

PROFITABLE
&
PURPOSEFUL
PODCASTING

for Coaches & Consultants

Workbook



WHAT WE WILL COVER:

- My journey into podcasting and how you can avoid the costly mistakes I made;
- *Key indicators you're not ready to launch a podcast, yet;*
- 4 common things most business become fixated on when starting their podcast - and why they shouldn't if they want their podcast to generate real ROI;
- *Key Podcasting Principles for service-based businesses to optimize their chances of build their reach, their reputation as a trusted authority, and their revenue;*
- The Podcast Positioning Quadrant and what you need to have in place to position yourself as a trusted authority in your industry;
- *Your Podcast - a saleable asset?*
- The one simple (yet powerful) unknown tactic that'll enable you to nurture listeners into leads, enquiries and ultimately customers from your very first episode.

- Why do you want to start a podcast? List all of the reasons below:

- What concerns do you have about starting a podcast? List all of the reasons below:



3 KEY INDICATORS YOU'RE NOT READY TO LAUNCH A PODCAST - JUST YET...

- ONE:

- TWO:

- THREE:



3 MISTRUTHS ABOUT PODCASTING

- ONE: Your _____ will make the difference in having a successful podcast
 - #M_____ B_____ M_____

- TWO: P_____ your podcast and clients will come

- THREE: Get _____ in N_____ & N_____
 - Build R_____ E_____ so you're seen as a Trusted Authority. [See the Podcast Positioning Quadrant later in the training]

- FOUR: Just p_____ r_____ and start t_____ asking q_____
 - C_____ C_____ vs endless t_____



7 COMMON PODCASTING MISTAKES

1. No c_____ (or incorrect) S_____ (M_____ and/or M_____)
2. No L_____ N_____
3. U_____ Thought Leader B_____ and M_____
4. Broad range of t_____ and g_____
5. Off B_____ Podcast C_____
6. Uninspiring S_____/E_____ I_____
7. Ineffective C_____ to A_____

Notes:

Don't let your message become lost in the noise of your own podcast like Annemarie (which was one of the reasons she stopped production of her award-winning, top-listed podcast).



MISTAKE NO 1:

To avoid making this mistake:

MISTAKE NO 2:

To avoid making this mistake:

MISTAKE NO 3:

To avoid making this mistake:

INTRODUCING THE PODCAST POSITIONING QUADRANT



Notes:

The three things you need to become known as a Trusted Authority:

- C _____
- C _____
- C _____

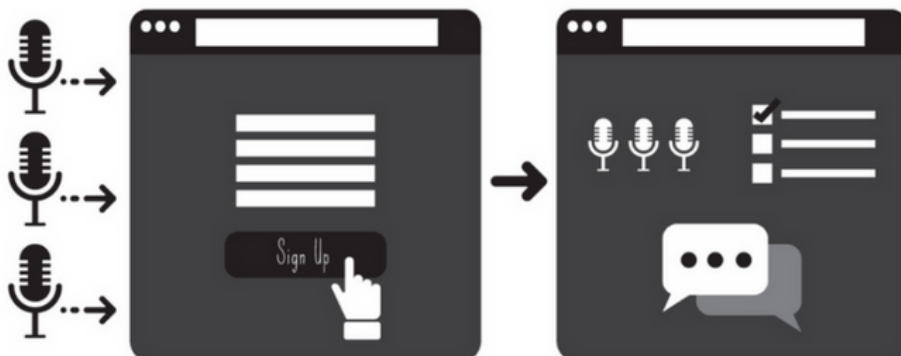
MISTAKE NO 7:

How to avoid making this mistake:

The effective call to action:

...that nurtures listeners into leads, enquiries and customers/opportunities (starts with EVERYTHING I've shared) and continues to build interest and intrigue... **leading to this...**

T _____ L _____ P _____ S _____





NOTES: (AND NEXT STEP)

A large, empty light blue rectangular area intended for taking notes.

Next step to launching your Profitable & Purposeful Podcast:
www.AnnemarieCross.com/StrategyCall