

Topics I Speak On That Interest My Audience

One of the most effective ways to expand your credibility and connect with your audience is to participate in online interviews. The keys to making the most of your online speaking opportunities are to; 1) speak on topics that your ideal audience is interested in and 2) speak to audiences who are interested in what you have to say. Podcast hosts and online radio show hosts are always looking for guests who have expertise on topics of interest to their audience. Use the worksheet below to get started.

How would you describe your ideal audience? _____

What are the top three things they'd love support with or love to know more about?

What are the top three things you love speaking about, based on your expertise?

Locate podcasts and online radio shows on topics of interest to your audience. Go to BlogTalkRadio.com or the podcast section of iTunes to search for shows related to what you love speaking about that are on topics of interest to your audience. Click to view the episodes and locate the URL to the hosts website. Listen to episodes & identify favorites.

Name of Podcast & Host: _____

Topic of Show: _____

URL to Podcast Website: _____

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