

POWER OF PODCASTING



Learn why you should have a podcast and the secret sauce to your marketing!

WEBINAR WORKBOOK

SANDRA YANCEY

FOUNDER & CEO OF EWOMENNETWORK



THE POWER OF PODCASTING

Sandra Yancey

Founder and CEO, eWomenNetwork

This Workbook is provided to you so that you can capture your notes, ahas, insights and all other relevant information you find valuable during my training webinar on “**The Power of Podcasting.**” It is suggested that you print it out in advance of the webinar. Feel free to familiarize yourself with the contents. I’m sure that with just a quick glance, you will be inspired to make sure that you arrive on the call a few minutes early!

I encourage you to have this Workbook along with a pen or pencil—and maybe even a highlighter—to bring to your attention the areas that are most meaningful to you!

If you want to comment or post on Facebook or Twitter about the webinar, please use the hashtag #podcasting. My Twitter and Facebook username is @SandraYanceyEWN.

Can’t wait for our time together!

Sandra



THE POWER OF PODCASTING

WHAT YOU WILL LEARN:

- The impact of podcasting and how it can help your business grow.
- Determine if podcasting is a fit for you.
- How you can add podcasting without investing any more time.
- How to leverage podcasting to build an integrated marketing and branding strategy.
- How we can help you so that you don't have to figure it all out on your own!

WHY CHOOSE PODCASTING:

- Podcasting is a powerful way to tap into a _____ resulting in _____.
- Super-easy way to _____ with key Influencers.
- It's a great way to be seen as an _____ or _____ in your industry/niche.
- How many people? iTunes alone boasts _____ active _____ (not including Stitcher, Spotify and SoundCloud)!

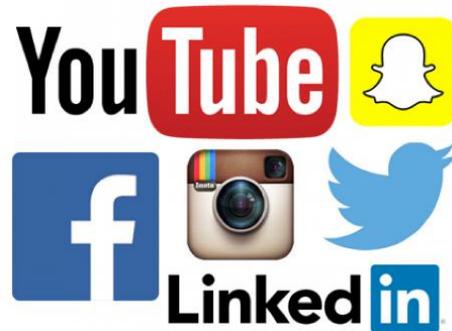
"Podcasting is the new blogging!"

1. PODCASTING IS PERFECT FOR YOU IF:

- a. You know you have something _____ to _____ that can benefit thousands.
- b. You feel like you're the best kept secret and are ready to _____ and _____ your business in a bigger way.
- c. You know you are overdue in establishing yourself as a _____ / _____ / _____.
- d. You are ready to _____ your business and _____ sales.
- e. You are time-strapped and looking for one thing that can be _____ into multiple content formats!

2. PODCASTING IS THE PERFECT COMPLIMENT TO:

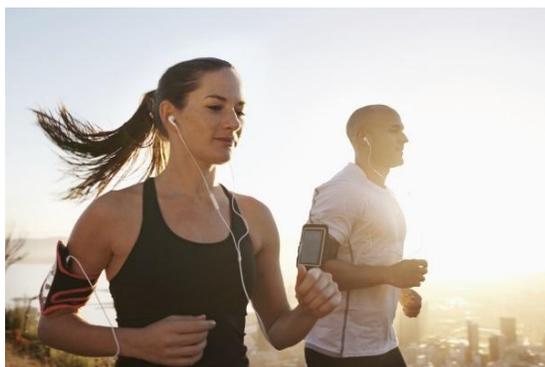
- a. Facebook
- b. Twitter
- c. Instagram
- d. _____
- e. _____



“Podcasting is a powerful way to grow your audience and gain more people into your funnel!”

3. HOW IS PODCASTING DIFFERENT (that makes it so unique & powerful):

- a. Podcasting is literally shifting the way people _____ to information, education and news!
- b. Think about it! Podcasting doesn't require you to _____ and _____ *anything!*
- c. It's different from everything else you do. You can literally listen to podcasts while you are:



~ _____

~ _____

~ _____

~ _____

- d. Unlike all the other social media channels, podcasting is the one thing you can do while you are _____.
- e. And millions of people are taking advantage it!

“It's a perfect solution for the multi-tasker!”

4. HOW TO MAKE PODCASTING WORK IF YOU ARE ALREADY CRAZY-BUSY!

**#1 - Leverage your time in better and bigger ways
by replacing something that
isn't yielding results with podcasting!**

For example:

- a. Most entrepreneurs go to _____ or _____ a week. And often have nothing to show for it.
- b. Let's take a closer look at this to illustrate how you can fit podcasting into your life without taking up _____!
- c. Say you've been going to a _____ and time and time again, you leave with either absolutely or relatively _____ for it.

Let's look at your day:

- You spend 30 minutes getting ready
- You spend 30 minutes driving to the event
- You spend 2-1/2 hours at the event
- You spend 30 minutes driving home



Yikes! That's FOUR hours of your day!

***“Podcasts are becoming almost as popular as music
as a source of inspiration.”***

5. PODCASTING DOESN'T NEED TO TAKE ANY MORE TIME!

- a. Did you know that, if you _____, in that same period of time, you could have also recorded _____ worth of Podcasting Shows?!
- b. And, with your own podcast show, you are doing something that _____ your local market, _____ your audience and _____ your brand on a much larger level ... by only substituting one networking event!

6. MAKING IT OFFICIAL: YOUR PODCAST KIT



You need four things to put yourself in the podcasting business:

- a. **Computer/Laptop.** We recommend a _____ . (Go to _____ to check out your speed.)
- b. **Microphone.** We recommend the _____ at a cost of about _____.
- c. **Headphones.** We recommend _____ with Remote and Mic at a cost of about _____ (or Apple-style equivalent).
- d. **Pop Filter.** To prevent pops from “P” words, we recommend _____ at a cost of about _____.

“And don’t forget ... You can podcast your show as you travel!”

7. HOW TO FIND GREAT GUESTS:



- a. Search for _____ in your genre that have recently _____ a _____.
- b. Select _____ you think would be _____ for you.
- c. Podcasting is a great way to _____ with people who are typically hard to reach. Identify well-known _____ that share your _____.
- d. Ask your _____ for _____! Your _____ will guide you to having a “hit show!”
- e. Make sure they know your expectation is that they share your scheduled interview with their _____ through their _____ that they will be a featured on your Podcast show.
- f. Give them _____ and _____ with a timeline on when to share them. This is a great way to gain _____ and _____!

“A brand is worthless if it doesn’t connect with the right audience in a relevant way!”

8. HOW TO SCHEDULE GUESTS:

- a. There are a number of ways to schedule your guests. First, you have to be willing to make a _____ to one day a month where you block out a 4-hour window of time, say 9 am - 1 pm.



You have three main options for securing guests:

- b. Spend time calling each guest to sort out schedules to find a date that works for your guest.

OR

- c. On a monthly basis, you can send them your calendar via the online self-service appointment scheduling software, _____. Ask them to pick a slot that works best for your guest based on what slots you indicate you are open.

OR

- d. If you are on the eWNPodcastNetwork, you can come to the _____, and we will ensure that you have your guests booked and time-slotted for _____!

“With your schedule complete, now you sit down in your comfy clothes, a beverage of your liking, and hammer out four shows.”

9. SHOW FORMAT:

a. No doubt, creating a template when you are first starting out will give you confidence. To be clear, you do not need a script because you don't want to risk sounding like you are reading. You want a basic template or structure to keep you on track so that you avoid common "beginner mistakes" such as:

1. _____ pauses
2. _____ yourself and
3. Getting _____ on _____

Plus, people like an element of predictability. It helps listeners connect with you by understanding what you are about.

**b. Have you ever watched Jimmy Fallon?
His show has a structure:**



1. He starts with his monologue.
2. He has 2-3 signature segments that are part of his brand, like his "Thank You Notes."
3. He interviews his guests (and maybe integrates some games).
4. If he has a band or comedian, they are typically featured last.
5. He reminds everyone to tune in the next night to see his featured guests.

10. YOUR PODCAST SHOW STRUCTURE:



a. Begin with _____ (that tie to the subject of the person you will be interviewing).

b. Interview your guest and end your interview with _____ or _____ like:

❖ *“If you weren't doing what you are doing, what would you be doing?”*

OR

❖ *“If your house was burning down, everyone was safe and you could only grab one thing, what would it be and why?”*

OR

❖ *“ _____ ”*

c. Summarize your show by reiterating why you felt the subject was relevant to the listeners and encourage your listeners to _____ to your _____ or _____ a _____.

d. Tell them who your _____ will be on your _____.

e. End with a _____.

Bam! Done!

***Before too long, your structure will become second-nature.
And your listeners will fall in love with you!***

11. HOW TO LEVERAGE PODCASTING TO BUILD AN INTEGRATED MARKETING AND BRANDING STRATEGY



1. ATTRACT _____ AS GUESTS!

2. BECOME A _____ !

3. INCREASE _____ !

4. ADD VALUABLE CONTENT THROUGH _____ !

5. LINK MESSAGING THROUGH _____ CHANNELS!

6. CREATE _____ FOR LEAD GENERATION!

7. CONSOLIDATE SHOWS FOR NEW _____ DEVELOPMENT!

8. WATCH YOUR _____ LISTENERS CLIMB!

12. ADDED UNEXPECTED BONUSES TO PODCASTING:

Podcasting can feed your business in ways you may not expect, including:



- a. Refine _____ and develop your own _____.
- b. Increase _____ or participation on _____ at _____.
- c. _____ for being recognized as a _____ or _____ in your niche.
- d. Secure _____ that you can _____.
- e. _____ by being asked to be on others' Podcast shows.

“One out of five adults in the US listen to podcasts.”

