Are You Ready to Launch Your Thought Leader Podcast? Take the Quiz
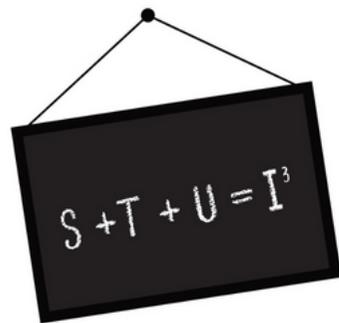
PODCAST PROFIT FRAMEWORK

I have a clear strategy on how my podcast will help me:

- [ ] Cut through the noise to build my reputation as an Industry Thought Leader.
- [ ] Build my list of ideal customers from my very first episode.
- [ ] Generate ROI quickly with a clear monetization strategy.
- [ ] Select the right guests, which could lead to further opportunities.
- [ ] Create Podcast Creatives (including graphics and intro/outro music etc) that are on brand and create a unique and intentional experience for my listener.
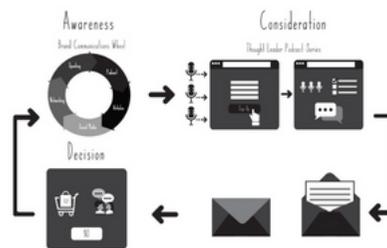- [ ] YES! All boxes are ticked in this key pillar to launch my podcast.

PODCAST PROFIT FORMULA

$$S + T + U = I^3$$

I am totally clear on:

- [ ] My unique Thought Leader message that challenges the status quo in my industry and which speaks directly into what my ideal client is struggling with and searching for.
- [ ] My distinctive Thought Leader Brand stands out uniquely in the marketplace and cannot be copied by anyone.
- [ ] My Thought Leader Podcast Series (monetization) Tactic is recorded and set up and ready to build ongoing influence, impact and income .
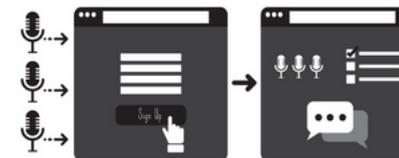- [ ] YES! All boxes are ticked in this key pillar to launch my podcast.

PODCAST PROFIT FUNNEL

My Thought Leader nurturing (monetization) strategy:

- [ ] Leverages language (i.e. keywords and phrases) that engages with and continues to build know, like and trust with my ideal client.
- [ ] Incorporates a (non-salesy) seed and lead strategy that entices and nurtures listeners (my ideal clients) into leads.
- [ ] Incorporates a powerful follow-up email sequence that continues to build know, like and trust and that nurtures leads into enquiries, sales, and/or further discussions.
- [ ] YES! All boxes are ticked in this key pillar to launch my podcast.

TECHNOLOGY & DIGITAL ASSETS

I have the following in place and ready to go:

- [ ] My Thought Leader Podcast Series.
- [ ] Guest Preparation Process (if interviewing guests).
- [ ] Audio Recording, Editing & Mixing software/technology.
- [ ] Podcast Hosting solution (that doesn't compromise my IP/copyright, which some free podcast host platforms do).
- [ ] Setup on Apple Podcasts, Android apps, Spotify and my own Website.
- [ ] Lead Capture Software | CRM.
- [ ] Email FollowUp Sequence.
- [ ] YES! All boxes are ticked in this key pillar to launch my podcast.

PRODUCE, PUBLISH, PROMOTE

I have the following in place and ready to go:

- [ ] Streamlined Post-Production process to ensure consistent publication of my podcast.
- [ ] Clear plan for each episode's publication and promotion including:
  - Show Graphic creation
  - Quote graphic creation
  - Comment/post creation
  - Selected Social Media
  - Correct hashtags / keywords
- [ ] Clear strategy to alert Guest that their show is live, so they can share with their community, therefore expanding my reach.
- [ ] Plan in place to ensure ongoing promotion of each episode to generate new listeners to the show.
- [ ] YES! All boxes are ticked in this key pillar to launch my podcast.