

# *Week 0*

*Planning Materials For:*

*Who Are You | Why You Want a  
Podcast | Planning Your End Game*



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# *Who Are You?*

Get honest with yourself. This has NOTHING to do with tech, or your podcast, this has everything to do with YOU. The number one reason people podfade (aka disappear from podcasting) is because of LIFE.

This will help you AVOID the podfade - but you have to be HONEST. Amazingly, podcasting can adjust to YOU, if you let it.

**What do you love to do?** ex. watching movies, doing yoga, gardening, shopping, being on social media, working on your \*work\*, etc.



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**What's your daily life like? Write your REAL day, a morning to night average day, with all it's murky glory in both your professional life & your personal life.**

- Personal
- Professional



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**What's your tech-life and like (affinity)?** You must be honest with yourself here - are you totally in love with your tech, do you thrive with new apps and software? or are you the type that wishes you could simply NOT deal with anything tech, whether it be hardware, or software or anything to do with it.



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**How do you problem solve?** This is a biggie for podcasting. How do you deal with things when they go wrong? When you don't have answers, when you can't figure it out, what do you do? And this doesn't have to do with tech, this is with anything in your life - **ANYTHING** money, relationships, parenting, etc.



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# *Why Do You Want A Podcast?*

Take a look at the below questions and see if any resonate with you. The ones that don't, cross out right away. Write a little story beneath each one that does resonate as to what it would look like for you, your life and/or your business.

You can have more than one - or you can just have one. This will be super important later on in the process.

Is this your THING? THE way that people find you and communicate with you?



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Are you looking to help clarify your branding - for YOU or your business.

Are you looking to expand and touch base with a new audience segment?

Are you looking to help establish you as a niche expert?



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Are you looking to help you become a web superstar?

Are you looking to increase your ability to be found and add visibility?

Other \_\_\_\_ ???



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# *What's Your Endgame?*

Brainstorm and dream. In the optimal scenario, what do you want to happen because of your podcast? OR WITHOUT your podcast? Who do you want to be in the world?



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