COMING UP WITH TOPIC IDEAS

To ensure that you continue to bring inspiring, informative and influential topics to the airwaves it's important to regularly put aside time to plan the topics and themes of your upcoming podcast episodes.

Doing this has a number of benefits, including:

- You'll avoid panic and disorganisation when left wondering what on earth you're going to speak about and therefore NOT have an episode to publish;
- You'll avoid worrying about which guests you're going to interview on your next show – again risking the possibility of not have a show ready to be published on your regular programming schedule
- You'll maintain a steady stream of great topics and ideal guests
- You'll develop a reputation as a 'must-listen' show as your audience looks forward to your next show.
- You'll maintain a steady growing number of listeners as you are delivering consistent information they are interested in.

You want to avoid inconsistency in how often you publish your podcast episodes. If you commit to publishing a weekly show, then make sure you publish one weekly. If you commit to publishing bi-weekly, then make sure you publish every two weeks.

Like everything in your business, consistency is key. One of the most common reasons that audience members lose interest is because of inconsistency in the publishing of the podcast episodes and because information being shared is not relevant to them.

Therefore, the information we'll cover in this training is going to ensure you'll remain consistent in your publishing AND continue to deliver high quality content your listeners' love.

Eventually you may reach the stage where you can outsource this to an assistant who will continue researching, contacting and confirming appointments with your guests. Or perhaps you do this once a month or every few months. You'll find you'll get into a rhythm and fitting it into your schedule will mean you always have a stream of great guests for your show.

Here are some tips to help you come up with ideas for show topics.

I have found these strategies extremely helpful when planning out ideas for my show:

- Create a Mindmap of all the different topics that may be of relevance and interest to your audience.

| Marketing | → | Social Media Marketing | → | How to use Twitter to Market Your Business |

In this example, I have only mapped out three stages. You could continue chunking down even further.

For instance:

> As you mindmap, DON'T criticise the topics you come up with. Brainstorm and braindump is the first step and then go back and tweak the titles (or delete if you don't think they are relevant) until you are happy with them.

- The TOP TEN questions you are frequently asked by your ideal clients.
    - o Then do a Mind Map around each of these topics and chunk down to even more specific topics.
- Bookmark articles of interest and consider inviting the author on your show to share their wisdom.
- Book authors are a fantastic guest. Are there any books you have read lately that would be of interest to your audience?
- Is there a specific area that your ideal client and/or audience continue to struggle with that you could base your show on?
- Is there a certain question you always get asked by your clients/colleagues that you could base a show on?
- Is there something happening within your industry that your audience should know about?
- Research Linkedin and see what topics are being being published in the article section. What topics in your industry are generating interest and discussion