



# Exercise: Module 7 - Maximise the Value of Your Podcast Interview

## Lesson 1: Publicise Your Podcast Interview

1. Pick the social media channels (no more than two) where you'll focus your publicity. Why have you chosen these?

<b>Channel 1:</b>	
<b>Channel 2:</b>	





2. Choose 3 tactics to promote your guest appearance on social media:

1.	
2.	
3.	

<b>What results do you hope to get with these 3 tactics?</b>	
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**Use them for your next podcast interview and note the outcome**

**Do you want to use them again or not?**

