

Leveraging Podcasts To Generate Leads

10 Point Checklist

Nicole Holland

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**



"If something's working,
double down and do more of it."

NICOLE HOLLAND

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.

- ☐ Make my podcast niche-specific so it's easier to find.
- ☐ Create content that's going to give people a deep and connected understanding of who I am and how I operate.
- ☐ Create highly targeted niche podcasts using my content and repurpose my previous content into additional podcasts.
- ☐ Grab my audience's attention by delivering real value in terms of my content as well as my audience's experience.
- ☐ Engage with people real-time by getting on Facebook Live or YouTube Live, knowing that a live interactive experience is way more attractive than trying to respond and engage from afar.
- ☐ Create podcasts with a clear purpose. By figuring out who I'm speaking to and what they want to know, I can create relevant content for them.
- ☐ Create my content with the end in mind and what I want to happen from what I'm doing. Having that clear end in mind will help me generate revenue quickly.
- ☐ Pull out my interview transcripts by utilizing AI transcription services like [Otter](#) and convert them into blog posts. That creates valuable content that is a full-on educational piece on its own.
- ☐ Follow Nicole Holland from the [Business Building Rockstars Show](#) on her new rebranded website, [The Nicole Holland Show](#).
- ☐ Learn more about podcasting foundations, content development, and how to build a lead-generating podcast by participating in Nicole's program called [Podcasting Gold Mine](#).