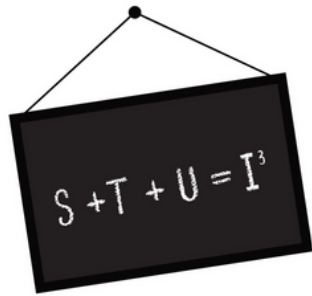


# Are You Ready to Launch Your Podcast? Quiz

## YOUR BRAND & MESSAGE



I am totally clear on:

- My Personal 'Signature' Brand, am known and recognised as a trusted authority by my ideal/dream client. I therefore know how to bring my Brand to life on my podcast intentionally and strategically
- The message I'll continue to share on my podcast, which already stands out from the crowd, attracts engagement and enquiries from my dream client
- My brand and message to create a unique and uncopiable Listener experience to each and every show. This will then ensure I'm consistently building an audience of my ideal/dream clients and creating a binge-worthy podcast
- YES! All boxes are ticked in this key pillar to launch my podcast.

## AUDIENCE BUILDING



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

- Build my reach (with my ideal client) and my reputation (as an influential trusted authority)
- Build my list of ideal/dream customers by nurturing listeners into leads from my very first episode
- Generate ROI quickly with a clear monetization strategy that is based on my message and programs, not sponsorships
- Select the right guests, which could lead to further opportunities and collaborations
- 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.

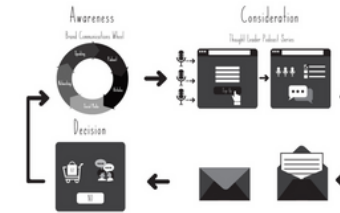
## AUDIENCE NURTURING



I have a robust customer relationship-building and nurture strategy in place that:

- Will ensure my podcast becomes an integral component in my overall marketing and communications strategy
- Is streamlined and systematised to ensure I'm able to build the momentum needed to achieve ROI from my podcast, quickly
- Leverages language (i.e. keywords and phrases) that engages with and continues to build know, like and trust with my audience (i.e. ideal client)
- Incorporates a powerful follow-up email sequence that continues to build know, like and trust and that nurtures leads into enquiries and/or further opportunities
- YES! All boxes are ticked in this key pillar to launch my podcast.

## TECHNOLOGIES + SYSTEMS



I have the following in place and ready to go:

- A compelling optin (i.e. gift/resource) to get my ideal client off my podcast and on to my list. I'm ready to nurture listeners into leads from my first episode
- Guest Preparation Process, especially when it comes to interviewing clients as compelling case studies/testimonials
- Audio Recording, Editing & Mixing software/technology
- Podcast Hosting solution that'll work best for me and my goals
- Setup on Apple Podcasts, Android apps, Spotify and my own Website.
- Lead Capture Software | CRM
- An Email FollowUp Sequence
- YES! All boxes are ticked in this key pillar to launch my podcast.

## PRODUCTION + PROMOTION



I have the following in place and ready to go:

- A streamlined Post-Production process to ensure consistent publication of my podcast
- A 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
- A clear strategy to alert Guest that their show is live, so they can share with their community, therefore expanding my reach
- A 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.