



Expand Your Reach

With Podcasting

EASILY DESIGN AND LAUNCH YOUR PODCAST
WITH BONNIE GROESSL

Podcast Structure



Podcast Structure

Beginning:

- Introduction – (voice over optional) introduction, music, clip from guest, or a welcome from you
- Welcome – if using voiceover introduction, welcome your listeners

Middle:

- Content – yourself or your guest (interview or conversation style)

End:

- Close – summary or sign off
- CTA – visit me on Facebook, subscribe on iTunes, optin, etc.

Your Welcome

- Be yourself
- Don't worry about sounding perfect
- Say "hi" and welcome your listeners
- Have fun – people can feel your energy
- Announcements or reminders
- Introduce your topic or guest for the show

1st Episode Content

- This is your premier show
- Your story
- Why you are doing this podcast
- What it will provide for the listeners
- Benefits they will get
- Other: ask for feedback, ideas for topics or future guests, etc.
- Closing
 - Closing comments
 - CTA
 - Sign off

Future Episodes – Solo Shows

- Choose topic
 - I suggest you make a list ahead of time, brainstorm topic ideas
 - Evergreen or related to time of year, current events, etc.
 - My preference is to use my intuition and allow myself to be guided - or plan out the detail
- Repurpose content you already have (book, blogs, handouts, journal, etc.)
- Do some online research to see what is current or to fill in the blanks
- Stay on track - can type out or use bullet points to help
- Be flexible, watch the time, but it's ok to have whatever length it needs to be
- Let it flow and don't worry about being perfect, you will continue to improve

Future Episodes – Guest Interviews

Finding Guests

- Add opportunity on your website (application or contact form)
- Easy place to start is social media
 - Do some research first
 - “pre-interview” guests if you don’t know them
 - People love free exposure
 - Reach out in groups, your connections, etc.

Inviting Guests

- Start sending invitations to those on your list (your wish list)
 - This will be easier once you have a track record
 - Follow up is essential
 - Template for invitations
 - Introduce Yourself and what your show is about
 - Show that you have done your research
 - Tell them why they would be a good fit for your show
 - Show the benefit to being exposed to your audience
 - Having a scheduling program makes it easier

Show Description - Examples

The Holistic Entrepreneur – 47 words

Host Bonnie Groessl, MSN, a holistic entrepreneur, success coach and best-selling author, brings you expert guest interviews packed with tips and strategies you can use on your holistic entrepreneur journey. Each show features answers to common entrepreneur challenges along with a healthy dose of support and motivation.

The Gift of Choice - 60 words

Hosted by entrepreneurial coach, author and holistic nurse practitioner Bonnie Groessl, “The Gift of Choice” focuses on self-empowerment and our ability to choose. Bonnie and her guests offer insights and motivation each week to help you live your dream and attain the health, happiness and abundance you deserve. Join Bonnie and feel inspired, enthused and confident that anything is possible.

Homework

- Finalize your show name
- Identify what you want your cover art to look like
- Talk with your designer, create your own or outsource (i.e., www.fiverr.com)
- Draft intro script (voice over is optional) and show description
- Find voice over artist if applicable
- Begin working on your story