The QuickStart Podcast Playbook

How to Build an Audience of Loyal Listeners Who Become Leads and Customers

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Student Course Book

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Introduction

Podcasting has become a go-to platform for showcasing your expertise in your chosen field in order to build a loyal audience of people who prefer to listen, rather than watch or read their content. And it seems to be growing in popularity every year!

As a forward-thinking business professional, podcasting presents you with a unique opportunity. It allows you to connect with a wider audience and cultivate relationships beyond other media formats. Ultimately, this will help you foster a thriving community around your brand that taps into multiple channels of communication.

Podcasting is also a cost-effective marketing strategy that puts your products or services in the spotlight and allows you to reach far corners of the world.

Forget the misconception that you have to be an award-winning writer to create impactful content. Podcasting is all about using your natural speaking skills to discuss interesting and engaging topics you're passionate about.

You don't even have to be the one doing all the speaking. If you enjoy talking to people in your field, you can use interviews with guests to keep your content fresh and provide your audience with new perspectives.

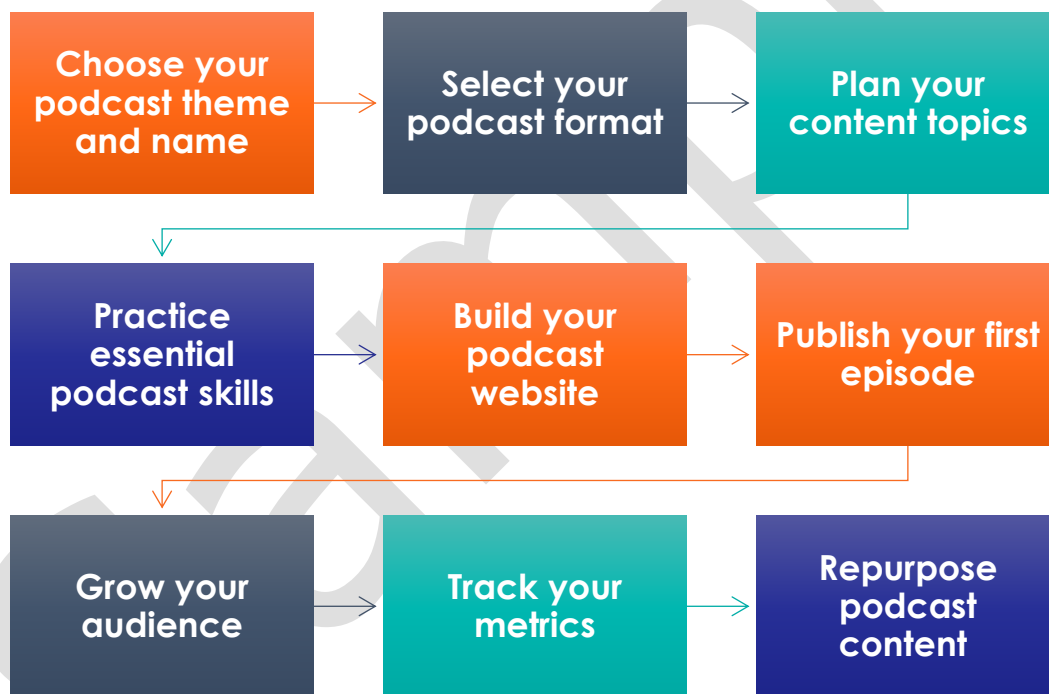Worried about the tech side? Don't let those worries deter you. Setting up a podcast isn't as complex as it might seem, and you don't need to break the bank to get started.

This course will give you the tools and skills to jump-start your podcasting journey. We'll help you decide on a theme, find a name for your podcast, and plan your content. And don't be concerned about how to record and edit – we'll walk you through it.

You'll also learn the basics for creating a podcast website and using simple promotional strategies to draw a larger audience. Plus, you'll discover how to turn listeners into leads and leads into customers. Finally, you'll learn how to repurpose your podcast content for maximum exposure.

By the end of this course, you'll have your first series of episodes ready to air and a clear path to grow your business through podcasting.

Here is your roadmap through the course:

Choose your podcast theme and name	→	Select your podcast format	→	Plan your content topics
Practice essential podcast skills	→	Build your podcast website	→	Publish your first episode
Grow your audience	→	Track your metrics	→	Repurpose podcast content

Learning Objectives:

By the time you complete this course, you'll be able to:

➢ Craft the goals, theme, and name of your podcast so you focus on the

key messages that drive success and captivate your target audience.

➢ Select the ideal format and structure for your podcast and plan your content topics and schedule strategically, establishing a solid podcast framework that supports your objectives.

➢ Develop and hone essential podcasting skills, boosting your confidence and empowering you to record your first episode professionally.

➢ Prepare attention-grabbing marketing materials for your podcast launch, ensuring your target audience discovers your podcast and helping you build a loyal following.

➢ Execute a plan to grow and engage your audience effectively, generating valuable leads that convert into repeat customers.

➢ Monitor and analyze your podcast metrics, providing valuable insights into what's working and where you can improve to achieve your podcast goals.

➢ Discover how to amplify your impact by repurposing your podcast, extending your reach to a broader audience, and continuously attracting more leads and buyers.

This course is broken down into 8 major modules and individual lessons to take you step-by-step through creating a podcast series and generating traffic.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you know what you want this course to deliver, we can get started.

http://www.YourWebsiteHere.com

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Module 1 – Plan Your Podcast

Podcasts have exploded in popularity in recent years because they're an excellent way to share information, build an audience, and establish yourself as an expert in your field.

In this first module, you'll kick-start the process of creating your own podcast by determining your goals and choosing your podcast theme and name.

> **Lesson 1: Decide on Your Podcast Theme and Name**

> **Lesson 2: Set Your Podcast Goals**

Lesson 1: Decide on Your Podcast Theme and Name

Choose the Theme of Your Podcast

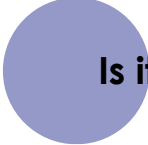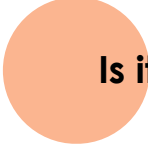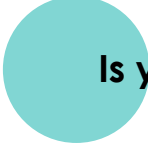Choosing the right theme and name is crucial to creating a successful podcast.

Like all the content you produce, the theme you choose for your podcast must be helpful and provide valuable information to listeners. It should address your target audience's needs. The best part is that it can be incredibly engaging when it hits the mark.

Choosing a theme you're passionate and knowledgeable about is essential. If you're not interested in the topic, it will be challenging to keep your audience absorbed, and it will be hard for you to stay motivated for more than one or two episodes.

You probably already know what you want to cover as it is linked to your business goals (which we'll cover in the next lesson).

To widen your thinking, start by brainstorming subjects that interest you. Write down everything that comes to mind, even if your ideas seem unrealistic.

Once you have a list of potential themes, evaluate each one based on the following questions:

Is it relevant to your target audience?

Is it popular enough to attract a sizeable audience?

Can you sustain it over the long term?

Is your take on it original and unique?

➢ Is it relevant to your target audience?

➢ Is it popular enough to attract a sizeable audience?

➢ Can you sustain it over the long term?

➢ Is your take on it original and unique?

After evaluating your potential themes based on these criteria, choose the one that best meets all 4. Selecting a theme you're excited about and believe in is essential. If you're enthusiastic about it, your audience will be too.

Name Your Podcast

Your theme is likely covered by a podcast somewhere. Let's face it; if you're a coach starting a podcast, you'll find thousands on that broad theme.

You must pick a name that stands out. It's the first thing potential listeners will see or hear, so choosing a name that's catchy, memorable, and accurately reflects your theme is necessary.

Remember that your podcast name will be associated with your brand, so choose a name you're proud of. Also, make sure it's easy to find on a search engine.

Start by brainstorming potential names. Think about your podcast theme and what words would best represent it.

Short and sweet is your guide. The shorter the podcast title, the easier it will be to remember. Many people will stream them from their smartphones, and shorter names will display better on podcast directories. Try to keep the title length between 14 and 29 characters.

Here are some examples:

Innovate & Elevate

Startup Symphony

The Bootstrap Business

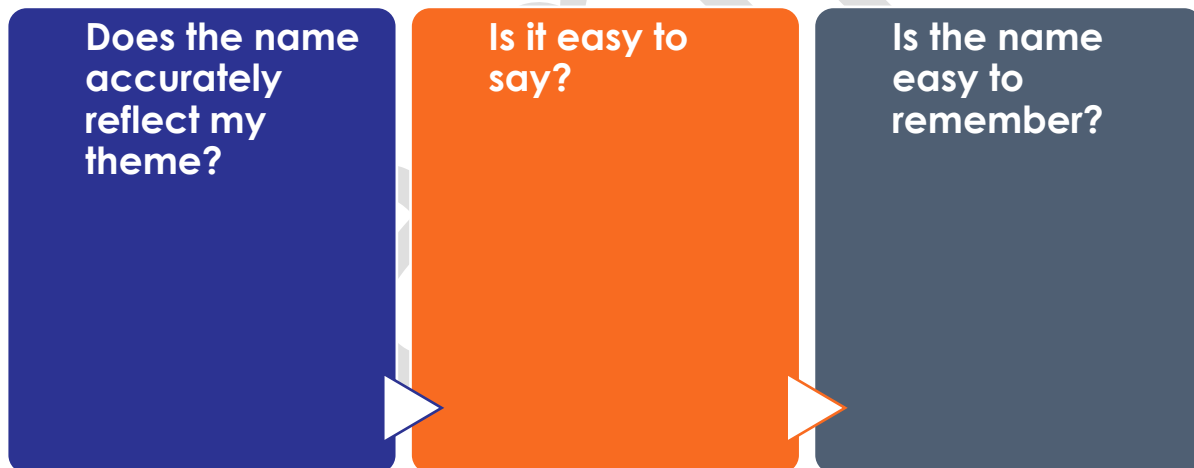**Coach's Corner**

Audio Adventures

Storyteller's Sanctuary

- ➢ Innovate & Elevate (around innovation and business growth)

- ➢ Startup Symphony (for entrepreneurs)

- ➢ The Bootstrap Business (for businesses on a budget)

- ➢ Coach's Corner (chatting with coaches)

- ➢ Audio Adventures (for experts in audio recording)

- ➢ Storyteller's Sanctuary (for fiction writers)

Rhyming words and alliteration create a name people remember and want to share on social media.

Once you have a shortlist of potential names, ask yourself these questions:

Does the name accurately reflect my theme?	**Is it easy to say?**	**Is the name easy to remember?**

- ➢ Does the name accurately reflect my theme?

- ➢ Is it easy to say? For example,

  - o "Hi, I'm the host of XX."

  - o "Welcome to a new episode of XX."

- o "You really must listen to XX."

- o "My favorite podcast is XX."

- ➢ Is the name easy to remember?

If you're stuck for ideas, you can try podcast name generators for inspiration, for example, BNG Podcast Name Generator or Riverside FM Podcast Name Generator.

Check What's Already Out There

Before you finalize your theme and name, it's essential to research what's already out there.

1. Your theme

Search for podcasts related to your theme in your niche to see what the competition is doing.

Listening to their podcasts will give you a wealth of information. For example:

Topics they cover

Structure of content

Sound quality

Format

Length and frequency of episodes

Strategies to engage listeners

Number of followers

Comments and reviews received

➢ Topics they cover

➢ Structure of content

➢ Sound quality

➢ Format, e.g., solo, guests

➢ Length and frequency of episodes

➢ Strategies to engage listeners

➢ Number of followers

➢ Comments and reviews received

Once you've done your research, note any gaps in the competition's coverage of your theme. If there's a key area missing, you can focus on that to differentiate yourself.

2. Your Name

You don't want a name that already exists. Go into a podcast directory and search your ideas for your show's potential name. If you see a name already used, create a variation or go with another idea.

You also want to verify your podcast name is available on social media channels if you use a YouTube, Instagram, Twitter, Facebook, or TikTok profile.

Make Your Final Decisions

After you've evaluated your potential themes and names and researched the competition, it's time to make the final choice.

Take some time to make this decision. Spending a little more time upfront is better than taking hasty action. If you want input, ask for feedback from colleagues and customers. They can provide valuable insights and help you make a more informed decision.

Nothing is permanent. Your podcast will evolve, and you may need to make adjustments along the way.

Remember:

➢ You want to choose a theme and name you're passionate about, that accurately reflects your brand and sets you apart from the competition.

Action Steps:

1. Brainstorm a list of ideas for your podcast theme and pick 5.

2. Answer the questions in your Action Guide for each idea and pick 3 you'll research further.

3. Write down what words best represent your theme.

    a. Brainstorm a list of potential names based on these ideas.

    b. Create a shortlist of up to 5 possible names.

4. Research your 3 theme ideas by searching for podcasts related to your theme in your niche. Pick 3 that could be competition to yours and answer the questions in your Action Guide.

5. Answer the questions in your Action Guide for each of your name ideas and select your top 3 name ideas.

6. Search your 3 name ideas in a podcast directory. If you find one the same or very similar choose another idea.

    a. Make any changes to ensure your podcast theme and name are unique and memorable.

7. Ask for feedback from customers and colleagues on your top 3 options.

8. Select your theme and podcast name.

ATTENTION:

This is only an excerpt from our full course **The QuickStart Podcast Playbook.** The full, customizable course contains 8 major modules including lessons and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.