



## Podcasting With Purpose Package Comparison

PODCASTING WITH PURPOSE TRAINING	DIY Course	DWY Industry Thought Leader	DFY Influencer
Module 1: Branding of You	✓	✓	✓
Module 2: Branding of Your Podcast Creatives	✓	✓	✓
Module 3: Define Your Ideal Listener and Guest	✓	✓	✓
Module 4: Structure and Formatting of Your Podcast	✓	✓	✓
Module 5: Streamlined Systems to Find, Schedule & Prepare Guests	✓	✓	✓
Module 6: Setting the Stage: Powerful Interviewing Techniques	✓	✓	✓
Module 7: Recording, Mixing & Editing Technologies	✓	✓	✓
Module 8: Momentum-Building Marketing	✓	✓	✓
Pre-Work Bonus Class One: Your Podcast Profit Pipeline	✓	✓	✓
Pre-Work Bonus Class Two: Your Signature Brand Archetypes	✓		
Industry Thought Leader: How to Go from Invisible to Influential (and Profitable) with a Podcast eBook			
<b>BONUSES:</b>	✓	✓	✓
Overcoming Objections Training & Suggested Scripts			
Map out your Irresistible Signature Giveaway Podcast Series			
Core Business Foundations			

### INTERVIEWING WITH PURPOSE TRAINING

Module 1: Preparing You: - Your Core Values   Your Unique Interviewing Style   Your Winning Mindset	✓	✓	✓
Module 2: Preparing the Guest	✓	✓	✓
Module 3: Setting the Stage for an Awesome Interview - Show Formats   Creating Compelling Show Titles, Show Introductions, Show Outros	✓ ✓ ✓	✓	✓
Module 4: Powerful Interviewing Techiques - Mastering Your Mindset   Different Types of Questions PLUS Bonus Sample Questions   Dealing with Difficult Guests   Advanced Communication Tips	✓	✓	✓
<b>BONUS: Optimising Your Voice</b>	✓	✓	✓
Private FB Community for Global Support & Collaborations	✓	✓	✓

### 3-PART THOUGHT LEADER PODCAST SERIES ONLY | INFLUENCER PACKAGE

Information Gathering Process [1.5 hour VIP Session]	X	✓	✓
Strategize additional resources for your ISG	X	✓	✓
Map-Out, Record & Produce your 3-part Podcast Series	X	✓	✓
Examples of Follow Up Email Nurturing Sequence	X	✓	✓
Transcription of your Podcast Episodes	X	✓	✓
Creation of Podcast Graphic Quotes	X	✓	✓

### 90-Day 'Idea to Launch' Thought Leader Podcast Platform | INDUSTRY THOUGHT LEADER PACKAGE

90-Day Fast-Track VIP Planning Day [4 hour VIP Day] - Map out your customized Podcast Profit Pipeline - Finalize Creative Brand Elements for your Podcast - Determine Best Keywords for SEO maximization - Map out your Editorial Production Schedule – Topics Brainstorm ideal guests for your next 6 shows	X X X X X X	✓	X
Post Production of your 3-Part Podcast Series	X	✓	X
Creation of your Promotional Creatives (graphics)	X	✓	X
Publishing & Promotion of your podcast episodes	X	✓	X
Creation of your Podcast Creatives (Intro/Outro/Podcast Graphic)	X	✓	X
Create a Step-by-Step Podcast Launch Campaign (including suggested emails, graphic etc)	X	✓	X
As part of your Podcast Launch - Interview you on Ambitious Entrepreneur Podcast while streaming Live to AEPN Facebook Page	X	✓	X

## OUR INFLUENCER AND INDUSTRY THOUGHT LEADER PACKAGES

<b>INFLUENCER</b>	<b>INDUSTRY THOUGHT LEADER</b>
<p><b>3-Part Thought Leader Podcast Series</b></p> <ul style="list-style-type: none"> <li>- PWP Course</li> <li>- IWP Course</li> <li>- 3-Part Thought Leader Podcast Series (Irresistible Signature Giveaway)</li> </ul> <p>ADDITIONAL SERVICE:</p> <ul style="list-style-type: none"> <li>- Setup and integration of Blubrry Podcast Hosting</li> <li>- Setup and submission to Apple Podcasts, Google Play, etc</li> </ul>	<p><b>90-Day 'Idea to Launch' Thought Leader Podcast Platform</b></p> <ul style="list-style-type: none"> <li>- PWP Course</li> <li>- IWP Course</li> <li>- 3-Part Thought Leader Podcast Series (Irresistible Signature Giveaway)</li> <li>- Setup Squeeze Page   Landing Page on your website for your Thought Leader Podcast Series</li> <li>- Write and setup your own customized email nurturing sequence</li> <li>- Write compelling on-onbrand social media posts for you</li> <li>- Help you create your own customized Pathway to Profit Blueprint (to make sales easy and fun)</li> <li>- Schedule social media posts on Facebook as part of your launch</li> <li>- Your Podcast listed on AEPN with links to your website</li> <li>- Setup and integration of Blubrry Podcast Hosting</li> <li>- Setup and submission to Apple Podcasts, Google Play, etc</li> </ul> <p>ADDITIONAL SERVICE: Ongoing Podcast Post Production and/or Publishing &amp; Promotion:</p> <ul style="list-style-type: none"> <li>- Ongoing editing, mixing, and preparation of quotes</li> <li>- Scheduling/publishing podcast on your website</li> <li>- Write and schedule social media posts</li> </ul>