

LIKE A BOSS™

Rise To The Top



Heather Havenwood.com

Course Syllabus

Welcome to the Influencer Growth Formula. Over the next 6 weeks, you'll learn how to build your influence and triple your sales using a podcast. Whether you're starting with zero followers or you have a fan base already, this course is for you.

Learn the system I use to consistently produce shows that people rave about. You'll get the keys to the castle. Everything from how I set up my studio and create engaging content to how I build my audience. And of course, how I grow my revenue through sales and sponsorships.

The Influencer Growth Formula: Pillar 1 is the first of a three-part series that results in launching and growing your own wildly successful show.

By the end of the course, you will be taught how you can produce and published 4 episodes per week per month. Not only will you have a suite of shows, but you'll also learn how to edit and reuse them to create 6-8 pieces of evergreen content. With that, you'll be able to promote your show across social media to grow your podcast at record speed.

Let's get started.

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Module 1: Defining Your Market and Message

Lesson 1: Introduction to Launching Your Podcast

- A. Why Start a Podcast?
- B. How does a Podcast Fit into Your Marketing?
- C. Podcast Starter Kit
- D. Podcast Launch Checklist
- E. Getting Eyes on Your Show
- F. Brainstorming a Podcast Topic

Lesson 2: Naming Your Podcast

- A. How To Name Your Podcast
- B. Defining Your Target Market
- C. Understanding Your Target Market's Desires
- D. The 3 Step Launch Framework
- E. Tips to Get Started
- F. How to Never Run Out of Content Ideas

Lesson 3: Structuring Your Brand

- A. Finding Your Cadence: Format, Frequency, and Length
- B. Creating an On-Air Personality Using the Character Diamond
- C. Tips to Create Ultra Engaging Topics and Interviews
- D. Writing Your Bio and Description
- E. Developing a Tagline with Keywords

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Module 2: All Things Tech for the Show

Lesson 1: Setting Up Your Studio and Sound

- A. Recommended Equipment
- B. Recommended Software to Record Episodes
- C. Options to Host Your Podcast
- D. Setting up Your RSS Feed
- E. Editing Your Content
- F. Elements of Your Show: Music for Intros, Outros, and Commercials
- G. Third Entity Theory

Lesson 2:

- A. Writing Your Commercials
- B. Outsourcing Intro and Outro Music
- C. Designing Your Artwork

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Module 3: Producing Content On Demand

Lesson 1: Developing Your Influencer Domination Master Map

- A. Managing Your Content and Episode Calendar
- B. Where to Find Guests for Your Show
- C. Onboarding Your Guests
- D. Scheduling Guests with ScheduleOnce.com

Lesson 2: Recording Your First Episodes

- A. How to Record Your First 2 Episodes
- B. Best Practices for Recording Episodes 00 and 01
- C. Naming Your Episodes aka Brand Assets
- D. Determining the Keywords to Use in Descriptions

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Module 4: Launching Your Podcast

Lesson 1: Marketing and Publishing Your Podcast Strategy

- A. Launch Strategy
- B. Outsourcing Your Launch Team
- C. Promoting and Setting Up Your Podcast Website
- D. Marketing Your Show on Social Media
- E. How to Automatically Share Content Across Social Media
- F. How to Upload and Publish Your First 2 Episodes
- G. Submitting Your RSS Feed to Google Play and Apple and others

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BONUS MATERIAL

Module 5: Building Your Influence

Lesson 1: Getting Media Attention for Your Show

- A. Getting Subscribers, Ratings, and Reviews
 - a. Ask for Reviews/ Ratings /Subscribers in your Outro Copy
 - b. Guesting on other shows, sharing about your show
- B. Media Kit Elements
 - a. Create a Compelling Bio Introduction for the Host
 - b. Images (low and High Res, Round Image)
 - c. One sheet
- C. Sponsorships / CPA offers
 - a. Creating Affiliate Links (for CPA offers)
- D. How to Be a Guest on 30 Shows in 60 Days
 - a. Power Guesting Mini Course
 - b. Exact Email OutBound Pitch Script
 - c. Where to Pitch OutBound Script
 - d. Training on How to Use the Script
 - e. One-Sheet Structure
 - f. Media Page Structure