

PODCASTING WITH PURPOSE SELF-AUDIT CHECKLIST

Ensure the RIGHT Foundation and ALL 7 Pillars are in place so you can Stand Out, Be Heard and INFLUENCE your Audience while Build Your List, Generate Leads and Enquiries from your very first Podcast Episode.





WANT TO BUILD INFLUENCE, YOUR LIST, LEADS, ENQUIRIES AND ULTIMATELY CUSTOMERS FROM YOUR PODCAST?

Producing a podcast often takes hours of hard work, however can still fail to generate the results you'd hoped for. How about you? Are you happy with the results you're generating with your podcast?

- Are you sharing awesome content on your podcast on every show and getting great feedback, week after week?
- Are you building solid relationships with your guests from across the globe?
- Are you building a level of engagement with your audience across your social platforms?
- Are you regularly promoting your podcast, whenever you can?
- Have you listened to what other podcasters are doing that works and tried to adopt a few of those strategies?

Yet despite all of your hard work – you're still struggling to generate the results you want? No new clients, no sponsors, no steady income whatsoever despite the hours (and hours) of work you put into creating each episode?

- Yes! I can relate and need help – FAST so I can build influence, engagement, leads, enquiries and customers.**
- No! I love podcasting and am fine if it doesn't generate results. I don't need any help.**



PODCAST PROFIT FRAMEWORK

Produce

Have you got a streamlined process in place that'll enable you to produce a professional and consistent on-brand message?

Publish

Is your podcast available on all major podcast players including Apple and Android, Smart Speakers and the Web?

Plan

Who is your ideal client? What topics do they want to learn more about? How is your message going to cut through the noise?

Purpose

What is the END in mind? WHY are you creating your podcast? HOW will you leverage it to build influence, impact and income?



Promote

Do you have a clear strategy in place that has each of your podcast episodes being shared continuously and even repurposed across various platforms?

Profit

Is your ideal client contacting you to find out more about how they can work with you? Is your Podcast Profit Pipeline working?



PODCAST PROFIT SELF-AUDIT CHECKLIST

PHASE 1: KEY FOUNDATION

MY PODCAST PROFIT PIPELINE [Purpose]

I am clear on my end goal (and what I'll be offering in terms of products/services) with a clear plan and Call to Action, followed by a step-by-step plan that will enable me to grow my list, my leads, enquiries and ultimately nurture into paying clients.

PHASE 2: CRUCIAL ELEMENTS

PILLAR 1: BRANDING & MESSAGE [Plan]

I have a clearly defined Signature Brand and unique message, with everything being integrated to cut through the noise and position me as an influential voice in my industry, including:

- My Personal Brand
- My Podcast Title
- My Podcast Description, Keywords and Phrases I use
- My Podcast Bio
- My Podcast Intro
- My Podcast Outro
- My Podcast Music Selection and Sound Effects (if any)
- The Voice Over Professional (if any)



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PILLAR 2: DEFINE YOUR IDEAL LISTENER (AND FUTURE CLIENT) AND GUEST [Plan]

- I have clearly defined who my guest is, where to find them and HOW to reach out to them. Therefore not only can I provide valuable content for my ideal client (i.e. audience) in the information shared on the podcast, however more importantly this can lead to further discussions and win win win opportunities with my guest.
- I have clearly defined who my ideal client is and ultimately my ideal listener, and consistently speak to him/her in each of my podcast episodes.

PILLAR 3: STRUCTURE AND FORMATTING OF YOUR PODCAST [Plan]

- I have a unique streamlined structure and format I will use for each of the episodes of my podcast to create consistency and continuity for my listeners and that suits my style and communication preference whether I'm sharing inspiring information on my own, or whether I am interviewing a guest or multiple guests.

PILLAR 4: STREAMLINED SYSTEMS TO FIND, SCHEDULE AND PREPARE GUESTS [Produce]

- I have streamlined introduction and scheduling templates to prepare my guest and enable me to capture the RIGHT information to create a stellar show proficiently, without having to do hours of preparation beforehand.



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PILLAR 5: SETTING THE STAGE: POWERFUL INTERVIEWING TECHNIQUES [Produce]

- I am able to engage and maintain my audience's attention, no matter what their communication preference through the language I use and the examples and case studies my guest and I share.
- I am able to confidently and quickly build rapport with my guest, while manage the guest and keep the conversation flowing well, throughout the entire interview (even with the most difficult of guests) to maintain my audiences attention.

PILLAR 6: RECORDING, MIXING AND EDITING TECHNOLOGIES [Produce & Publish]

- I have a streamlined process that enables me to edit, mix and produce great sounding podcasts that my audience will want to listen to.
- My Podcast is accessible from the major Apple and Android podcast/media sites as well as Smart Speakers through platforms such as Spotify and iHeartRadio, and the Web.

PILLAR 7: MOMENTUM-BUILDING MARKETING [Promote]

- I have solid visibility and promotion strategies in place to get each podcast episode out to my ideal client after it is published.
- I am leveraging and repurposing my podcast in an integrated way that continues to position me as an influential voice in my industry.

www.PODCASTINGWITHPURPOSE.com

