



7-DAY

FEATURED

PODCAST

GUEST

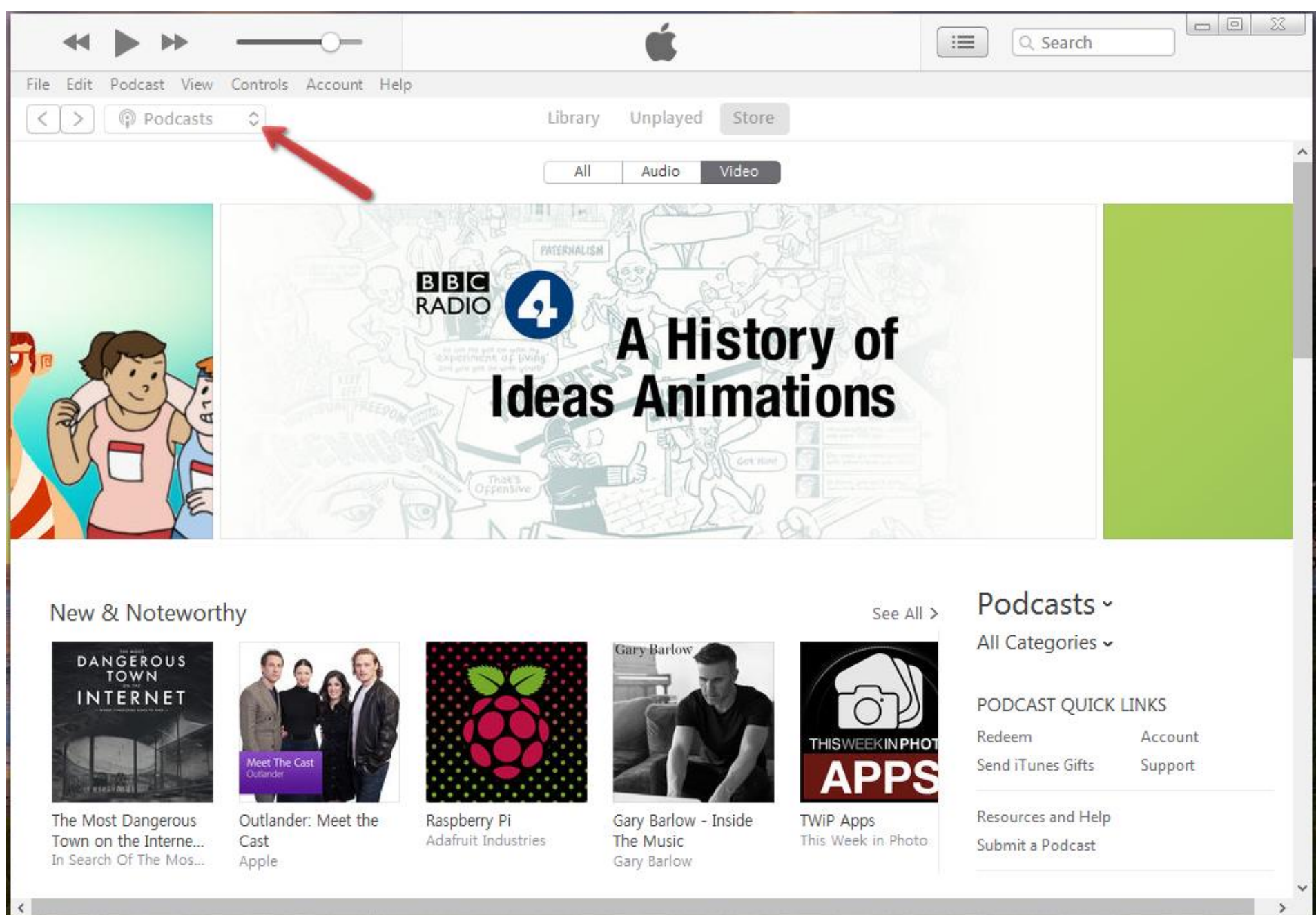
CHALLENGE

With Bonnie Groessl

Day 4 – What Podcasts are Best for Me?

Research Time!

- ❖ Go to itunes and type in your niche into the search bar
- ❖ Is it an active show?
- ❖ Listen to a few episodes
- ❖ What kind of reach do they have?



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Podcasts

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health coaching

Showing results for "health coaching"

Podcasts

See All >

All

Podcasts

Audiobooks

Songs

Albums

The Life Coach School Podcast with Brooke Castillo | Master Life...

The Chalene Show | Motivation | Chalene Johnson

Earn Your Happy Podcast | Motivation | Lori Harder

Run to the Top Podcast | The Ultimate Runners Connect : Runners Connect

Hypnosis | Hypnotherapy | Life... Paula Sweet of Absolutemind

Podcast Episodes

See All >

	NAME	PROVIDER	PODCAST	TIME	POPULARITY	PRICE
1	 Health Coaching	Wellness.com	Your Best Life!	23:50		Get ▼
2	 TLCS Special Edition - Mental Health	Brooke Castillo Master Life...	The Life Coach School Podcast...	1:14:51		Get ▼
3	 25 - Geek - SpecialEffect:...	Robin Bates, Austin Toloza,...	Coaching for Geeks: Gaming,...	35:33		Get ▼
4	 27 - Geek - Super-Psych: The...	Robin Bates, Austin Toloza,...	Coaching for Geeks: Gaming,...	35:18		Get ▼
5	 26 - Dating - Don't be afraid of the 3...	Robin Bates, Austin Toloza,...	Coaching for Geeks: Gaming,...	43:17		Get ▼
6	 24 - Fitness -	Robin Bates,	Coaching for	22:36		Get ▼

Does it Resonate?

- ❖ Notice the interview style
- ❖ Is this host someone you would like to approach?
- ❖ Similar or complementary audience/theme is best
- ❖ Do a Google search and see what else is out there about the show or the host

Take Time for Research and Engagement

- ❖ Learn what you can about a potential podcast host to approach
- ❖ Do they have an application form on their website?
- ❖ What is their status? (Before approaching the big names in the industry, have at least 20 interviews under your belt)
- ❖ Begin engaging, reviewing on itunes, following on social media, tagging in posts

Homework

- ❖ Complete the assignment and share your answers in the Facebook group as you are comfortable
- ❖ Post in the Facebook group for support and to ask questions and get feedback
- ❖ Tomorrow we will continue your research and engagement and begin working on your media kit.