

Expand Your Reach with Podcasting



Members Area

<https://expandyourreachnow.com/my-member-area/>

Password: expand17

Bonus Content

- 1:1 private coaching and mentoring
- Lifetime access to ALL content in the members area
- Lifetime Access to Private Facebook Mastermind
- Access to Bonnie's "Fantastic Fridays" live open office hours (these are recorded for the Facebook mastermind group and the members area)

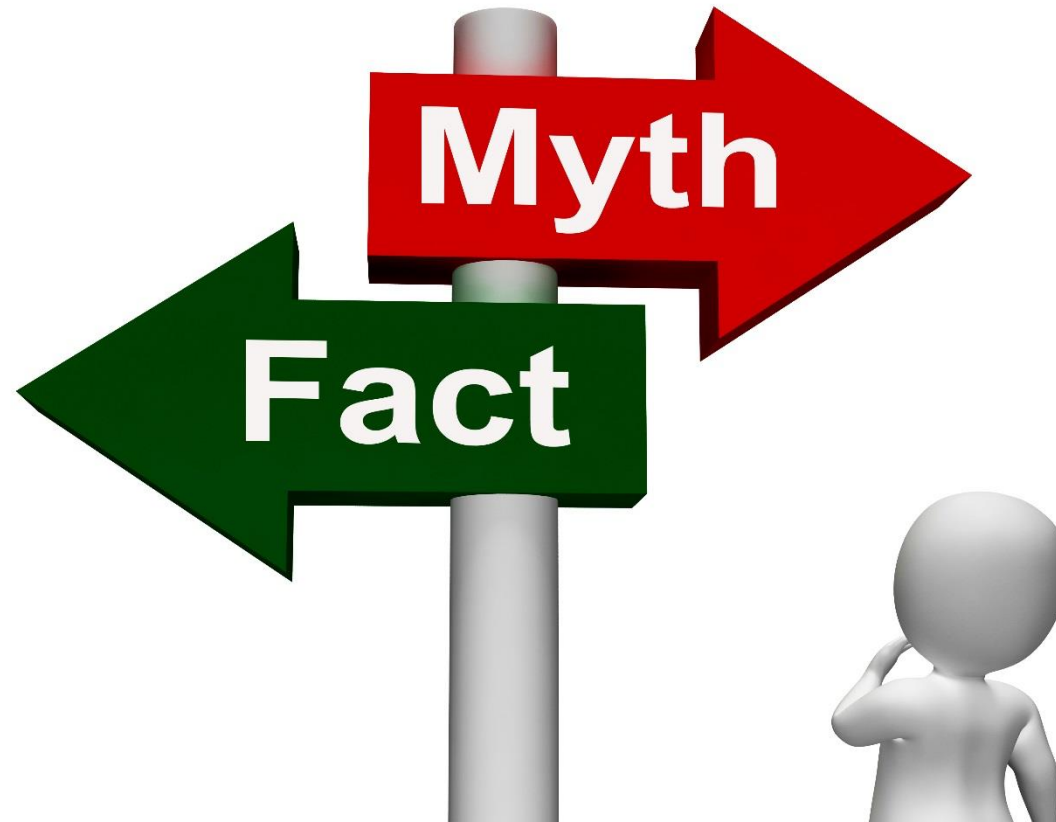
Learning Objectives

- **Clarity:** Ideal audience, the right message
- **Plan:** Show name, Structure
- **Framework:** Artwork, show description, format
- **Getting Help:** Design, outsource, equipment and tools
- **Record:** solo, interview, audio, video or both
- **Publish Your Podcast:** Publish on Libsyn (hosting service)
- **Promote to the world:** Submit to iTunes and other podcast platforms

Schedule

- Week 1 – Podcast Framework
- Week 2 – Recording your first podcast
- Week 3 – Publish (Create Libsyn account and publish your first podcast)
- Week 4– Promote and Expand Your Reach (submit to iTunes, podcast on your website, etc.)

Podcast Myths



Myth #1

You Make Immediate Money from Sponsors



Myth #2

It Takes a Lot of Time



Myth # 3

Recording and Editing Equipment Has to Be Expensive



Myth #4

Creating a Show is Difficult and a Lot of Work



Myth # 5

You Need a Fancy Website



This Should be FUN

