



eWN **PODCAST
NETWORK**



THE POWER OF PODCASTING!

WORKBOOK



THE POWER OF PODCASTING

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This Workbook is provided to you so that you can capture your notes, ahas, insights and all other relevant information you find valuable during my training webinar on “**The Power of Podcasting.**” It is suggested that you print it out in advance of the webinar. Feel free to familiarize yourself with the contents. I’m sure that with just a quick glance, you will be inspired to make sure that you arrive on the call a few minutes early!

I encourage you to have this Workbook along with a pen or pencil—and maybe even a highlighter—to bring to your attention the areas that are most meaningful to you!

If you want to comment or post on Facebook or Twitter about the webinar, please use the hashtag #podcasting. My Twitter and Facebook username is @SandraYanceyEWN.

Can’t wait for our time together!

A handwritten signature in black ink that reads "Sandra Yancey". The signature is written in a cursive, flowing style.

THE POWER OF PODCASTING!

WHAT YOU WILL LEARN:

- The impact of podcasting and how it can help your business grow.
- Determine if podcasting is a fit for you.
- How you can add podcasting without investing any more time.
- How you can use podcasting to create an integrated marketing and branding strategy.
- How we can help you so that you don't have to figure it all out on your own!

WHY CHOOSE PODCASTING:

- Podcasting is a powerful way to tap into a _____ resulting in _____.
- Super-easy way to _____ with key Influencers.
- It's a great way to be seen as an Expert and _____.
- How many people? iTunes alone boasts _____ active subscriptions (not including Stitcher, Spotify and SoundCloud)!

"Podcasting is the new blogging!"

1. PODCASTING IS PERFECT FOR YOU IF:

- a. You know you have something _____ to _____ that can benefit thousands.
- b. You're the best kept secret and are ready to _____ and _____ your business in a bigger way.
- c. You know you are overdue in establishing yourself as a _____ / _____ / Expert.
- d. You are ready to _____ your business and _____ sales.
- e. You are time-strapped and looking for one thing that can be _____ into multiple content formats!

THE POWER OF PODCASTING!

HOW TO LEVERAGE PODCASTING TO BUILD AN INTEGRATED MARKETING AND BRANDING STRATEGY



1. ATTRACT _____ AS GUESTS!

2. BECOME AN _____!

3. INCREASE _____!

4. ADD VALUABLE CONTENT THROUGH _____!

5. LINK MESSAGING THROUGH _____ CHANNELS!

6. CREATE _____ FOR LEAD GENERATION!

7. CONSOLIDATE SHOWS FOR NEW _____ DEVELOPMENT!

8. WATCH YOUR _____ LISTENERS CLIMB!



ADDED UNEXPECTED BONUSES TO PODCASTING:

Podcasting can feed your business in ways you may not expect, including:

a. Refine _____ and develop your own _____.

b. Increase _____ or participation on _____ at _____.

c. _____ for being recognized as a _____ or _____ in your niche.

d. Secure _____ that you can _____.

e. _____ by being asked to be on others' Podcast shows.