

WORKBOOK



**GET
LOUD!**
A PODCASTING COURSE

WHY A PODCAST?



MODULE ONE

**THERE ARE OVER 4 MILLION PODCASTS WORLDWIDE.
HOW ARE YOU GOING TO SET YOURS APART?**

LET'S EXPAND ON THAT

HOW TO NOT GET LOST

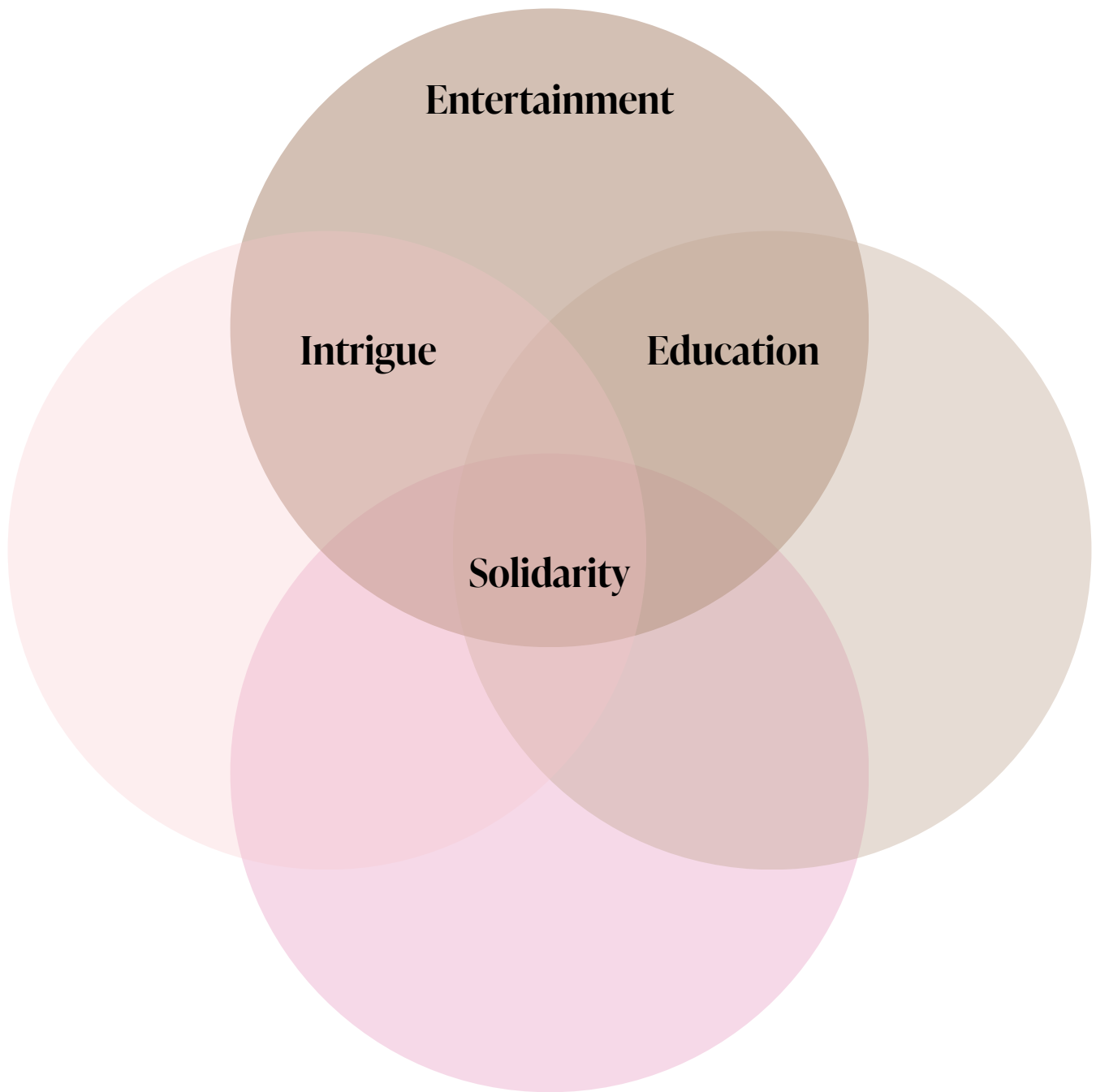
01 REAL AUTHENTICITY, NOT CURATED

02 DO IT AFRAID

03 MAKE YOUR OWN PATH

LET'S EXPAND ON THAT

WHY PEOPLE LISTEN



WORKSHEET

FIND YOUR VOICE

Accessible	Disciplined	Honest	Reflective
Adventurous	Dynamic	Humble	Relaxed
Articulate	Educated	Independent	Reliable
Aspiring	Eloquent	Innovative	Secure
Balanced	Fair	Kind	Selfless
Calm	Firm	Logical	Serious
Captivating	Flexible	Lovable	Sexy
Caring	Focused	Multi-leveled	Solid
Challenging	Freethinking	Objective	Sophisticated
Clear-headed	Friendly	Observant	Spontaneous
Clever	Fun-loving	Original	Thorough
Courageous	Gentle	Peaceful	Understanding
Courteous	Genuine	Perceptive	Warm
Creative	Gracious	Playful	Well-rounded
Decisive	Helpful	Profound	Witty

YOUR VOICE WORDS: (4-6)

PODCAST PLANNING WORKSHEET

TAKE NOTES:

[illegible]

FREQUENCY:

STYLE:

GOAL LENGTH:

MISSION STATEMENT:

LET'S EXPAND ON THAT

GROWING SLOW

01

IN WHAT WAYS DO I
NEED TO PREPARE?

02

WHAT KIND OF
RELATIONSHIPS CAN I
GROW?

03

WHAT MISTAKES
SHOULD I PREPARE
FOR?

04

HOW CAN I DEFINE
MY IMPACT?

[illegible]

This image shows a full page of blank handwriting practice paper. It features a series of evenly spaced, horizontal pink lines that run across the entire width of the page. The background is a solid, light cream or off-white color. There are no margins, text, or other markings present on the page.

LOGISTICS



MODULE TWO

**STARTING A PODCAST DOESN'T NEED TO BE FANCY
OR COST A BUNCH OF \$\$\$**

PODCAST RECORDING CHECKLIST WORKSHEET

Allow me to reiterate: you do not need anything fancy or expensive to get your show off the ground. The only thing I'm going to ask you to invest in is a mid-quality external microphone & your podcast hosting feed. The most you need to spend is \$50.

EXTERNAL MICROPHONE

The Blue Snowball, the Blue Yeti, & the Shure MV7 are my favorite mics at all different price points.

FABRIC BUFFER

Curtains, a rug, or the clothes in the closet you're recording in. Just don't record in a wide open room, you'll catch an echo.

A QUIET SPACE

A closet or small-ish bedroom is all you need, and the ability to shut the door to block outside noise.

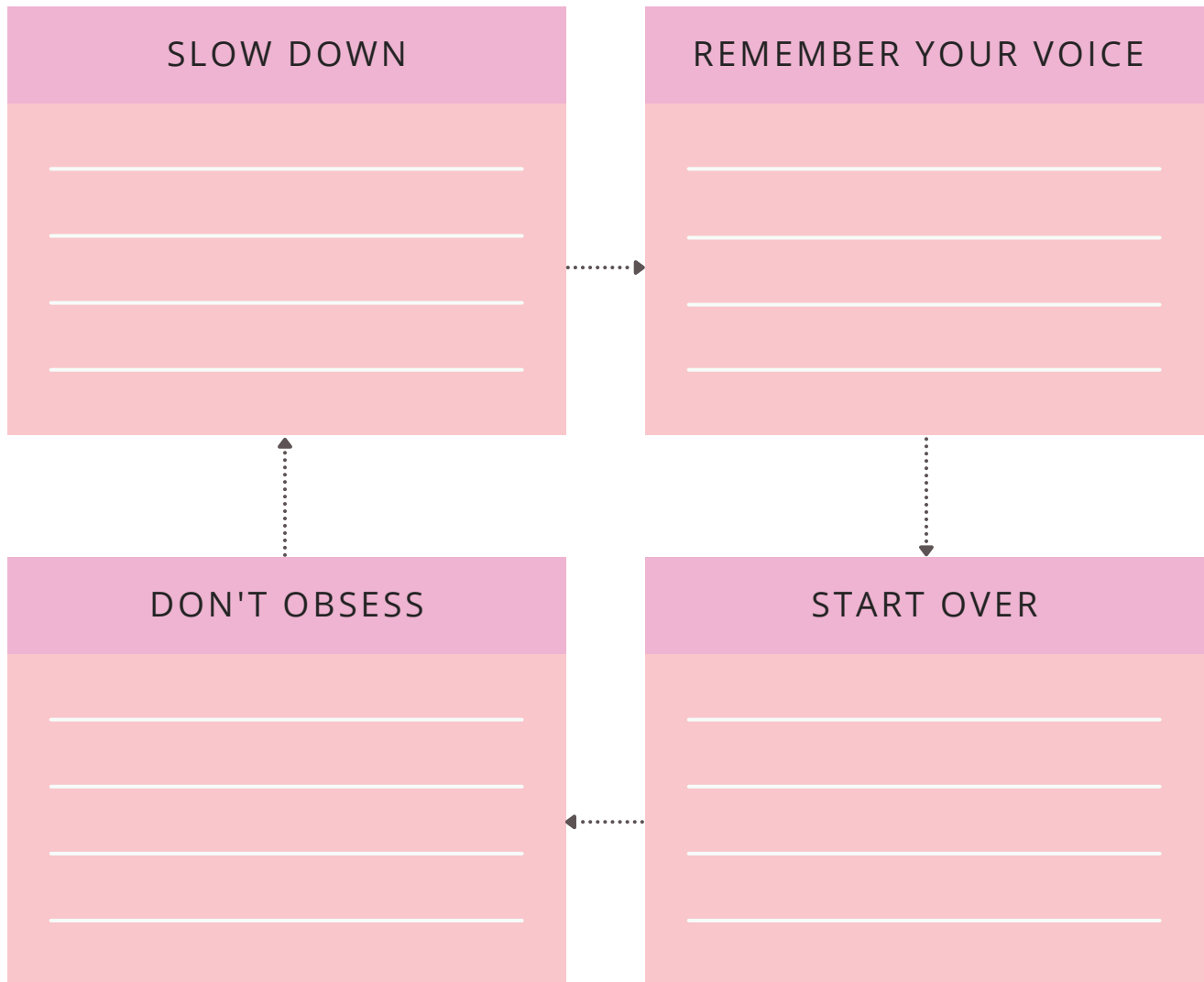
EXTRAS

Pop filter, headphones, acoustic panels, boom arm, ring light

NOTES

LET'S EXPAND ON THAT

CONFIDENT SPEAKING TIPS



INTERVIEW TIPS

01 MAKE YOUR PITCH CONFIDENT

If you're confident in your show & in your pitch it will instill confidence in the people you're pitching to. You go first!

02 MAKE THE ONBOARDING AS EASY AS POSSIBLE

Implement calendars (Acuity, Calendly, Honeybook) & forms (shown below) to make the onboarding process as quick, easy, & efficient as possible.

Social Media Handle(s) *

High Res Headshot *

Choose File...

Please upload the one-sheet &/or suggested interview questions for this interview *

Choose File...

If the interview guest has a book launching, please list the launch date. We try to accommodate our guest's air date with launches.

03 STEER THE CONVERSATION

My best tip for staying on track, not interrupting & being an excellent host? Take copious notes as you interview as your guest says things you want to touch on, expand upon, or as a way to guide the conversation back to it's focal point.

This image shows a full page of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook or legal stationery. There are no margins, text, or other markings on the page.

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LAUNCH & HYPE



MODULE THREE

**THIS IS THE FUN PART - GETTING YOUR SHOW
OUT INTO THE WORLD!**

SAMPLE MARKET RESEARCH QUESTIONS

DEMOGRAPHIC



Where are you located? How old are you?
Male or female? Interests & beliefs.

WHY NOT



What turns you off to a podcast? What are your
podcast pet peeves? What are your podcast
deal breakers?

SIMILAR LISTENING



What podcasts do you regularly listen to?
What type of podcast is your most listened?

COMING UP



What are some guests you would like to hear?
What are some topics you want to hear about?
What questions do you want answered?

WHY



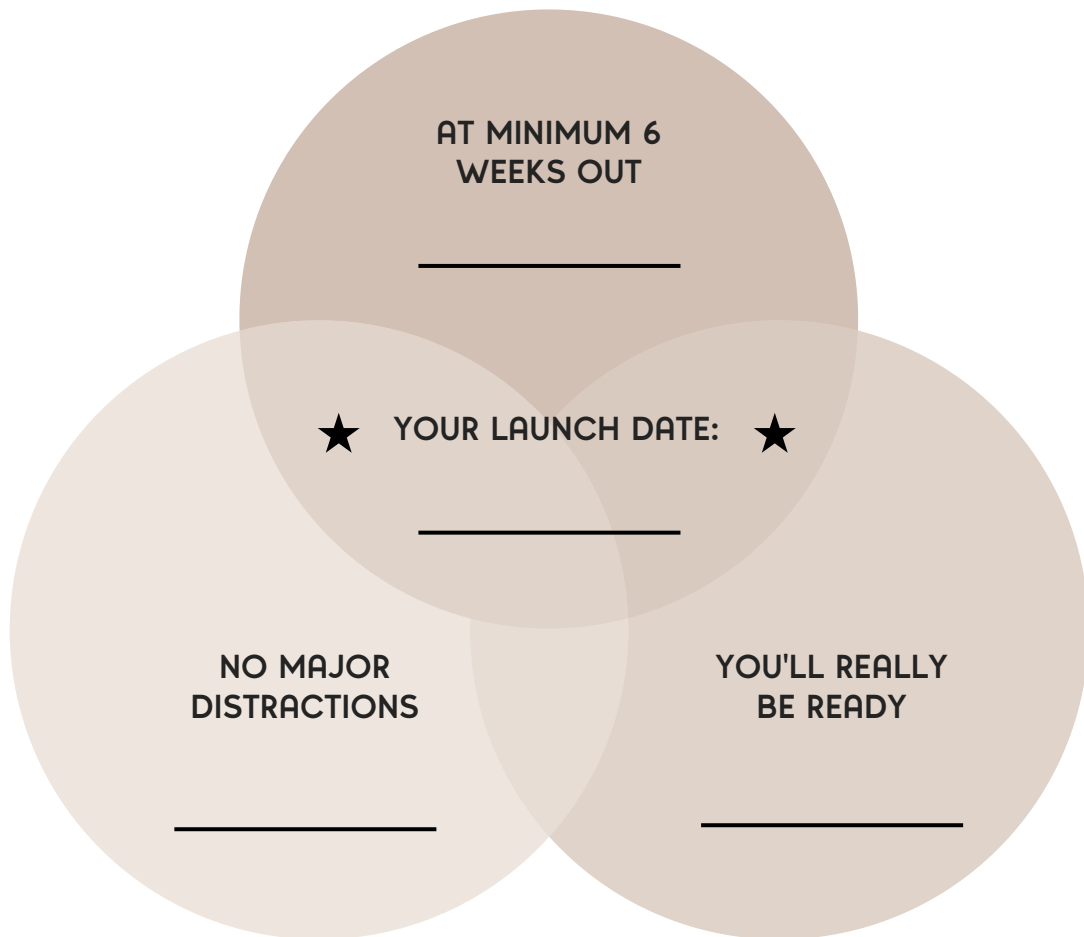
Why do you listen to podcasts? Would you
rather learn something or feel understood
after listening?

USER EXPERIENCE



What platform do you listen to podcasts on the
most? What social media platform are you
most active on?

PICK YOUR LAUNCH DATE



A Venn diagram with three overlapping circles. The top circle is labeled 'AT MINIMUM 6 WEEKS OUT' and has a horizontal line below it. The bottom-left circle is labeled 'NO MAJOR DISTRACTIONS' and has a horizontal line below it. The bottom-right circle is labeled 'YOU'LL REALLY BE READY' and has a horizontal line below it. The intersection of all three circles is labeled '★ YOUR LAUNCH DATE: ★' and has a horizontal line below it.

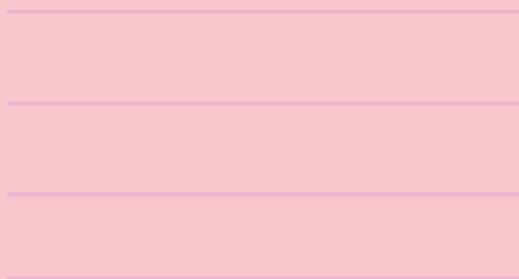
AT MINIMUM 6
WEEKS OUT

★ YOUR LAUNCH DATE: ★

NO MAJOR
DISTRACTIONS

YOU'LL REALLY
BE READY

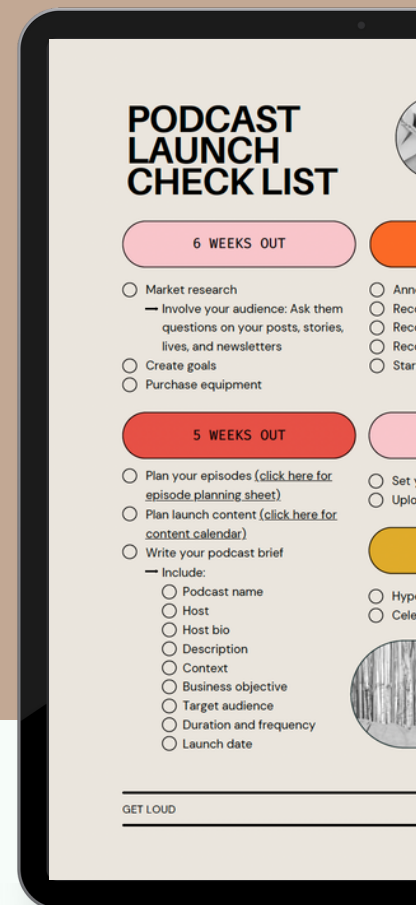
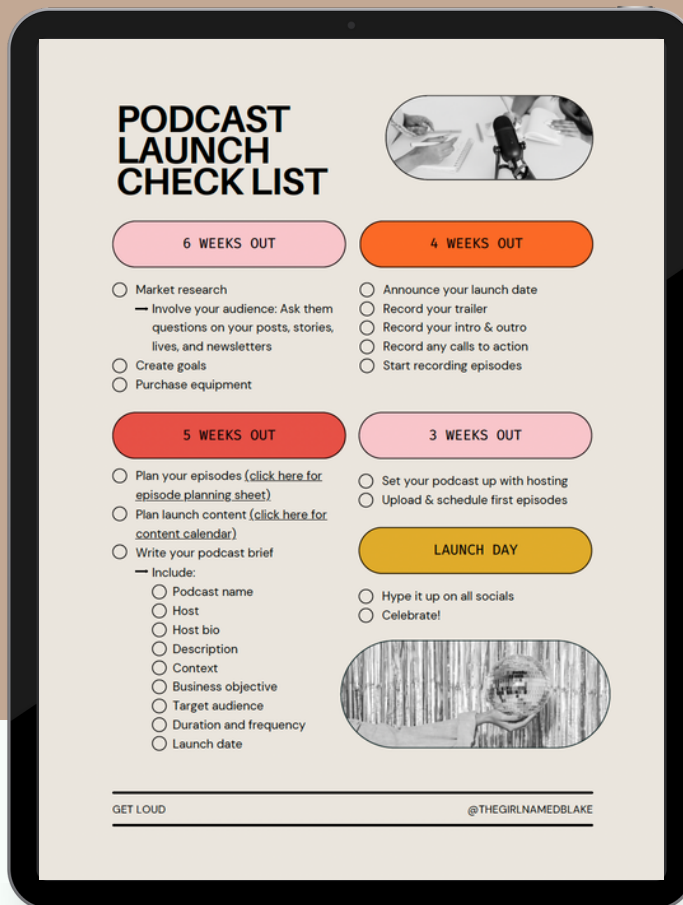
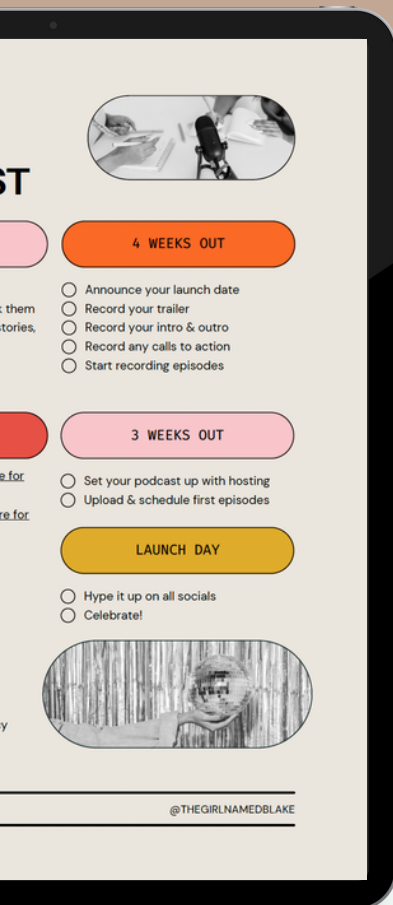
NOTES



A pink rectangular box containing four horizontal lines for writing notes.

SAMPLE LAUNCH MARKETING CALENDAR

	MON	TUE	WED	THU	FRI	SAT	SUN
WEEK 1	START WORKING ON GRAPHICS						
WEEK 2		PUBLICLY ANNOUNCE THE SHOW!			SHARE THE "WHY" BEHIND YOUR SHOW		
WEEK 3			SNEAK PEEK A GUEST OR TOPIC			SHARE WHO THE SHOW IS FOR	
WEEK 4		SHARE A BEHIND THE SCENES OF YOUR PREP		ASK YOUR AUDIENCE WHAT THEY WANT TO HEAR			
WEEK 5			DROP THE TRAILER + POST ON SOCIAL		TELL PEOPLE WHERE THEY CAN LISTEN + HOW TO SUBSCRIBE	SHARE A QUOTE FROM AN UPCOMING EPISODE	
WEEK 6	REMIND YOUR AUDIENCE IT'S LAUNCH WEEK	BEST DAYS FOR PODCAST LAUNCH		SPOTLIGHT AN EPISODE/ TOPIC	ASK FOR REVIEWS	SPOTLIGHT AN EPISODE/ TOPIC	



DOWNLOAD THE PODCAST LAUNCH CHECKLIST

Need something pretty to print out and check off your accomplishments as you go?
You know your girl loves a printable.

[DOWNLOAD NOW](#)

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THE SOCIAL FACTOR



MODULE FOUR

THE INS & OUTS OF RUNNING SOCIAL
MEDIA FOR YOUR PODCAST

INTENTION PLANNER FOR

SOCIAL MEDIA

WHAT IS YOUR GOAL ON SOCIAL MEDIA FOR THE PODCAST?

ACTION STEPS

01

02

03

TWO ACCOUNTS

PROS & CONS WORKSHEET

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WHAT I WISH I'D KNOWN



MODULE FIVE

A VULNERABLE LOOK AT THE BEHIND THE SCENES
OF THE PODCASTING INDUSTRY

LET'S EXPAND ON THAT

DO WHAT YOU CAN

BRAIN DUMP WHAT FEELS IMPORTANT

RIGHT NOW, I CAN:

01

02

03

LET'S EXPAND ON THAT

HAVE A HEART CHECK

ARE YOU PASSIONATE ABOUT THIS?

WHY DID YOU START?



END RESULT


EXPECTATIONS?



[illegible]

[illegible]

MONEY MAKING REALITY CHECK



XOXO

MODULE SIX

**LET'S TALK ABOUT THE REALITIES OF TURNING YOUR
PODCAST INTO A REVENUE STREAM**



THE 8 ONLINE REVENUE STREAMS

Diversify your income



THE 8 ONLINE REVENUE STREAMS

Diversify your income



THE 8 ON REVENUE ST

Diversify your in

DOWNLOAD THE REVENUE STREAMS CHEATSHEET

An easy to reference eBook about the eight online revenue streams to keep on hand as you figure out ways to monetize your show.

[DOWNLOAD NOW](#)