

POWER PODCASTING

with Luke Netherclift and Varun Balsara

Duration

3 WEEKS

Starting

28 FEBRUARY 2022

Time commitment

4 HOURS/WEEK

Price

£399

Week 1

DEVELOP YOUR PODCAST MASTERPLAN

- Choose your Niche
- Decide your podcast's format
- Learn how to recruit your dream guest

ACTIVITY

Create your own podcast
playbook
Dream Listener & Guest Avatar
exercise
Recruit your first 3 guests

Week 2

CREATE YOUR FIRST EPISODE

- Learn the components which make a memorable and engaging interview
- Discover how to use the best equipment and software to record and edit your podcast
- Plan your trailer, intro and outro to deliver a quality listening experience

ACTIVITY

Record and edit your first
episode and trailer

Week 3

LAUNCHING YOUR PODCAST

- Plan your launch and distribution to maximise your reach
- Apply social media marketing to build an engaged audience
- Develop systems to decrease the time commitment to run the podcast

ACTIVITY

Create your marketing
material
Plan your campaign
Build an automatable system