



Three Pillars of Growth Success

Pillar 1: Successful Podcast Launch

Pillar 2: Epic Content Ongoing Content Creation

Pillar 3: Create and Maintain Raving Fans

Pillar One: Launch A Successful Podcast

Time Frame: 8-10 weeks

Phase 1

The Big Message Phase

- A. Current Business Model
- B. Where does a Podcast Fit into Current Funnel?
- C. Brainstorming Podcast Topic
 - a. Who
 - b. What
 - c. When
 - d. Where
- D. Proof Of Message Concept
- E. Confirm there is a Market for Your Message
- F. Defining Target Market
- G. Finding and Discovering Your Target Market
- H. What Does Your Target Market Desire the Most?
- I. Defining Your Niche
- J. Format, Frequency and Length
- K. Interview and Topic-Based Tips
- L. Initial Keyword Research
- M. Naming Your BRAND ASSETS
- N. REVIEW

Phase 2

The Tech Phase

- A. Recommended Equipment
- B. Recommended Software
- C. Setting up your Templates for Guests
- D. Setting up Recording and Editing
- E. Samples of Intro's and Outros



- F. Music Choices
- G. Exporting and Tagging Your MP3
- H. Your Media Host
- I. The Tech Phase Review

Phase 3

The Creation Phase

- A. Your Shows Mission Statement and Goals
- B. Your Podcast Artwork
- C. Your Episode Flow
- D. Your Podcast Guest and Personal Scheduler
- E. Your Content Structure
- F. Finalize Intro and Outro Copy
- G. Recording Episode 00 with Heather (If A Private Client)
- H. Recording and Setting Up Your First 2 Episodes
- I. Editing Your Episodes
- J. Episode Artwork
- K. The Creation Phase Review

Phase 4

Mini-Launch

- A. Launch Strategy
- B. Podcast Website - Blog Set up
- C. Social Media Set Up
- D. Your Launch TEAM
- E. Sharing Across Social Set up
- F. Mini-Launch Review

Phase 5

The LAUNCH

- A. Upload and Publish First 2 Episodes
- B. Submitting Your RSS Feed to GP, Apple and others
- C. Setting Up Your Calendar for on going Momentum
- D. Subscribe, RATE and Review
- E. Ongoing Content Creation Checklist
- F. Create, Publish, Repurpose, Repeat

Phase 6

THE BONUS - Getting Guests and Monetizing



- A. Your Media Kit
- B. Media Kit for the Show
- C. Sponsorship Set Up
- D. How to get listed in Directories to have guests come to you