

Module #2

Crafting Your Show - Scripts

Market Research Reach Out Script (for the 5-10 people you record the calls with)

Hi _____,

I'm starting a podcast geared towards helping people like you with _____. I think you'd really dig it! I was wondering if I could grab a few minutes of your time to chat about the idea? I'd like to use your specific feedback to record some cool interviews that you'd personally find useful for _____.

Are you free to chat _____?

Thanks!

Jason

What To Say On The Call

"What do you think about _____?"

What are your goals when it comes to _____?

Is there anything you're afraid of when it comes to _____?

What are the biggest obstacles keeping you from accomplishing _____ goals?

Market Research Reach Out Script (for Facebook friends or acquaintances)

Hi _____,

I'm starting a podcast geared towards helping people like you with _____. I think you'd really dig it! I'll be doing interviews with guys like _____. If I got people like this on my show, what question(s) would you want me to ask them?

I'm just doing a little bit of research right now and if this sounds interesting to you it would really help me to make it useful for people like you. Thanks for your consideration!

Thanks!

Jason

Follow Up Questions

"What do you think about _____?"

"What are your goals when it comes to _____?"

"Is there anything you're afraid of when it comes to _____?"

"What are the biggest obstacles keeping you from accomplishing _____ goals?"

"Is there anything you'd like me talk about? Any specific topics come to mind?"

"Do you listen to podcasts? What are your favorites? What do you like about them?"