



Power of Podcasting #4 - How to Create Content For Your Podcast

After speaking at an event or whenever I meet people at conferences, a lot of times, I'll get people who come up to me afterwards and are so excited about the possibility of starting their very own podcast. Usually, they have a couple of questions right away though. One of the first ones always is, "What equipment do I need?" But then after that question, a big one that continually comes up is, "What am I actually going to talk about?"

So how do you create content for your podcast? The big thing that hangs people up is that they think they're not an expert. They think they have this hesitation about actually putting their message out in the world or realizing that they actually have some value to contribute to your audience.

In this episode, I want to help you get over that fear right now. Because let me tell you, you are an expert. Yes, you have some specific area where you know more than someone else, where you're further along down the journey. For example, that first grader that knows how to tie their shoes is an expert to that kindergartner still wearing Velcro. You know what? Being an expert is not about having all the answers. It's not about knowing everything. It's not about being on top of some mountain with a long beard just sitting there knowing every single answer to every single problem. That's not realistic.

What it is, what an expert really is is actually that you are further along in your journey than the people you're talking to. So you may still be along that journey. You may still be going down that path but you're just further ahead on it than you are to your audience. You're able to look back and guide them through the potholes around the obstacles that they would then encounter. You help them avoid some of

those things, some of those messes, some of those struggles, some of those mistakes that you've already made, but you're able to help guide them through.

That's what a true expert really is. That's what we're talking about when we're talking about an expert here. It's just that you have some knowledge that your audience doesn't. And a lot of times, especially as business owners, we can overlook some of the key areas that we actually are an expert in because it comes as second nature to us. So I want to walk you through a little exercise that I actually do with all of my new clients to help them think about some of the topics to talk about on those first few episodes.

So what I want you to do, grab a piece of paper, if you can, or grab your phone. Get ready to take some notes. Or even just think about this and come back to it later. But sit down and think about what are the 10 most frequently asked questions that your clients or potential clients have? What questions do you commonly get from people? So sit down and jot some notes down. What are those 10 questions? All right, was that enough time? Hopefully, you're all good.

The next thing, the next part about this exercise now that you have that right there, you basically have a great start. You have a good direction to go. But then the next part about this exercise is to actually sit down and think about what are those 10 areas that your clients or customers should be asking questions about. And maybe they don't know they should ask questions. See, this is where you have some really key insights. You are further on the path. You know some things that would be beneficial to them to actually think about and to ask questions about, but they have no idea they should even be asking that question. So sit down and create a list of 10. What are those 10 should ask questions?

All right. So now you have both your list of 10 questions completed, ready to rock. Right there is a great resource for your first few episodes. You could do an episode on each of those questions potentially depending on your topic, depending on what that question actually is. But you can dive into those questions and really answer them for your clients and your audience because those are the most pressing things that they actually need to hear. They need to know from you those specific things.

So go through and answer them. Maybe you can combine a few of them into a couple of episodes, but actually go through and dive into some of those topics. And peel back the curtain, if you will. One of the reasons I'm doing this episode is because I get that question so often. It's one of the most frequently asked questions that I get. It's, "What do I actually talk about on the podcast?" This is a great way

to really get you started. But now, this will be a super short episode. And I want to actually give you a little bit more of an idea on a few other strategies you can use to actually create content for your podcast.

So I'm not going to dive into that one, but I want to talk about your very first episode. What should your first episode look like? There's really a couple of key things that you need to have in that first episode. And that is you should tell your story. Let people know who you are and let them know what kind of credentials you have to actually be talking about this podcast. Now, it doesn't mean you have to have credentials like, "I went to Harvard University" or whatever. You don't need those kind of academic credentials. You just have to have some reason why you're doing this podcast.

And maybe it is you're trying to figure out your topic. You're on the journey. Maybe you're giving it from that perspective of, "Hey, I'm just a couple steps ahead of you. I am in this right now just trying to figure it out. And that's why I'm documenting. That's why I'm creating this podcast. It's as almost a diary to help you, to hopefully help you avoid some of the mistakes that I'm going to be making as I go along this journey."

So you really want to lay out who you are, a little bit of your credentials. Lay out what really the purpose is of your podcast. Let them know this is the reason I started this podcast and this is what I hope you get from this podcast, who this podcast is for. And then ultimately, let them know what to expect from you. Lay down the expectations. "Hey, my podcast is going to be released every Friday. We're going to have some case studies. We're going to have some interviews. We're going to have some solo episode. Or it's all going to be interviews, or it's all going to be short, five minute episodes. Whatever it's going to be, lay some of those expectations out in that first episode.

And the reason you really want to hit all three of those pieces in that first episode is because generally, people are going to continually jump back and listen to that first episode to see where you start to see what everything this podcast really is all about. So no matter if they join at the 75th episode, they will likely jump back to that very first episode. It's amazing how many people actually do that. Your first episode is going to be one of your most listened to episodes. That shouldn't scare you. I don't want to actually make you hesitate. But go through and really lay out your story in that first episode. And then from there, you can just continue to add value in all of your future episodes.

So I want to continue to give you a few more ideas. So I will actually create a little resource of a few more strategies that you can actually use to help you create your well of content, help you figure out what content to actually be talking about on your podcast. So all you have to do to get that resource guide is simply text the word "**PowerOfPodcasting**." That's one word; **PowerOfPodcasting**, to **33444**. That's two threes and three fours. The word **PowerOfPodcasting**, and I'll send that resource guide over to you.

Before we wrap up this episode of the podcast, I just want to let you know that this episode is brought to you by the Podcasting for Profits Course. This is a course that I created to walk people through to my entire system for podcasting for all those who want to learn how to do podcasting themselves. So it takes you all the way from creating the foundation of your podcast to creating the content, actually hitting the record button, to submitting it to iTunes or to even repurposing your podcast into other free channels or even creating pay content from your podcasting material.

It walks you through my entire system. And I wanted to let you know, because if you're listening to this episode before the end of June here, there is actually a very special deal going on for people who purchase the Podcasting for Profits Course. It was my birthday in June and I turned 28, so I am offering a 28% discount on that course. So you can get that discount by going to yourpodcastguru.com/28bday. And that'll take you right to the page where you can actually buy the Podcasting for Profits Course at that discount.

Thank you so much for tuning in to this episode of the podcast. If you want all of the show notes as well as links to the audio and video of the podcast, simply go to the PowerOfPodcasting.tv, and you find all the links there that you need, all the resources that are mentioned in the podcast as well. And also if you haven't done so, I would greatly appreciate a review on iTunes for either the audio or the video podcast. Simply go there and click the little subscribe button and then the little rating and review. I'd greatly appreciate that as it helps more people find out about the podcast and decide if this is the show for them.

So until next week, we have a great episode coming up for you next week. I'm actually going to be talking to... We're going to be doing another case study with Mitch Matthews. We're going to be talking about his Dream. Think. Do. podcast. So be sure to go check that out and don't miss a single one. Until next time. It's time for you to go there and maximize both your impact and your income.