

Crafting Podcasts For Mainstream Media

10 Point Checklist

Jeremy Slate

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**



"Think more from the standpoint of what's
in it for the listener than what's in it for you"

JEREMY SLATE

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.

- Weigh the pros and cons between launching my own podcast versus being a guest on different shows in terms of building my brand.
- Focus on my listeners. It's not about me but the value that I'm providing to them.
- Start with the basic and that's positioning my website with sufficient information that represents my personal brand and message very well. Do I have a decent homepage, an About Us or a media page?
- Don't just be a podcast guest for the sake of bringing in leads but get in because the show is in line with my message and the kind of audience I'm trying to reach.
- Identify my target niche by starting small and staying congruent with my purpose. Focusing on this will bring me to the right audience who will hear me.
- Figure out my story, my message and my call to action with the help of experts like Jeremy and his team.
- Make it simple for my audience to find me. Pick one channel where they can best reach me such as Facebook or a website URL that includes a free gift or a limited offer. The goal is to keep the conversation going and build a relationship.
- Have a strategic approach when finding guests. They could be big influencers that can share their expertise about my topic but could also potentially support me and my message.
- Gain more visibility by including captions on videos and sharing them on platforms that I do well. Utilize [Rev.com](https://www.rev.com) and Trint for transcripts and make sure they're accurate.
- Visit CommandYourBrand.media/checklist and apply Jeremy's powerful podcast strategies.