutting-edge online technologies, and now empowers other women entrepreneurs to do the same.

Now is the time to tell them a little more about you. Now is the time to showcase your expertise; step forward and shine the light on your brilliance.

Your turn:

Your Name:

How are you known on your other social media profiles? It is advisable that you use the same name to portray a consistent personal brand.

Examples

If you are known as Stephanie E. Brown on your social media platforms, then list Stephanie E. Brown as the Host Name. Putting Stephanie Brown as the Host Name would not be wise.

Your Name:



Podcast Intro:

What concise message do you want to say about your podcast? This is your formal introduction to each and every one of your podcast episodes.

Example: Show Intro for Women In Leadership Podcast

This is Women In Leadership Podcast - THE podcast that empowers you to reach your full potential. This is Episode xx. I'm your Host Annemarie Cross

Your Turn:

Show Outro:

One of the most important things that you can do to leverage your show is to encourage readers to get on your keep-in-touch system.

Do you have a free offer that you can encourage listeners to sign up for? This would then get them on your list? End your show with a call to action to alert them to your offer.

Eventually you may have a number of call-to-action outros that you can alternate to keep the content fresh.

What action do you want your listener to take? Encourage him/her to take this step in your outro.

Example: Show Outro for Women In Leadership Podcast

This is what I could say at the end of my show if I wanted to share our Irresistible Signature Giveaway and have my listeners step into my community (and ultimately my list).

“Well, that brings us to the end of another show. Are you attending numerous networking events but struggling to get the results you want?

Grab my FREE Network With Confidence CHECKLIST: How to Network & Communicate With Confidence To Grow Your Network, Your Relationships, and Your Business and Career.

Included in the checklist are suggested Icebreakers to start a meaningful conversation - even with strangers; How to create a Powerful Introduction that entices people to want to know more about you and your business; and MUCH more!

To access the checklist go to:

<http://www.annemariemcross.com/networkwithconfidencechecklist>

Have a wonderful week.”

[Note: you don't have to include this outro in every podcast. You can include an outro when you are running a special promotion to build your list and at other times, just have a simple “That's brings us to the end of another show. Please remember to subscribe if you haven't already so you are the first to know each time I publish a new show.”

Your turn:





Your Photo:

Size and Specifics:

The best quality you can provide with the image showing your entire head and shoulders – preferably with a white background. The minimum requirement is 300px height and 72ppi resolution.

