

MARKETING YOUR OWN PODCAST



Part 2

Podcast Content
Development, Marketing &
Listenership

Instructor:

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@LynetteRadio

About Lynette Young

- Founder, Purple Stripe Productions
- Co-Founder, ClaimWizard.com
- LynetteYoung.com/social
- @LynetteRadio
- Geek Girl #50



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to every resource!!



Be a Hobby
Support a Business
BE a Business

Designing Your Show Format

Promoting Your Show

Earning & Keeping Listeners

Designing Your Show Format

Topics & Segments

Cadence & Hosts / Guests

Show Notes

Topics & Segments

Think about “Expected Outcome”

Same topic & genre as others
...but find your **UNIQUE VOICE**

Cadence & Hosts / Guests

Pick a release schedule and stick to it

Have 2-5 shows “in the can”

Promoting Your Show

Blogging & Social Media

Advertising

Other Shows

Earning & Keeping Listeners

Reviews & Ratings

Cross Promotion

Listener Feedback

Thanks!!

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