

BY MICHELLE ABAHAM

PODCAST SUCCESS BLUEPRINT

THE ULTIMATE 5 PHASE PROFITABLE PODCAST PLAN

LET US LAUNCH YOUR SHOW FOR YOU!

WWW.AMPLIFYOUNETWORK.COM



AMPLIFYYOU
Your Uniqueness Is Your Genius
Unleashing it is ours

PODCAST SUCCESS BLUEPRINT



AMPLIFYYOU
Your Uniqueness Is Your Genius
Unleashing it is ours

Phase 1 - Message

- ☐ Your Perfect Listeners
- ☐ Your Hero Journey
- ☐ Your Why

Phase 2 - Make

- ☐ Where does your Podcast Fit in your Business
- ☐ What Style of Show & Frequency & All the Parts of a Show
- ☐ Equipment to Ready Set Record

Phase 3 - Market

- ☐ YouTube, Roku Fire, Social Media and beyond
- ☐ The Launch Plan
- ☐ Repurposing Your Content

Phase 4 - Manage

- ☐ Weekly Publishing Checklist
- ☐ Syndicating Your Show To All The Platforms
- ☐ Podcast Guest Booking System

Phase 5 - Monetize

- ☐ Whats Your CTA?
- ☐ Dynamic Ad Insertion
- ☐ Leverage Your Podcast

Need more help?

book a call with our team

<https://go.amplifyyou.ca/bookacall>



AMPLIFYYOU
Your Uniqueness Is Your Genius
Unleashing it is ours

PODCAST SUCCESS

BLUEPRINT



with Podcast Expert Michelle Abraham

PHASE *workbook* ONE



AMPLIFYYOU

Your Uniqueness Is Your Genius
Unleashing it is ours

Your

Message



AMPLIFYYOU

Your Uniqueness Is Your Genius
Unleashing it is ours



PHASE 1

YOUR MESSAGEE

QUESTION #1: Who Is Your Perfect Listener?

QUESTION #2: What Is The Problem That You Had That Now You Solve?

QUESTION #3: Why Are You Launching A Podcast?



AMPLIFYYOU
Your Uniqueness Is Your Genius
Unleashing it is ours

ANATOMY OF A PODCAST

ALL THE PIECES YOUR NEED FOR SUCCESS

INSTRUCTIONS: Many Pieces go together to make a successful podcast do you have all of them? Check them off

- ☐ LITERAL TITLE
- ☐ COMPELLING DESCRIPTION
- ☐ THE RIGHT CATEGORIES
- ☐ INTRO & OUTRO
- ☐ TRAILER
- ☐ COVER ART THAT STAND OUT
- ☐ MUSIC TO SET THE MOOD
- ☐ HOOK AT THE TOP OF THE SHOW
- ☐ CLEAR CALL TO ACTION
- ☐ GOOD QUALITY AUDIO
- ☐ PROMOTION PLAN
- ☐ GUEST BOOKING SYSTEM

PODCAST SUCCESS

BLUEPRINT



with Podcast Expert Michelle Abraham

PHASE *workbook* TWO



AMPLIFYYOU

Your Uniqueness Is Your Genius
Unleashing it is ours

DESIGN



AMPLIFYYOU
Your Uniqueness Is Your Genius
Unleashing it is ours



Your Show!

PHASE 2

MAKE

HOW LONG WILL MY EPISODES BE:

- ☐ 5 -10 minutes
- ☐ 15-20 minutes
- ☐ 30 + minutes

HOW OFTEN WILL I DO IT:

- ☐ Daily
- ☐ Weekly
- ☐ Monthly

HOW I WANT LISTENERS TO FEEL:

- ☐ Inspired
- ☐ Grateful
- ☐ Balanced
- ☐ Relaxed
- ☐ Loved
- ☐ Happy
- ☐ Other:

STEP 1: WHERE DOES THE POD FIT?

STEP 2: CADENCE?

STEP 3: WHAT DO I NEED?

PODCAST SUCCESS

BLUEPRINT



with Podcast Expert Michelle Abraham

PHASE *workbook* THREE



AMPLIFYYOU

Your Uniqueness Is Your Genius
Unleashing it is ours



THE

Launch Plan

PHASE 3

TIME TO MARKET

WEEK 4: TO CREATE



WEEK 4: TO SHARE

WEEK 3: TO CREATE



WEEK 3: TO SHARE

WEEK 2: TO CREATE



WEEK 2: TO SHARE

WEEK 1: TO CREATE



WEEK 1: TO SHARE



AMPLIFYYOU
Your Uniqueness Is Your Genius
Unleashing it is ours



CONTENT

Repurposing

PHASE 3

MARKET

INSTRUCTIONS: From One Podcast Episode How Many Ways Can You Repurpose Your Show?



PODCAST SUCCESS

BLUEPRINT



with Podcast Expert Michelle Abraham

PHASE *workbook* FOUR



AMPLIFYYOU

Your Uniqueness Is Your Genius
Unleashing it is ours

WEEKLY PUBLISHING



AMPLIFY YOU

Your Uniqueness Is Your Genius
Unleashing it is ours



Checklist!

PHASE 4 MANAGE MY PODCAST

SCHEDULE

RECORD

EDIT/PUBLISH

PROMOTE

MON

TUES

WED

THURS

FRIDAY

YOUR



AMPLIFYYOU
Your Uniqueness Is Your Genius
Unleashing it is ours



Guest Booking System

PHASE 4

MANAGE MY PODCAST

INSTRUCTIONS: Take Careful Consideration As You Decide Who You Will Invite As A Guest On Your Show!

QUESTION #1: WHAT VALUE WILL THE GUEST ADD?

QUESTION #2: DO THEY HAVE THE SAME AUDIENCE AS YOUR SHOW?

QUESTION #3: WILL THEY PROMOTE THE EPISODE?

QUESTION #4: DO YOU HAVE A CONNECTION TO HELP TO BOOK THEM?

QUESTION #5: WHAT INFO DO THEY NEED PRIOR TO RECORDING?

PODCAST SUCCESS / BLUEPRINT



with Podcast Expert Michelle Abraham

PHASE *workbook* FIVE



AMPLIFYYOU

Your Uniqueness Is Your Genius
Unleashing it is ours



AMPLIFYOU

Your Uniqueness Is Your Genius
Unleashing it is ours



YOUR MONETIZATION

Plan!

PHASE 5

MONETIZE

Question #1: Name Of Your Show

Question #2: Category

Question #3: Style

Question #4: Launch Date

Question #5: Call To Action

Question #6: Will I have Dynamic Ads? What Will They Promote?

Question #7: How Am I Going To Leverage The Power Of My Podcast?

Question #8: How Am I Going To Monetize My Show?

LET US DO ALL THE WORK

To Launch



AMPLIFYYOU
Your Uniqueness Is Your Genius
Unleashing it is ours

PODCAST ACCELERATED LAUNCH IN 90 DAYS

MICHELLE ABRAHAM

12 Weeks of Group Coaching with our Podcast Coach

- 1 on 1 Strategy Call to Customize your Podcast
- Design Your Show with Monetization in mind
- Expert coaching to bust through any fears
- Set up your guest booking system
- Set up your Podcast Studio

Done For YOU by YOUR Podcast Manager:

Cover Art

Guest Cover Art

Social Media Templates (3)

Intro /Outro

Music Licence

Editing of Launch Episodes (5)

Set up of Podcast Hosting

Submitting your Podcast to all the directories

WE DO ALL THE TECH

All you need to do is record!

***“If You Aren't
Embarrassed By Your
First Few Episodes You
Waited Too DAMN Long
to get it out there.” -
Your Amplifyyou Team***

HAVE QUESTIONS?

Book A Call With Our Team

<https://go.amplifyyou.ca/bookacall>