

# Exactly How to Launch a Podcast

## 10 Point Checklist

### Sebastian Rusk

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 a lot like life because it involves a lot — mindset, commitment, keeping your word, doing what you say you’re going to do, communicating, and talking.”

**SEBASTIAN RUSK**

# 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.**

- Don't hesitate to share my message with the world. If I have a message that can impact others, it's my responsibility to share it.
- Build and nurture relationships with my podcast guests. While podcasting aims to share valuable information, I can also leverage it as networking for my business or career.
- Invite guests I resonate with. Trust my intuition when choosing who should be a guest on my show. At the end of the day, my moral compass should be a priority.
- Be clear on what my show is all about. Focus on a specific niche so it's easier for the right audience to discover my content.
- Commit to publishing episodes consistently. Running a podcast requires time, money, and energy.
- Improve my personal brand as I podcast. Sometimes interviewing others on a show tends to focus the spotlight on them. It's also important to remember to share my insight too.
- Figure out my *why*. When I am aligned with my purpose, it becomes easier to focus on my goals.
- Remain curious and open to possibilities. Life is an orchestrated journey of ongoing lessons - good, bad, or indifferent.
- Take full accountability and ownership of my decisions. Everything that happens in my life is my responsibility. This will give me a tremendous amount of freedom to live my life.
- Visit Sebastian Rusk's [website](#) to learn more about him and his services. Also, check out Podcast Launch Lab's [website](#) or [book a call with Sebastian](#) to learn how to start or restart my podcast.