

MAGNETIC PODCAST

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





THIS IS REALY EXCITING!



MY STORY





THE PODCAST





**AND NOW YOU GET TO DO
IT TOO!**

PODCAST BASICS



First, there are no rules to a podcast!



However, here is a starting point...

A PODCAST...

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

often publishes episodes 1 - 7 times per week

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



A PODCAST...

is often 10 - 90 mins in length

is targeted at a specific audience.

can have solo episodes (just you),
or can be an interview with an expert, student, or co-host
can be a solo show, a full all-guest show, or a combination

is made by recording, editing and then uploading an audio file to a host site. 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 guest interviews only. I simply hit "record" before we start. Then I go to my recordings in Zoom, download the audio file and bring it into GarageBand to edit.

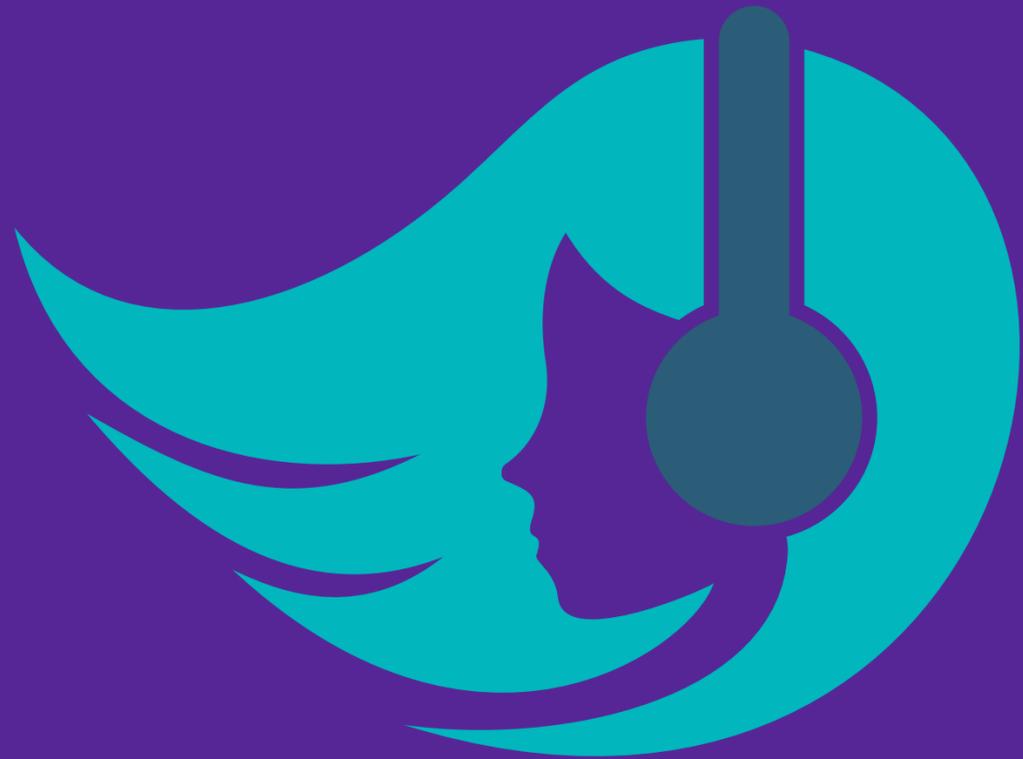
PODCAST HOSTING

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?



DEFINE YOUR SHOW

THEN CREATE YOUR...

Ideal Listener Avatar

Title

Tagline

Description

Content Pillars



DEFINE YOUR SHOW

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



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

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

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 – Alliteration can be really magnetic and flow off the tongue easily.

EXAMPLE:

Manifesting Magic
Calm, Cool + Collected
Scrumptiously Single
Healing Hearts
The Millionaire Mind Podcast



TITLE



EXAMPLES OF GOOD, CLEAR TITLES:

The Macro Loving Mama
Everyday Mindfulness
The Healing With Meditation Podcast
Macro Mapping for The Lady Boss
The Vegan Athlete Show
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, The Successful Entrepreneur Podcast, 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

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



PODCAST ART

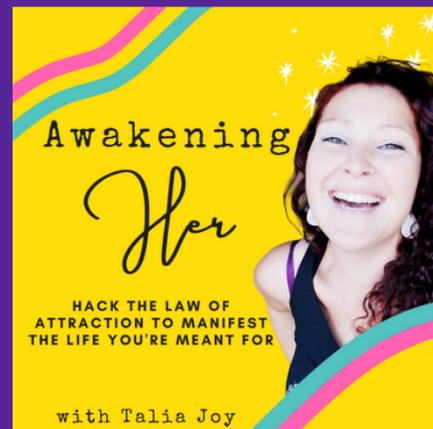
Your artwork is SO IMPORTANT! It shows up on all the places and will immediately grab people's attention – or not...

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.



Self Attempts



Professional for \$75



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, MOST WHERE YOU ARE LOOKING AT THE CAMERA

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 akward 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.



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.

HOMEWORK

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

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.

CREATING CONTENT



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 / talk about ?

#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.



#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





FOR THE AWAKENING HER
PODCAST, MY CONTENT
PILLARS ARE:

THE LAW OF ATTRACTION
INTUITION
SOUL'S PURPOSE/CALLINGS

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



DOIN' THE THING - EPISODE MAPPING



**CONSISTENCY,
EXCITEMENT +
INCREDIBLE
CONTENT WILL
BE 99% OF
YOUR SUCCESS.**

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



#3 - SEARCH ON GOOGLE FOR SEO TITLES

Search keywords on Google such as "Meditation", "Mindfulness Women", "Fitness Over 40", "Manifestation" or "Healthy Single Moms" and see what topics/page titles come up.

Use this for inspiration - these are the titles that are SEO optimized and obviously will show up on Google!

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 what the show is about. Share about what your teachings actually are about. Going into your WHY. Tell stories, let them get to know you. Why are you wanting your audience to learn this? Example: How Meditation Is The Secret, Why Mindfulness? What is the law of attraction? The Secret Power Of Plants, Why Starting Your Own Businesses Will Uplevel Your Life

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, POLARIZING TEACHING

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
Call To Action

Intro

Intention

Content

Assignment / Action

Recap

Call To Action

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 - know that 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

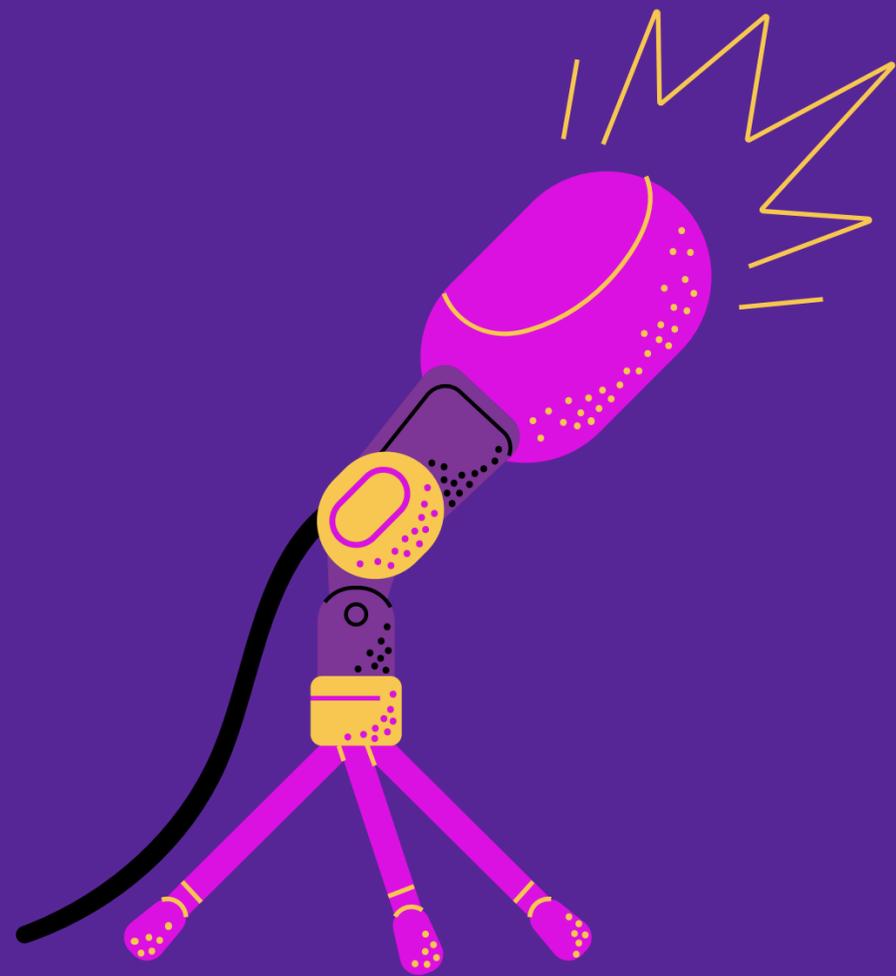
Advertising groups on Facebook

Have guests promote it

Tag others in posts



Hey, I've got
this new
podcast...



BEST MARKETING TIP:
YOU ARE YOUR BEST ADVERTISING.

SHOW UP, BE EXCITED, LEAN IN,
HAVE FAITH AND GIVE IT YOUR
ALL!!!

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

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 and get your services out into the world!

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.

DO NOT PAY UNTIL JANUARY 1ST

WE START
JAN 6TH



Inspired To Serve
business mastermind

3 MONTHS OF BUSINESS CLARITY + SUCCESS
MENTORSHIP WITH

TALIA *Joy*