

Strategic Podcasting

10 Point Checklist

Yann Ilunga

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**

“Podcasters should embrace experimentation.”

YANN ILUNGA

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.

- Always prepare before interviews. Get to know my guest by looking at their website, listening to their past interviews, and researching their books and speaking engagements. This will provide my audience with a more in-depth conversation.
- Think about my audience's best interest. Consider what value I'm trying to provide through each podcast episode.
- Create talking points and topics of discussion so that my interviews remain organized and easy to understand.
- Give my guests the opportunity to promote their work so my audience has a better understanding of their expertise.
- Find ways to partner or collaborate with my guest to help both parties thrive. Use their talents and expertise to my advantage.
- Alert my guest that the podcast episode is live so they can share it with their community.
- Embrace experimentation. Podcasting is not a one size fits all process. What works for other podcasters might not work for me and vice versa.
- Apply the 3 T's: Test, Track and Tweak. Test these strategies and apply them to my process. Track my progress and tweak whatever is necessary to improve.
- Reach out to other podcast hosts to get myself interviewed. This will help me increase my visibility and listenership.
- Create a one sheet that contains a quick yet detailed preview of who I am and what I do. Be sure to include my contact details so other podcast hosts are able to book interviews with me.