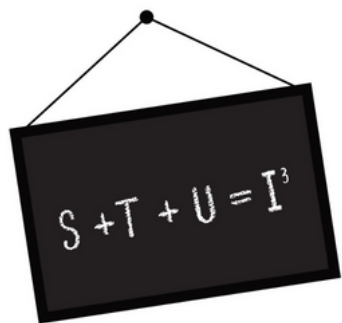


# 'Idea to Launch' Your Profitable Thought Leader Podcast Blueprint

## PODCAST PROFIT FORMULA



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.

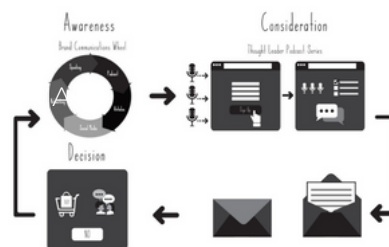
## PODCAST PROFIT FRAMEWORK



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 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.