

MASTERING THE PODCAST: JUMPSTART YOUR CONTENT CREATION

In 2019, over 100 million people listened to a podcast each week. In this digital age, it can be tough to break through the noise while retaining your individual personality and reaching your audience with an authentic message.



AUDIO SHORT FORM

Think of this as a commercial for your episode to hook your listener. Extract 30 second clips that evoke emotion or curiosity.



BLOG

Write a re-cap of your show and influence those who would rather read.



VIDEO (LONG-FORM YOUTUBE)

Attract and influence people who favor visual experience over audible experiences. Google includes video in its organic SEO algorithm.



TRANSCRIBING

Uploading a transcript of your podcast to YouTube makes each word of your podcast searchable.



DOWNLOADABLE CHECKLIST

A perfect way to collect leads.



PHOTOS

Snap action shots during the podcast creation!



SHOW NOTES OR ARTICLE

Think of this as the shortened version or "cliffs notes" of the podcast.



SOCIAL MEDIA (SO MANY OPTIONS!)

You can share video teasers, 15-30 second audiograms, long-form video links, long-form audio links, blogs, and articles.



IMAGE QUOTE

Using an image, extract a sentence from your podcast and use as a powerful quote. It's **bold** and **powerful**.



VIDEO TEASERS

Attract even the busiest user using 15-60 second video clips.



EMAIL MARKETING

Place the video or audio link to your podcast in the email with a short overview

REMEMBER, REPETITION IS KEY!

Reiterating your ideas on multiple mediums demonstrates you as the subject matter authority. We can't wait to see your ideas in action!