



Exercise: Module 2 – Find the Perfect Podcasts

1. Write a detailed description of your target listening audience by answering these questions:

Who do you love working with?	
What do you enjoy helping them with?	
Who can you help the most with the solutions you provide?	





2. Do research to come up with an initial list of suitable shows:
 - a. List the podcast hosts on the **Podcast Tracking Spreadsheet**
 - b. Make connections with them on social media
 - c. Find their email addresses
 - d. Make notes of other useful information such as social media stats, what listeners are looking for, etc.
 - e. Add all additional information to your **Podcast Tracking Spreadsheet**

Notes





3. Assign a priority level to each show to determine in which order you'll reach out to each.

