

Build an Audience and your Personal Brand with Podcasting

10 Point Checklist

Cliff Ravenscraft

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"A podcast is an opportunity to be real, authentic,
and genuine while expressing who you are."

CLIFF RAVENSCRAFT

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Host a podcast to share my content, express my thoughts and build a community of people who can relate to my message.
- Develop a specific angle and be consistent in bringing out content that is relevant to it. I can't have a show that's about everything and anything.
- Produce valuable content that aims to entertain, educate, encourage and inspire other people around the world.
- Be authentic on my show don't pretend to be someone I'm not.
- Focus on becoming a good storyteller. Share snippets about my personal life to appeal to listeners.
- Find a podcast platform and stick to it to establish my branding and purpose. I can use audio, YouTube or Facebook Live.
- Reach people who enjoy podcasts but are always on the go. An audio-only podcast is great for people who are driving, doing chores, or at the gym.
- Download the Pocket Casts app to access and listen to thousands of podcasts. This app also converts video to audio so I can listen to podcasts while multitasking.
- Surround myself with people that help me improve my way of thinking. Build and nurture a strong relationship with them.
- Attend mastermind groups that can help me impact others and become an improved version of myself.