



7-DAY

FEATURED

PODCAST

GUEST

CHALLENGE

With Bonnie Groessl

Day 3 – Your Core Message

Your Core Message

- ❖ What do you say when someone asks you what you do?
- ❖ Example: I help _____ with _____ so they can _____
- ❖ What do you want to be known for?
- ❖ When you are gone, what do you want people to remember about you?

What is Your Story?

- ❖ What is your story as it relates to what you do and who you serve?
- ❖ How does this relate to your audience?
- ❖ Describe the value you bring
- ❖ How can you change or impact the listener life in your interview?

Inspire, Teach or Entertain

- ❖ Share a story of inspiration and success
- ❖ Teach something, leave them with a “golden nugget”
- ❖ Entertain them during the interview (story, parable, quote, joke)
- ❖ CTA offer a gift that they can sign up for (assuming the host is OK with it)

Create a Document

- ❖ Write down your thoughts about your core message/signature talk
- ❖ Some people like to do bullet points or questions and answers
- ❖ Some prefer to write it out longhand
- ❖ This will help you to solidify your core message, can practice interviewing if you like

Homework

- ❖ Complete the assignment and share in the Facebook group
- ❖ Post in the Facebook group for support and to ask questions and get feedback
- ❖ Tomorrow we will talk about your how to identify the best podcast hosts to approach