



7 Ways To Attract YOUR IDEAL CLIENTS With A Podcast

Imagine being able to have a conversation with your ideal customers on a weekly basis. On top of that, those ideal clients request that conversation every week. How great would that be?

A podcast makes that conversation possible.

A podcast provides you a huge opportunity to demonstrate your authority to your prospects and invite them to become clients.

If you structure the show properly, your podcast can be an amazing marketing tool to drive your business and grow your revenue. You build trust every week.

If you would like help launching and developing your very own podcast, visit www.PodcastTalentCoach.com/coaching for your FREE, no strings attached strategy call with me.

-Erik K. Johnson

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→ Demonstrate Your Authority

Share your information. Follow it with a strong, single call-to-action. Get your prospect to begin their journey in your funnel.

→ Demonstrate Your Coaching

Share a bit of a coaching session as an episode. Show the transformation you offer your clients. Tell them how to sign up.

→ Demonstrate Your Products

This is like a weekly webinar, but your ideal clients actually subscribe to it. Give them a sample. Then, tell them where to buy.

→ Network With Others

Swap interviews. Help each other get exposed to a new audience. This is like a joint venture for your content.

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Listener Coaching Examples



Create an interactive show using listener audio. Demonstrate your coaching without using actual sessions. Tell listeners how to sign up.

Attract Media Interviews

Get media to view you as an available expert in your field. Your podcast demonstrates your interviewing ability. Tell people how to get more.

Listeners Share Your Content

Make your content easy to share. This is free marketing when your listeners share your great content and expose you to new prospects.

 **Get a FREE, no-strings-attached
podcast strategy session - click below** 

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