

How to Launch a Quality Podcast in 5 Essential Steps

1. Have a Planning Strategy

- Goals
- Ideal audience
- Message
- Pre-launch research
- Learn what to do and what not to do from those who have gone before you

2. Identify Your Ideal Audience

- What is your niche?
- Why do you do what you do?
- What is their primary pain/problem?
- What solution do you offer?
- Who do you want to reach with your message?
- What is your core message?
- Example: I help _____ with _____ so they can _____.

3. Crafting Your Message

- How does your message/story relate to the audience?
- How can you change or impact the listener's life with your show?
- Ideas for format:
- Stories of inspiration and success
- Teach something
- Entertain the audience, be engaging
- CTA (call to action)
 - Offer a gift listeners can sign up for
 - Follow me

4. Guests

- Find potential guests in groups, associations and contacts
- Media kit on your website
- Application form on your website (can share the link)
- Evaluate email submissions, do a Google search

5. Time Saving Strategies

- Use the automation in Libsyn to host, distribute and promote
- Multiply your exposure with no extra work
- Use one page on a website you already have to create a show page of your own
- Embed episodes automatically
- Use Zoom to create audio and video files
- Repurpose your content

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