

Simple Podcasting Secrets

Learn to Podcast Like the Pros



Action Guide

How to Use Your Action Guide

You'll get the best results from any course you participate in by completing the Action Steps at the end of each module. They will help you apply what you learn directly to your business and your life, maximizing the investment you're making.

Use the following Action Guide to record your answers, insights, and other notes for the Action Steps, which are outlined in your Course Book. You'll want to refer to each module's content as you complete the related steps.

While we have left space in the guide for each action step, you may feel more comfortable using a separate notebook or digital application for your work. Use whatever method you feel most comfortable with and don't feel constrained to using the space in the Action Guide alone.

In addition, your course may have other Action Sheets, such as spreadsheets or planning templates, which are separate from the guide. Look out for those with your other course materials.

Finally, you don't have to complete all the steps at once. Instead, try setting a specific time on your calendar to work on them. And don't feel that you have to get it right the first time. Learning is a process that happens as you apply your new skills and knowledge. You'll want to return periodically to your Action Guide and both remind yourself of the work you've achieved and edit your answers as you see their impact.

Have fun with it and enjoy the progress and successes that will happen as a result of your work!

Introduction

Expectations

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

Write down three skills you expect to gain.

1	
2	
3	

Module 1 – Podcasting Topics: What to Talk About

1. Brainstorm a list of possible topics for your first podcasts by looking at:

Areas to Explore	Topic Ideas
What you love to talk about	
What your audience is interested in	

Module 1 – Podcasting Topics: What to Talk About

<p>What podcasts are popular in your market</p>	
<p>Hot topics in your market</p>	

Module 2 – Preparing for Your Podcast

1. Start planning your first podcast series:

How often will you record podcasts?	
How long will each episode be?	
What will you call your podcast?	

Module 2 – Preparing for Your Podcast

2. For your first podcast episode:

<p>Topic of first episode</p>	
<p>Key talking points or interview questions (Use separate sheet of paper for drafting a script and for more detail when you're ready)</p>	

Module 2 – Preparing for Your Podcast

<p>Type of intro/outro music to look for</p>	
<p>Target Dates for:</p> <p>Practice</p> <p>Recording</p>	

Module 3 – Getting Set Up to Podcast

1. Assess your equipment needs:

Basics	What you have now
Microphone (and boom?)	
Pop Filter?	
Hosting?	
Website?	
Recording and editing software?	

Module 3 – Getting Set Up to Podcast

2. Based on your answers, what do you need to do to get started with your first podcast?

Need to get now	Wait for later

Module 4 – Marketing Your Podcast: How to Get Listeners

1. Start drafting your first podcast marketing plan:

Marketing Item	Details
Where will you submit your podcast feed and recordings?	
How will you use Social Media to promote your Podcast?	

Module 4 – Marketing Your Podcast: How to Get Listeners

<p>Identify related podcasters you could approach for interviews</p>	
<p>What keywords will you use to optimize your podcast search engines?</p>	
<p>Other Marketing items you plan to include?</p>	

Module 5 – Leveraging Your Podcast to Benefit Your Business

1. Determine the roles your podcast will play in your business:

Role in Your Business	How Implement
Driving Traffic	
Offers for Listeners	

Module 5 – Leveraging Your Podcast to Benefit Your Business

<p>Engaging Listeners</p>	
<p>Other goals for your podcast's role in your business?</p>	

Module 6 – How to Monetize Your Podcast

1. Determine how (or if) you will monetize your podcast:

Monetization Methods	Yes/No and How
Free or premium content	
Part for free	

Module 6 – How to Monetize Your Podcast

<p>Sponsorship</p>	
<p>Audio info products</p>	
<p>Other Ideas</p>	

Module 7 – Simple Content Shortcuts: Repurposing Your Podcasts to Create New Content

1. Make a list of ways you plan to repurpose your podcasts, e.g.

1.	Transcripts, Kindle, Series of articles, Video, Slides, Bonuses, Other
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Module 8 – Podcasting Do’s and Don’ts

1. Record your practice podcast and play it back, making notes on where you need to improve – avoiding the “Don’ts” of podcasting.

Do

Module 8 – Podcasting Do’s and Don’ts

Don't

Module 9 – Conclusion & Next Steps

1. Review the course thoroughly and answer the questions:

What have you learned about podcasting?	
What difficulties have you encountered?	
How do you plan to address these?	
What further steps can you take to become totally comfortable with the process?	

Module 9 – Conclusion & Next Steps

2. Review the **Podcast Creation Checklist** so you know all the steps you'll need to complete to launch your podcast.
3. Use the action plan below to record your goals and what needs to happen next.

	Action to Take	Action Deadline
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		