

WORKSHEET

Is a podcast right for me? Think it through before deciding. The following worksheets will help!

Professional Goals	My Current Strategies	Start a Podcast	
		Pros	Cons
Influence <ul style="list-style-type: none"> • Recognized as an expert • Looked to as a mentor • Recognized as an advisor/consultant 			
Networking <ul style="list-style-type: none"> • Connections with known peers • Connections with not yet known peers • Number of valuable connections 			
Visibility <ul style="list-style-type: none"> • Known within discipline • Known within specialty/subdiscipline • Known for special skill, strategy, or approach • Wide recognition 			
Marketing <ul style="list-style-type: none"> • Textbook/supplement • Consulting • Courses • Services 			
Good Use of Time <ul style="list-style-type: none"> • Return on investment of time 			

This part is vital to success! Work out your podcast niche & mission before taking any more steps.

My Niche

My Target Audience

Who will listen to my podcast?

Problem(s) My Podcast Solves

What value will my listeners receive? Why will they want to listen?

My Podcast Mission Statement