# Podcasting that wins work

A podcast isn't a marketing channel. Used well, it's the easiest way to start conversations with the people you want to work with.

### Invite, don't pitch

A guest invitation gets you an hour with people a cold email never would.

### Trust before the meeting

Prospects hear how you think long before they sit across a table from you.

### One chat, a month of content

Clips, posts and newsletter material from a single recording.

## Your five-step plan

**1** **Know who you want to reach**

Not everyone. The clients, partners and referrers who would change your year.

**2** **Write your guest list**

Five people you'd love to work with or learn from. That's your first season.

**3** **Keep the format simple**

One host, one guest, around 30 minutes, one clear theme your audience cares about.

**4** **Record three before you launch**

It takes the pressure off, and gives listeners more than one reason to subscribe.

**5** **Make every minute work**

Turn each episode into clips and posts, and follow up with your guest. That's where the work comes from.

## Three things to avoid

**Selling on air.** Let the conversation do the work. **Chasing downloads.** Ten of the right listeners beat a thousand of the wrong ones. **Launching and hoping.** Plan how each episode will be shared before you record it.

## Is a podcast right for your business?

Book a free 30-minute call with Wayne Willis. No hard sell, just a clear plan.

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