

# MAGNETIC PODCAST

THE COMPLETE STEP-BY-STEP  
FRAMEWORK TO PLAN, NAME +  
CREATE A SUCCESSFUL PODCAST!



# PODCAST BASICS

First, there are no rules to a podcast!

Here are the things shows "usually" do...

an audio experience to teach, entertain and share your message with the world.

publishes episodes 1 - 7 times per week

It's the #1 method of consumption for busy humans because we are always on-the-go

10 - 60 mins in length is the average (no rules)

Needs a specific audience.

Your show can be solo episodes (just you), or can be an interview with an 'expert', 'student', or 'co-host'

You can have a solo show, a full guest show, or a combination. (Again, no rules)

An episode is recorded, edited and then uploaded to a host. From there the major platforms automatically "grab" the episodes via your RSS feed.

# EQUIPMENT NEEDED



## A MICROPHONE

SB vs. XLR - USB plugs directly into your laptop or computer

XLR mics have to be connected to a mixer so you'll need more equipment. I encourage and use a USB mic. I have an AKG mic and also recommend the brands Blue and Rode. You can easily get a good mic for around \$100. If you can't but a mic yet, you can use good quality headphones with a mic but this will have a lesser quality sound.

## RECORDING SOFTWARE

I use GarageBand and other options include Audacity, Adobe Audition and Logic Pro. This is where the sound is recorded and edited.

## ZOOM

I use Zoom for my interviews and hit "record" before we start. Then I go to my recordings in Zoom, download the audio file and bring it into GarageBand to edit.

## PODCAST HOSTING

You need somewhere to host your show. This is where Apple, Spotify, Google and other platforms will get their information from. Your hosting site stores all of your episodes. I use and recommend PodBean!

# DEFINE YOUR SHOW

## FIRST

*What is the mission of your show?*

*Why are you creating it?*

*What are the problems you hope it solves?*

*Who is this show for?*

*What are they dealing with?*

*What do they need to learn?*

*What do they say is holding them back?*

## THEN CREATE YOUR...

**Ideal Listener Avatar**

**Title**

**Tagline**

**Description**

**Content Pillars**

# YOUR IDEAL LISTENER AVATAR

## Demographics

Is it women, men, English-speaking, Moms, vegans, seekers, entrepreneurs, fitness enthusiasts, Christians, stay-at-home Dads etc

## Pain Points

What are they struggling with right now? What are they scared of or worry about in their mind?

## Struggles

What are their day-to-day struggles? Pssttt - it's why you're helping them! Is it anxiety, wanting a better life, wanting to get in shape, confidence, want to learn business, holistic healing etc.

## Strengths

What are they good at? hard working, having faith, motherhood, me-time, being a caregiver, funny, intuitive, determined

# YOUR IDEAL LISTENER AVATAR

## How Are They Stuck?

Low energy, lack of motivation, poor diet, ignoring spiritual work, money, health, self love, mindset

## What do they WANT SO BAD?

Do they want abundance, joy, love, healing, self confidence, mobility, successful business, to manifest more, boundaries, freedom etc

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## HOMework

FLOW WRITE 1 FULL PAGE DEFINING YOUR AVATAR.  
BE SPECIFIC.  
GIVE THEM A NAME.

RIFF ABOUT WHY THEY IS READY FOR YOUR MESSAGE AND WHY THEY WOULD BE SO REWARDING AS A LISTENER IN YOUR COMMUNITY

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# TITLE

The name of your show is one of the most important part. Think carefully about the name of your show.

You can change it later but it's ideal to have a consistent brand and message whenever possible.

Things to consider in a name:

**SEO TITLES** – Consider highly searched words. Use a SEO keyword search tool to see which ones get the most traffic. This allows your show to be found on Google even when someone isn't searching for your name.

**SPECIFIC OVER VAGUE** – it's always better to be very clear on what the show is about in the title. Think of the difference between "The Emily Show" Vs "Fit Momma Over 40 Podcast". Simple is better than fancy here.

**IS IT TRADEMARKED OR TAKEN?** Make sure the name you choose is available before getting your heart set on it.

**THE SOUND + FLOW** – I know that words hold vibration and feeling. Think of how the words sound – do they roll off the tongue and flow easily? Do the words carry the tone of your podcast?

# TITLE

**ALLITERATION** - Manifesting Magic, Calm Cool + Collected, Scrumptiously Single.

Some great, clear titles could be:

The Macro Loving Mama  
Everyday Mindfulness  
Macro Mapping for The Lady Boss  
Vegan Athlete  
The Mom Hacks Podcast  
The Heal Your Gut Podcast  
The Christian Mompreneur Show

Some of my favourite clear titles are Manifest More, Joyful Marketing, Spiritual Boss Babe, Make Money As A Life Coach, Creative Soulpreneur, Wildly Wealthy Woman etc..



# TAGLINE

Your tagline goes on your podcast art to clarify your show and give your "one liner" that says what it is and who its for.

This is optional, however - I recommend always having a tagline, especially if the title can be interpreted. The tagline is something like...

Fitness & Food Made Easy for Busy Moms

Modern Spirituality For Men

The Art Of Minimalism

Confidence and Courage For The Single Mom

Ketogenic diet on the go for busy moms

Business and life hacks for purpose driven women

TITLE



TAGLINE



# DESCRIPTION

The description of your show will be posted under it on the podcast platforms. The descriptions helps your podcast be found online because the whole description will come up in searches on Google.

Using a description with lots of SEO words is a very powerful way to get your show out there and showing up in searches. Many people believe that the longer the description, the better.

A great description includes:

## **Clarity On What You Talk About**

On this show we talk about...

## **Triggering Questions**

Are you tired of never reaching your goals?

## **Emotional connection**

I get you, I know what it's like to suffer...

## **The solutions this podcast will provide**

This show will give you tools to...

## **Your Journey**

A bit about yourself

# CONTENT PILLARS

In most cases, this is going to take a little bit of thought so flow with it until you nail it.

#1 – What Do I Teach / What Is The Show About?

#2 – What are all of the topics I love to teach on?

#3 – How can I arrange these into 2-4 pillars, categories or "buckets"

## EXAMPLES

#1 – What Do I Teach / What Is The Show About?

*My show is about helping busy moms to create more health, joy and freedom in their lives*

#2 – What are all of the topics I love to teach on and talk about?

*Yoga, plant-based eating, meditation, manifestation, breath work, reiki, conscious parenting, boundaries, self care, passive income, money manifestation, exercise, loving your body, daily practices*

#3 – If put into pillars – what are my main 2-4 pillars, categories or "buckets"?

*Mindfulness, Health, Abundance.*

For The Awakening Her Podcast,  
my content pillars are:

The Law Of Attraction  
Intuition  
Soul's Purpose/Callings

# CONTENT PILLARS

#1 - What Do I Teach / What Is The Show About?

*My show teaches entrepreneurs how to create successful, purpose-led businesses*

#2 - What are all of the topics I love to teach on and talk about?

*Self care, business strategy, Instagram growth, time management, goal setting, your purpose, what to charge, owning your story, self worth, burnout, success mindset*

#3 - If put into pillars - what are my main 2-4 pillars, categories or "buckets"?

*Self Care, Strategy, Mindset*

## HOMework

WRITE OUT ALLLLLLL OF THE TOPICS THAT YOU'D LOVE TO TALK ABOUT. AIM FOR AT LEAST 20-30 EPISODE TITLES/TOPICS

LOOK AT HOW THEY CAN FIT INTO 2-4 CATEGORIES

# PODCAST ART

Your artwork is SO IMPORTANT! It shows up on all the places and will immediately grab people's attention – or not...

A lot of people start by creating their own podcast art to save a few bucks, and I believe it sets our growth back, big-time.

We only have 2 seconds to grab someone's attention and we need our art to be a show-stopper.

I'm going to ask you to invest in professional art (don't worry it won't break the bank) – unless you're actually a graphic guru, don't cut corners with this one.

Either get a professional graphic designer you know to do it or outsource it on Fiverr. You can get them done from \$40-\$200 easily.



Self attempts

Professional for \$75



# PODCAST ART

Your Podcast Cover Art Must Have:

**Your Podcast Name**

**Tag Line**

(only exemption is if your title IS your tagline)

**Your Name**

**Professional Aesthetics**

Choose professional promotional photos or the ones you have that look the most professional.

Consider a photo where you are looking at the camera and

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## HOMework

LOOK AROUND ON APPLE PODCASTS AT ALL THE DIFFERENT STYLES AND SCREEN SHOT ONES YOU LIKE TO BRING TO YOUR DESIGNER.

NOTICE COLOURS, STYLES, LOOK + FEEL OF OTHERS THAT STICK OUT TO YOU.

GRAB ALL YOUR BEST PROMOTIONAL PICS

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# PODCAST INTRO / OUTTRO

This is another area I would not try to do yourself unless you have training. If you are music-savvy then you can download or buy royalty free music that you are allowed to use for your show and record your intro and pair them together. I highly recommend making sure your track gets mastered for levels so it sounds really good and consistent.

I know you've heard it when someone has a really quiet intro or the music is too loud. How about when it sounds like they recorded it into their phone with awkward music on top. How does this come across right off the bat?

## YOU CAN EITHER:

Get royalty free music yourself, record the voice over and hire someone on Fiverr to combine it with fade in/fade out.

Hire someone to do the whole thing including professional voice-over

DYI - record your voice in Garageband, Audacity or other and drop in a royalty free track and do your own fade in/fade out.

# PODCAST HOSTING

I highly recommend Podbean as they are easy, inexpensive and have all the functions I need such as scheduling my episodes.

#1

SIGN UP FOR PODBEAN

Free for your first 5 hours of content  
\$9 / month after that for unlimited storage

#2

ENTER YOUR SHOWS TITLE, TAGLINE, DESCRIPTION,  
CATEGORY AND ARTWORK

#3

GET YOUR RSS FEED ADDRESS

Once you set up your show, you will get your RSS feed which is a link you'll take to the major platforms to submit them.

TUTORIAL on how get your show on Apple Podcasts:  
<https://help.podbean.com/support/solutions/articles/25000013780-submitting-your-podcast-to-itunes>

# LENGTH + FREQUENCY

Now is the time to decide how often you want to publish episodes and if you have any preference to length. Consider the audience – if they are busy moms, shorter episodes may be better.

I recommend BEING CONSISTENT however this doesn't mean you can't vary it up. Some of my episodes are an hour and some are 20 minutes. The consistency is that each Monday morning a new episode is released and it is between 20–60 minutes. About 90% of the time I post a Thursday guest episode that runs about an hour.

In the beginning I decided I would post one each Monday and as I generated more, I published a guest episode on Thursdays as well.

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## HOMework

How do you want to do your show?  
Frequency? Lengths? Guests? Solo?

# DOIN' THE THING - EPISODE MAPPING

## HOMework

**#1 - Go back to your Ideal Listener Avatar and pull up all the ways they are stuck -**

Low energy, lack of motivation, poor diet, ignoring spiritual work, money, health, self love, mindset

**And all of the things that they WANT SO BAD -**  
abundance, joy, love, healing, self confidence, mobility, successful business, to manifest more, boundaries, freedom etc

### **#2 - FLIP THEM INTO TOPICS**

How to Beat Low Energy

Experiencing a lack of motivation?

This Is What Is Actually Blocking You

5 Ways To Eat Healthier On The Go Today

Spiritual Practices For The Busy Mom

How To Manifest Money

How To Get Better Sleep

Why It's Time To Start A Business

Get More Energy With These 10 Foods

How To Create Boundaries

Self Confidence Hacks To Love Yourself More Than Ever

# DOIN' THE THING - EPISODE MAPPING

Once you create your show, it's time to create + upload your first episodes.

I recommend mapping out your first few episodes like this:

## EPISODE 1 - MY STORY

How did you get here? Bring is back to the basics, share who you are and how your story had led you here. Focus on your message and this part of the story. Be as real and vulnerable as what feels comfortable for you.

## EPISODE 2 - AN OVERVIEW

This is the whole picture of what you do and whatt he show is about. Share an overview of your teachings, what you are all about, what this podcast is all about. Share about what your teachings actually are about. Example: What is meditation? Why mindfulness? What is the law of attraction? You can heal your life with plants!, How you can start a business.

## EPISODE 3 - ONE KEY TEACHING

Dive deep into your signature work or a really focused aspect of what you do. Share big, potent stuff - it will attract people to your show.

# DOIN' THE THING - EPISODE MAPPING

EPISODE 4 - ONE MAJOR BLOCK, MYTH, PAIN  
POINT

Dive into their pain and help them! This is where you consider episodes like How To Get Unblocked, The #1 Reason Meditation Isn't Working For You, How To Stop XYZ, Stop Being So Positive!

EPISODES 5 AND ON - CHOOSE THE TOPICS THAT  
LIGHT YOU UP THE MOST FROM YOUR LIST

## PRO TIP

Keep a notepad or a document on your phone extremely accessible because podcast episode inspiration will HIT you out of nowhere.

# EPISODE FORMAT

I generally give some thought to the structure of the episode before I record, especially if I have notes. I lay it out like this:

Intro  
Intention  
Content  
Assignment  
Recap

## LAUNCHING + GETTING IT OUT THERE

You need to submit your RSS feed to the major platforms, always doing Apple Podcasts first! Podbean has an area where you can go in and do this from there too.

To do this, you simply go to / search "Submit RSS to Google Podcasts"

Submit it to Apple Podcasts, Spotify, Google Podcasts and Stitcher.

Feel free to do more but most platforms gather their information from Apple Podcasts.

To attract people to your show first — talk about it! Get obsessed with your own show and talk it up. Share clips to Instagram and your business page using an app such as Headliner (what I use). Share the Apple Podcast link everywhere!

### WAYS TO PROMO THE SHOW:

- Contests, giveaways
- Consistently sharing on social media
- Audio clips using Headliner
- Getting people to share it
- Spreading the word
- Advertising groups on Facebook
- Have guests promote it
- Tag others in posts

**BEST MARKETING TIP:  
YOU ARE YOUR BEST ADVERTISING.  
SHOW UP, BE EXCITED, LEAN IN, HAVE FAITH  
AND GIVE IT YOUR ALL!!!**

**CONSISTENCY AND  
INCREDIBLE  
CONTENT ARE  
99% OF YOUR  
SUCCESS.**

# CHECK LIST

- Get Equipment Needed
- The Mission
- Ideal Listener Avatar
- Title
- Tagline
- Description
- Content Pillars
- Podcast Art
- Podcast Intro + Outro
- Set Up Hosting Site
- Content Mapping
- Upload First 4 Episodes
- Submit RSS Feed To Apple Podcast

# LINKS

PODCAST

POPULAR MIC FOR  
JUST OVER \$100

AUDACITY

GARAGEBAND

KEYWORD SEARCH  
(FOR SEO)

FIVERR COVER ART

# LINKS

SUBMIT TO APPLE

PIXABAY ROYALTY  
FREE MUSIC

BOOK YOUR  
**PODCAST**  
CLARITY CALL



FOR MORE SUPPORT...



Inspired To Serve  
*business mastermind*

3 MONTHS OF BUSINESS CLARITY + SUCCESS  
MENTORSHIP WITH

TALIA *Joy*

INSPIRED TO SERVE BUSINESS MASTERMIND!

This group experience has the sole focus of over 3 months giving you the ongoing support, strategy, tools, materials and motivation to become the Abundant Aligned Leader that you truly are!

**This is for me!**



Along with calls with me, you will also get energy rituals, tools and resources to STEP INTO and CLAIM the success you are meant for.

DON'T PAY UNTIL JAN 1 - WE START JAN 6