

BY MICHELLE ABRAHAM

PODCAST SUCCESS BLUEPRINT

THE ULTIMATE 5 PHASE PROFITABLE
PODCAST PLAN. LET US LAUNCH
YOUR SHOW FOR YOU!

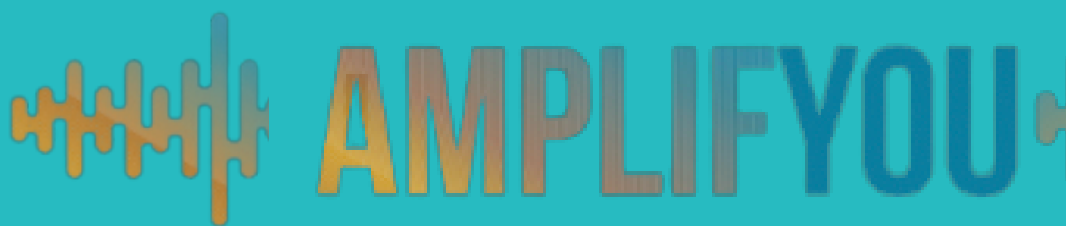
WWW.AMPLIFYOUNETWORK.COM

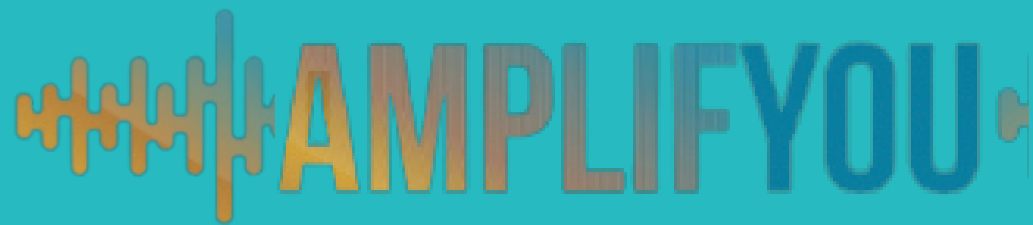
*Realign * Reignite * ReLaunch*

AMPLIFY Your *Vision*

AMPLIFY Your *Voice*

AMPLIFY Your *Visibility*





PHASE *workbook* ONE

Your

Message



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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?



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

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PHASE *workbook* TWO



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DESIGN



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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?

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PHASE *workbook* THREE



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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



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CONTENT

Repurposing

PHASE 3

MARKET

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



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PHASE *workbook* FOUR



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WEEKLY PUBLISHING



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Checklist!

PHASE 4 MANAGE MY PODCAST

SCHEDULE

RECORD

EDIT/PUBLISH

PROMOTE

MON

TUES

WED

THURS

FRIDAY

YOUR



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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?

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PHASE *workbook* FIVE



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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



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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://www.amplifyyou.com/bookacall>