

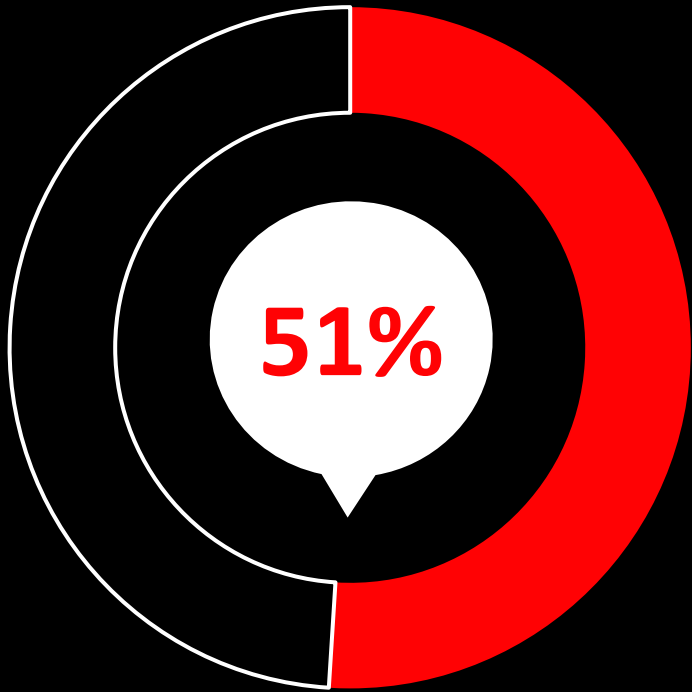
Podcasters

UP, UP AND AWAY:

**5 THINGS YOU MUST KNOW,
TO GROW AS A PODCASTER!**

w/Anita "AC" Clinton





of the US Population has
Listened to a Podcast

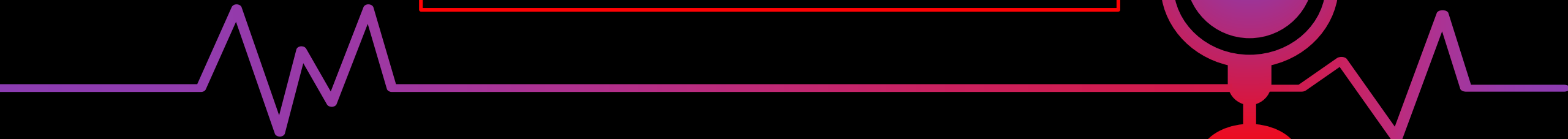
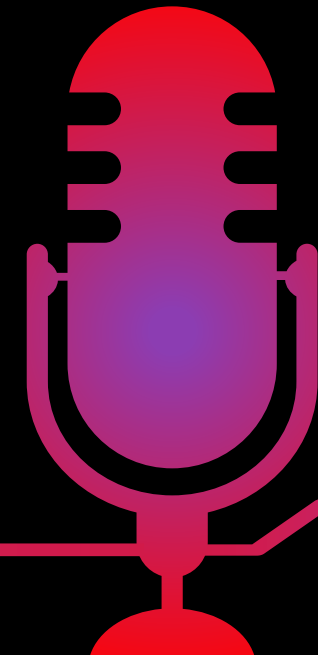


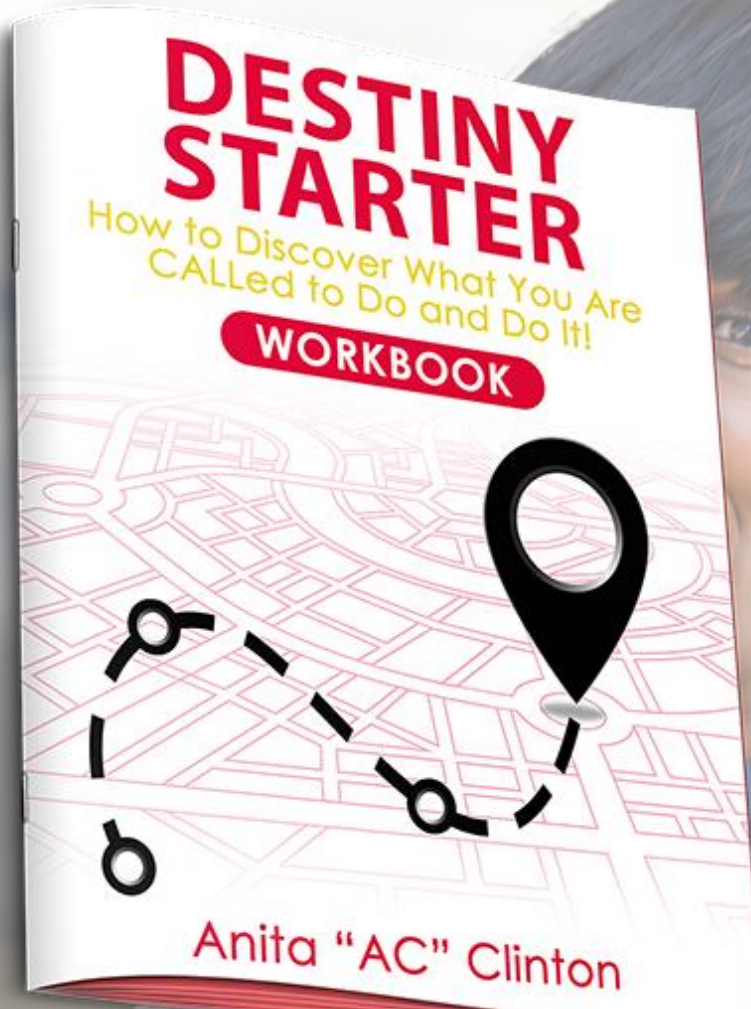
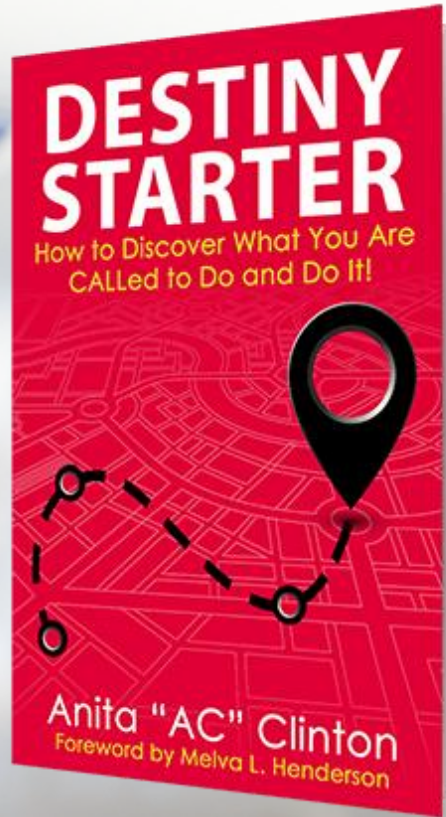
Podcast Listeners Subscribe
to an Average of 6 Shows



And They Listen to an Average of 7
Different Shows Per Week

OVER 1 MILLION PODCAST



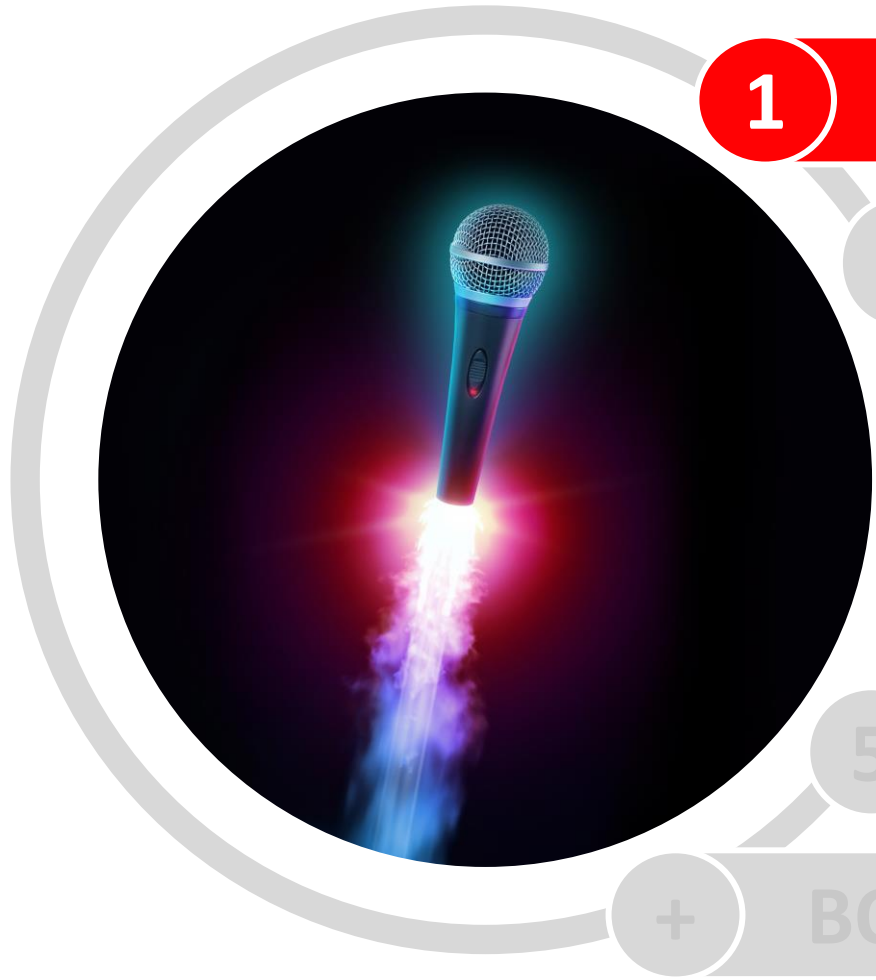


Destiny Starter Book & Workbook



Be Great Global Podcast

5 Things You Must Know to Grow as a Podcaster



1 Know Your Why

2 Know Your What

3 Know Your Audience

4 Know Your Structure

5 Know Them, But Be You

+ BONUS

Why

MICHAEL  **JR.**

5 Things You Must Know to Grow as a Podcaster



1

Know Your Why

2

Know Your What

3

Know Your Audience

4

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5

Know Them, But Be You

+

BONUS

What?

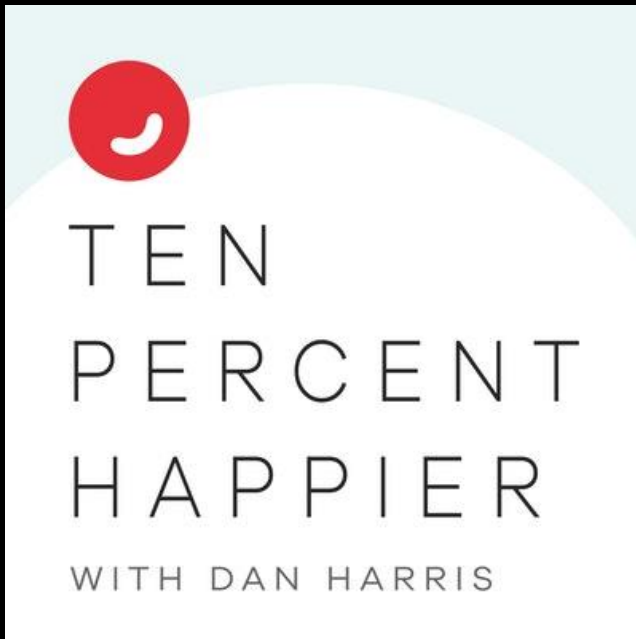
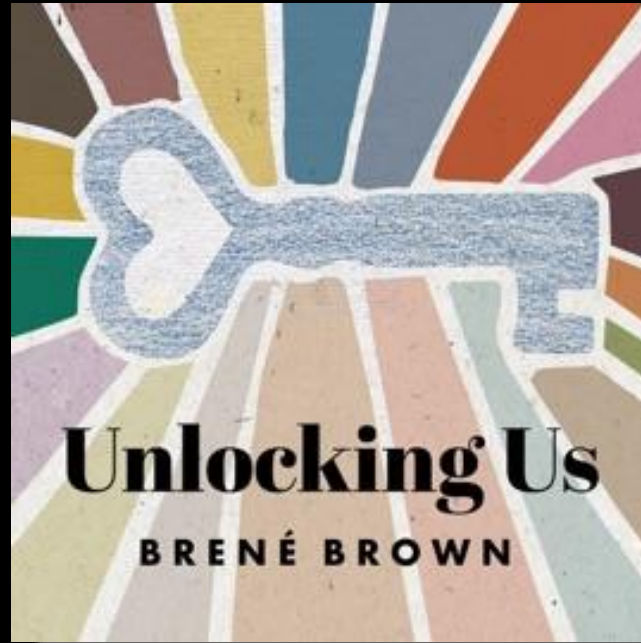


Niche



Society &
Culture

Personal Growth &
Development



5 Things You Must Know to Grow as a Podcaster



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Know Them, But Be You

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BONUS



Know Your Audience



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+

BONUS

Know Your Structure

Podcast Format

Solo /
Monologue

Interview

THE MOTH

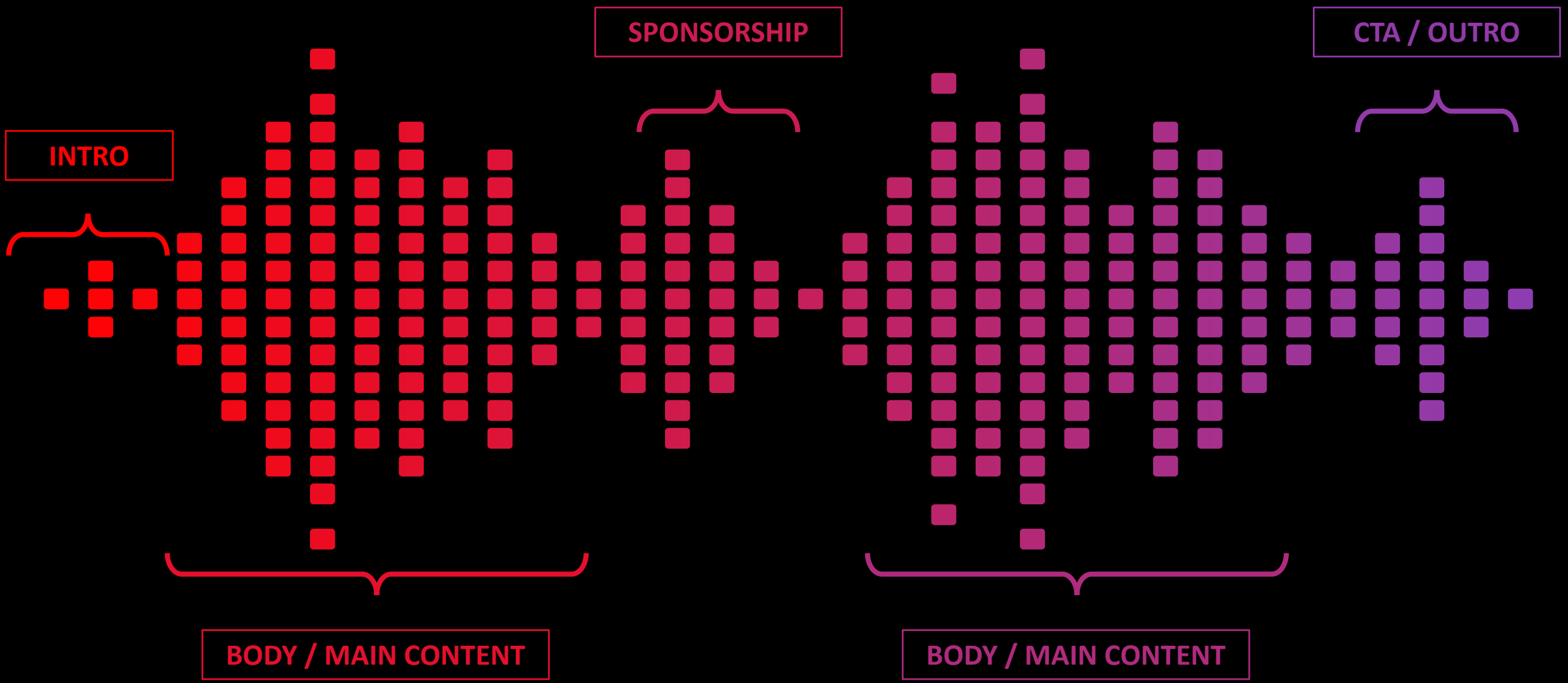


Fictional
Storytelling

Repurposed
Content

Know Your Structure

Podcast Structure



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BONUS

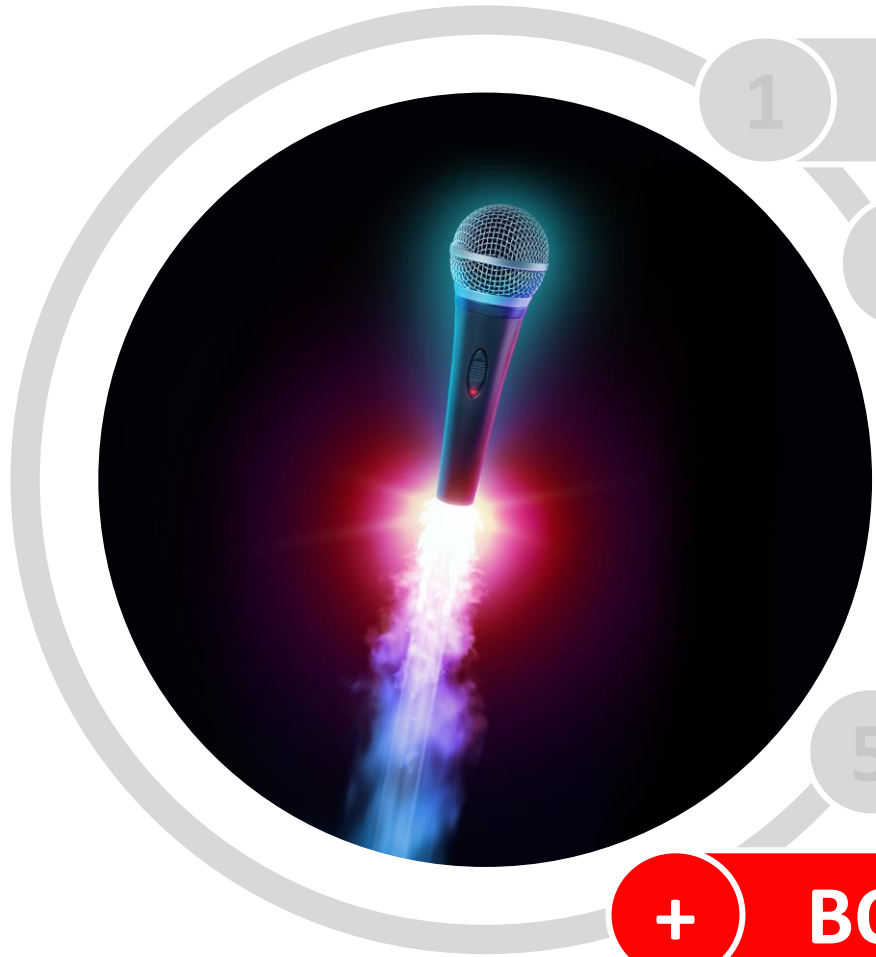
**Know Them,
But Be You**



IMPROVE
SUCCESS
TRAINING
MOTIVATE
WORK
INSPIRE



5 Things You Must Know to Grow as a Podcaster



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Know Them, But Be You

+

BONUS: Know & Increase Your Status

SUBJECT

MATTER

EXPERT

Build a Platform Around Your Area of Expertise



Audio



Video



Written

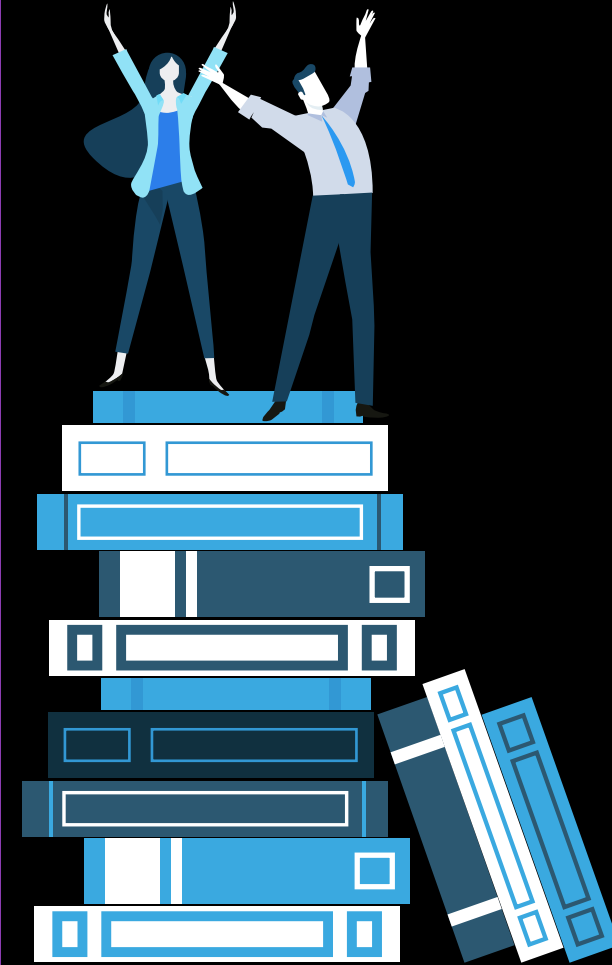
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Podcasters

UP, UP AND AWAY



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