

Episode Tips

Episode Title:

Start Here

- Start with your audience (your ideal listener – also probably your ideal client)
- Use their language, what appeals to them, what they want or need to know
- Note: “want” is stronger than a “need”
- Typically podcast episodes: State a fact, ask a question, solve a problem or introduce concept
- Read your title out loud

Respect your online “real estate”

- Don’t include the name of your podcast in the title of each show
- If you use a number Episode # ____ put it at the end
- Shorter is better, iTunes cuts off at 23 characters

Show ideas

- Don’t be too cute (people won’t know what it’s about)
- Tell them what they get
- Evoke curiosity
- Use Keywords in each episode title
- Guest name first, especially if big name
- How to ____
- Testimonial (people love true stories)
- Give a reason why
- Ask a question
- Evoke emotion

Episode Disclaimers:

Add Disclaimer to your show if needed

Medical Disclaimer

Example: I say this at the beginning of each show

“The Gift of Choice is educational, inspirational and motivational in nature. Take what fits for you today and let go of the rest. The Gift of Choice show does not intend or imply to be a substitute for professional medical advice, diagnosis or treatment.”

Business Disclaimer: taken from <https://advancedsellingpodcast.com/earnings-disclaimer/>

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