



Module 8 Cheat Sheet – Review & Refine

Key Takeaway:

- Review the efficacy of your podcast strategy at 6- and 12-month intervals to see if it's bringing you the business results you want

Learning Objective:

- ✓ Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

Tips to Take Things Forward

- ✓ Work your list of contacts to keep up a constant flow of interviews
- ✓ Review the efficacy of your podcast strategy at 6- and 12-month intervals
 - Was my call to action clear?
 - Were the podcasts I've been on the best fit for me?
 - Did I create enough momentum?
- ✓ Do you want to start your own podcast series?





What You Learned

- ✓ What have you learned about getting booked as a podcast guest?
- ✓ What difficulties have you encountered?
- ✓ How do you plan to address these?
- ✓ What further steps can you take to become totally comfortable with the process?

