

Module #2

Crafting Your Show

Approximate Time: 3-5 hours

Key: Find your first 25 fans BEFORE you ever record your first episode

What are you very passionate about?

What are you most inspired by?

What gets you out of bed in the morning?

What do you enjoy teaching others?

How do you spend your free time?

What do people ask you for advice about?

What are the pain points of your potential listeners?

What keeps your listeners up at night?

What pain points did you have in this area?

What problem are you fixing for your listeners?

Is there a need for what you want to podcast about?

Who's podcasting about this topic already? Who's already writing books about it?

Is there a clear solution you can provide to your fans?