

WORKBOOK 1: MAKE CLEAR YOUR CONCEPT



The 7 step program to

BROADCAST YOUR

- M**ake clear your concept
- E**stablish your podcasting brand
- S**etup your systems
- S**tructure your recordings
- A**rrange your recording
- G**et on your soapbox
- E**ngage your audience for growth



WHO IS YOUR IDEAL LISTENER?

This section below is created so that you identify and hone in on your ideal listener.

WHEN TO LOOK AT THIS?

Every time you make a decision, this is where you refer. Every time you come to a fork in the road, this is where you come back to and ask yourself, “Are you going to increase the value you provide to this person with this new decision?” Every time you get negative feedback, or harsh criticism, you refer to this section and ask yourself, “Would my ideal listener still be happy?” If not, then take the necessary steps to make it all right again. If yes, then don’t worry about it, move on and provide more value.

NAME YOUR IDEAL LISTENER

Before you crank down and determine the various characteristics of your ideal listener, it is important that you determine whether that listener is a male or female. Also, you should know that there is a difference between your ideal listener and your ideal client. Your ideal client is a person that has been through all the qualifying process of being a great fit with you and your business. Your ideal listener is someone that has all the problems of your ideal client, but either doesn’t know they have them yet, doesn’t know that they are making mistakes trying to solve them, and/or is looking for a solution to make their life easier.

Now think of who that person might be and give them a name.

YOUR IDEAL LISTENER’S NAME: _____

YOUR IDEAL LISTENER’S BACKGROUND

These are the things you should think about when you’re trying to list you’re ideal listener’s background:

- What do they do? Business owner, professional, tradesman, entrepreneur?
- How old are they?
- Get into detail with what they do and how their day goes by
- How did they get into what they do now and do they like doing it?
- Do they have a family?
- Do they travel? Is it a lot, or once in a while?
- What kinds of food do they eat?
- How do they travel on an everyday basis?
- What do they do for fun?



THE PROBLEMS AND FEARS

WHAT FRUSTRATES YOUR IDEAL LISTENER?

WHAT DOES YOUR IDEAL LISTENER WISH THEY HAD MORE OF?



WHAT DOES YOUR IDEAL LISTENER WISH THEY HAD LESS OF?

WHAT DOES YOUR IDEAL LISTENER SECRETLY FEAR?



**WHAT DOES YOUR IDEAL LISTENER WISH THEY COULD DO,
BUT CAN'T?**

LIST THEIR PROBLEMS (AT LEAST 8)?

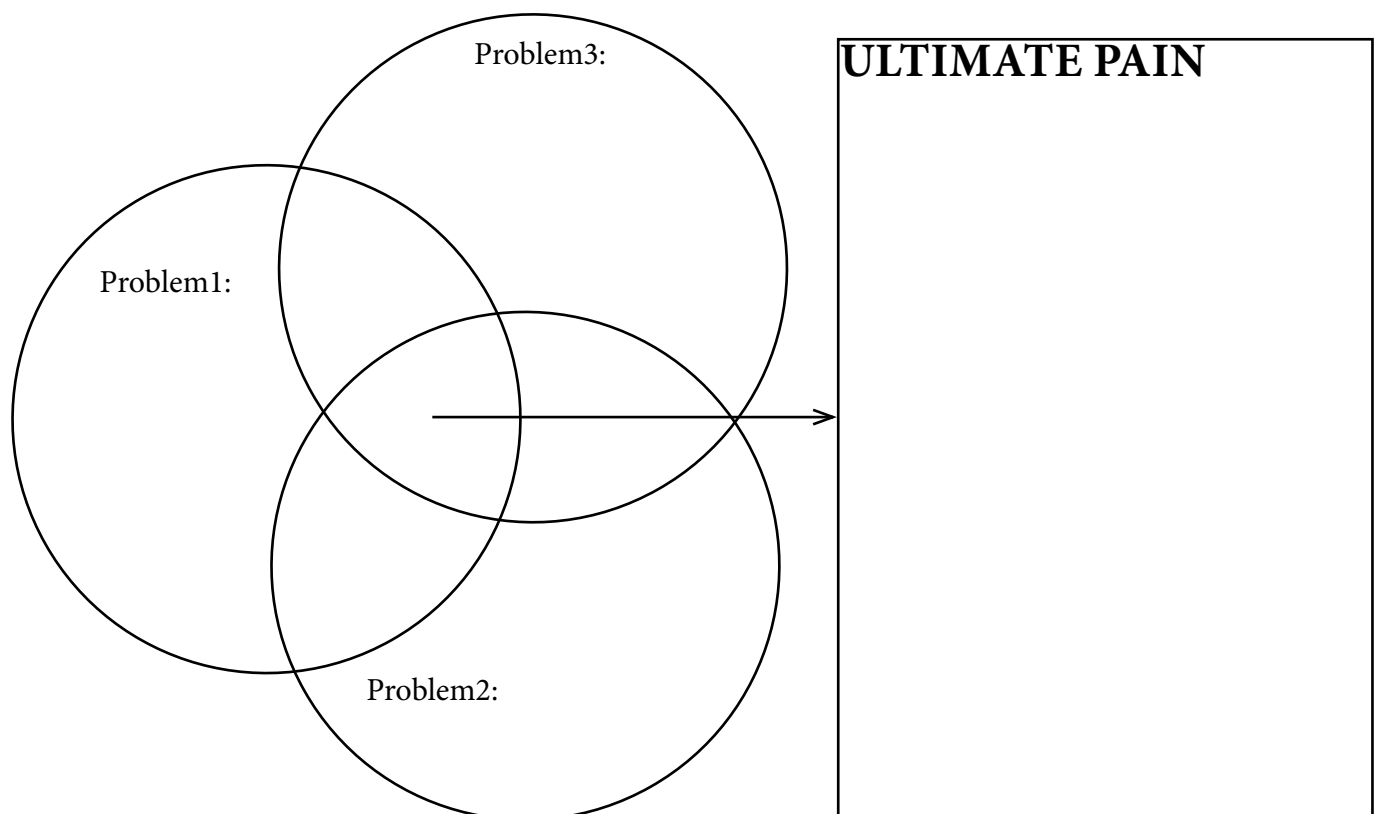


TOP 3 PROBLEMS

Pick your ideal listener's top 3 problems and then write down the symptom of that problem. So, because they have that problem, they land up doing something that doesn't help them solve their problems.

Problem	Symptom

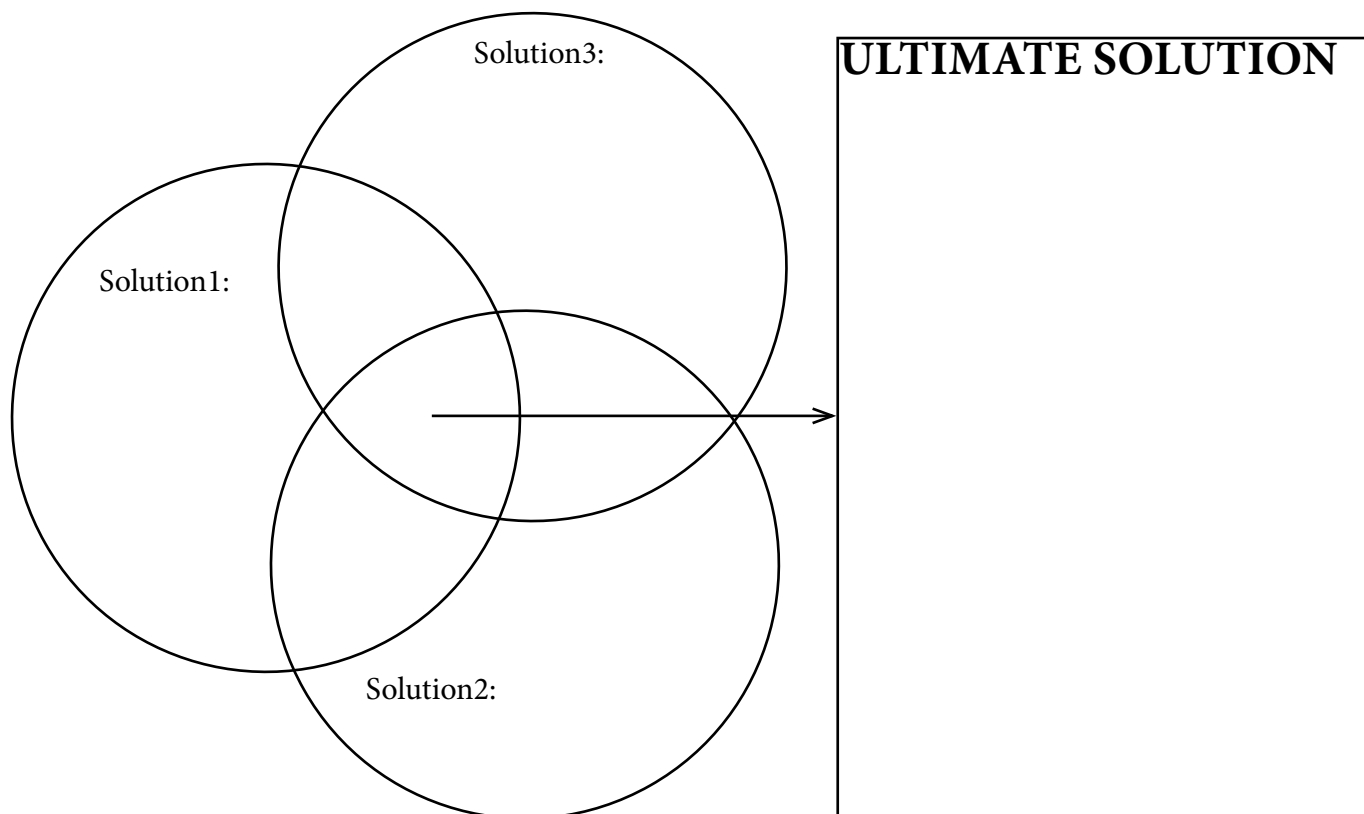
ULTIMATE PAIN/DEEP FEARS



LIST OF MISTAKES (SYMPTOMS) - WRITE AT LEAST 12:



HAPPY PLACE - THE SOLUTION



WHAT IS THE ULTIMATE RESULT FOR YOUR IDEAL LISTENER?

WHAT IS THE CENTRAL QUESTION YOUR IDEAL LISTENER ASKS?



