

# Podcast War Map

**IMPORTANT - Watch This video first:**

<https://www.loom.com/share/a07913ece78a420696e1c792fecc50aa>

**My TEDx Talk Around This Podcast Strategy (optional):**

<https://share.descript.com/view/nfPWy0hNqU2>

- Check out the updated spreadsheet:
  - [https://docs.google.com/spreadsheets/d/1N6r8\\_RDveDwxyj-PCtwJDOF5KPIUm4719UYTUGZSals/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1N6r8_RDveDwxyj-PCtwJDOF5KPIUm4719UYTUGZSals/edit?usp=sharing)
- Name Podcast (Now)
  - Your target audience
    - Who's listening
  - Check if taken on Apple
  - Buy name domain
- Start outreach
  - IG DM strategy
    - <https://www.loom.com/share/c261e33b18254381844da5c25b1c75aa>
  - Mass outreach on best niche(s) to sell to
    - Use script
      - <https://docs.google.com/document/d/1xGkrlexzEBWm1Y1anhxG8WSUyKml9wCBpVeJ6xGbEng/edit?usp=sharing>
    - Keep track with tracker
      - <https://docs.google.com/spreadsheets/d/1144QP-pwyOkaWuzh1XOMoo14ZzUm6gHlbchquvfiT0/edit?usp=sharing>
    - LinkedIn Automation outreach
- Buy all necessary equipment
  - Mic (Blue Yeti)
  - Web Camera
  - Lighting
  - Ethernet cable
  - Any necessary adapters (depending on your computer)

- Start cover art process
  - Show how to explain what you want
  - [https://www.fiverr.com/jimmyjohnyd/design-podcast-cover-art-and-itunes-podcast-logo-professionally?source=order\\_page\\_summary\\_gig\\_link\\_title&funnel=e5e798421f19c07f023b92c27631486c](https://www.fiverr.com/jimmyjohnyd/design-podcast-cover-art-and-itunes-podcast-logo-professionally?source=order_page_summary_gig_link_title&funnel=e5e798421f19c07f023b92c27631486c)
- Find VA for outreach as well (if you are using the mass approach method)
  - Onlinejobs.ph
    - Lastpass for VAs
  - OR groups on FB for VAs
- Intro
  - Buy from Fiverr
- Construct flow to the podcast (bullet point sheet)
  - Example
    - Intro -
      - <https://docs.google.com/document/d/1yXkvn8Z8CI9-xCoi3PVGQ9dI4Pc0wk5dWUJvNp7dgLs/edit?usp=sharing>
    - Body -
      - <https://docs.google.com/document/d/1Qw5lyGn9tCjGkCoFi188J6BxirYXCKEMy7icXoSP2bY/edit?usp=sharing>
- Record intro episode (5 min) about what the show is about
  - Who You are
  - What the listeners can expect
    - Content
    - Uploads
    - Anything else
    - Why they should listen to you
  - Why you started it
- Set up Anchor.fm account
  - <https://www.youtube.com/watch?v=m8A27U3gRp0>
  - Use for setting up iTunes now too
- Set up YouTube Channel
- Marketing approach for launch

- Goal - 15 reviews
- \$100 give away on your socials
- Reach out to all friends
- Marketing individual episodes
  - Hire editor OR use Descript (Descript is my new favorite option)
    - Here is a video on what you need to know with [Descript](#):  
<https://www.loom.com/share/59b44d5917a9445c9d85f40b6e2cf3d2>
      - <https://www.descript.com/>
    - marvindelosario1992@gmail.com (\$25/per episode)
    - Nlc.com for mini videos
  - Audiogram to share with guests