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The Power of Podcasting for Therapists

Presented by Adam Cox

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Why Podcasting?

Reach and influence potential


Build trust and authority


Global exposure for your therapy practice / proposition


Lead acquisition – have a link to book an initial call


Client acquisition

Audience Relationship

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Podcast Facts

- 61% listen to podcasts
- 76% of 18–34-year-olds are podcast listeners.
- 58% male and 42% female
- Podcast listeners mostly listen alone (94%)
- They often listen while at home (61%)
- Three quarters listen on smartphones (76%)
- About 70% of podcast listeners listen to an entire episode


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Be a Guest on Other Peoples Podcasts


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Tips to Be a Podcast Guest: P.I.T.C.H

- **P – Pick the Right Shows**
Research relevant podcasts that align with your message.
- **I – Initiate with Impact**
Leverage previous media appearances and build credibility.
- **T – Tailor Your Pitch**
Craft a strong, personalised approach with a unique angle.
- **C – Connect Authentically**
Engage with hosts before pitching – be human, not spammy.
- **H – Have the Courage to Ask**
Remember: pitching is just asking. So, ask confidently!



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PODCASTER

- **P – Purpose & Positioning**
Know your niche and audience needs (Narrowcast, not Broadcast)
- **O – Offer Value**
Practical takeaways and clear calls to action
- **D – Design & Branding**
Artwork, title, and visual identity of show and episodes
- **C – Consistency is Key**
Stick to format, publishing frequency, and themes
- **A – Authenticity & Vulnerability**
Be real, relatable, and human
- **S – Storytelling**
Educate and engage through stories
- **T – Technology & Format Choices**
Audio vs. video, live vs. recorded, tools/platforms
- **E – Episode Structure**
Intro, outro, hooks, and pacing
- **R – Repurpose & Revenue**

Essential Kit

- Microphone
- PC with Editing Software
- Quiet Space

Optional:

- Mixing Desk
- Sound Effects/Background Music
- Video Camera
- Acoustic Foam Tiles



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Time Hack: Repurpose Audio Into Video with A.I.


- Sonix.ai for transcribing
- Pictory.Ai for long form
- Opus.Clip for short form
- Chat.GPT for Ideas and Thumbnail Images




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How Can I Help?

- Yourself – Trial and Error
- Presentation notes and tips FREE
- 1 Day Workshop in Vegas July 21st
- Online Course
- Personal Mentoring

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