



**INTERVIEWING**  
*With* **PURPOSE**

CONNECT | ENGAGE  
INFLUENCE

**Module 3: Setting the Stage for an  
Awesome Interview**

Lesson 4: Creating Compelling  
Show Outros



## Module 3: Setting the Stage for an Awesome Interview

### Lesson 4: Creating Compelling Show Outros

#### In this training you will learn:

- Why is this important
- Typical outros to avoid
- Creating compelling show outros

#### WHY is this important

- After a great show you want to continue the relationship with your listener – inform them
- Never assume the person will take the action you desire – you need to encourage them
- Don't leave your listener hanging – what's the next step

Notes:

#### Typical outros to avoid

- Non-existent outro
- Too many steps outro
- Confusing outro
- Uninspiring (boring) outro

Notes:



## Create compelling show outros

- What's the ONE step you really want people to make?
- Build intensity by positioning it as a benefit and value people will receive
- Get people OFF the podcast onto our list – is a great strategy onto your Irresistible Signature Giveaway:
  - Example: My Podcasting With Purpose Training promo
- You can have a few ISG's that you can mention on alternating shows
  - Podcasting with Purpose Training promo
  - Money Breakthrough Dramas: Money Clutter Checklist
- I will often say: "Thank you for subscribing to show. That means you're going to be the first person to hear when the next show goes live. And, if you don't want to miss out go to: [link] and you'll also be the first to know when I publish a new show"

Notes:

## Your turn: Create compelling show outros