

PODCAST VISION

WORKBOOK

PODCAST LAUNCH BOOTCAMP

WHAT IS THE MAIN GOAL OF YOUR PODCAST?

EXAMPLE

- Become a thought leader
in my niche
- Convert my listeners into
buyers

WHAT IS MY PODCAST'S PURPOSE?

Answer the following questions:

What problem does my podcast solve?

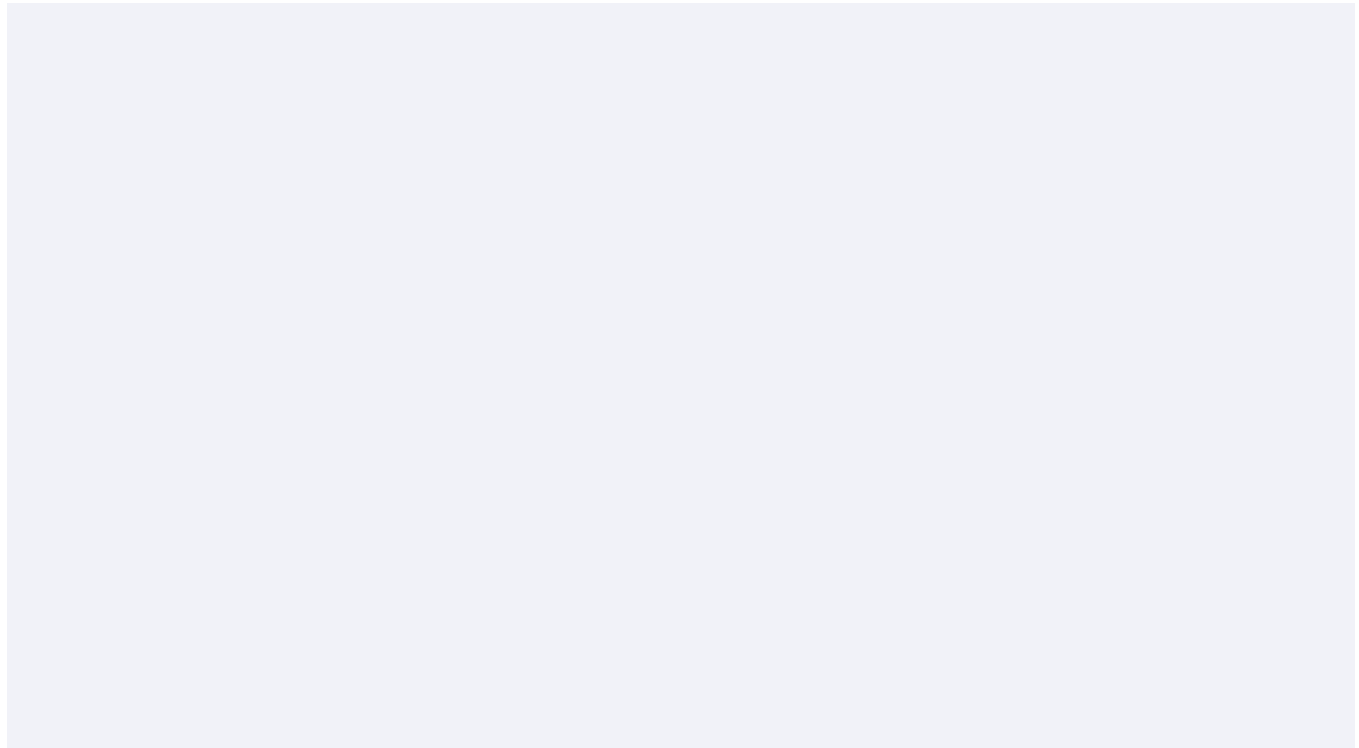
What BIG goal is my audience trying to achieve?

How will your content help them achieve it?

EXAMPLE

- Helps them start a profitable business in part-time hours

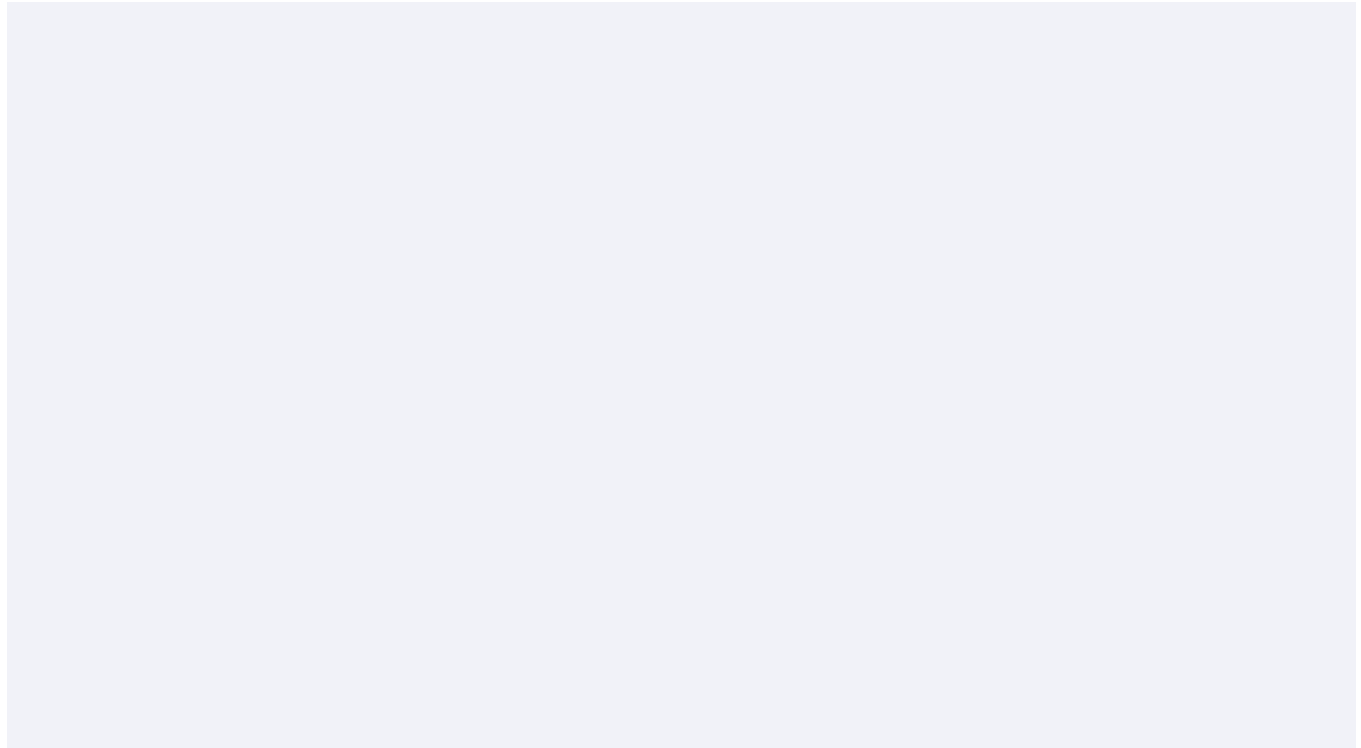
WHAT TRANSFORMATION OR VALUE DO I PROVIDE MY LISTENERS?



EXAMPLE

Simple, actionable tips for
improving productivity and
growing income as a mom in
business

PODCAST PURPOSE ONE LINER



EXAMPLE

- Helps moms start a profitable business in part time hours

WHAT IS YOUR PODCAST'S WHY?

Answer the following questions:

What is the main goal of this podcast?

What transformation or value do I want to provide my listeners?

How does my podcast connect to my business/brand/personal mission?

What are the key topics I'm passionate about sharing?

EXAMPLE

I want to help busy moms
start and grow their online
business through simple
strategies they can
implement in part-time hours

WHO IS YOUR TARGET MARKET FOR YOUR PODCAST?

Share your target market for your podcast below. This includes their age, gender, interests, and more. I recommend getting as specific as possible.

EXAMPLE

Between 25-45
Female entrepreneurs
Service based or digital product based
Has their own podcast

Wants to learn more about podcasting
Enjoys learning, working out, reading a
good book, etc.

WHAT MAKES YOUR PODCAST DIFFERENT FROM OTHERS IN YOUR NICHE?

EXAMPLE

focus on simple
sustainable strategies that
don't rely on social media