



# *Providing Podcast Value*



**Accelerate Your Business With Podcasting**

**AuthorityEngine.com**

# It's All About The Value

## **Real Value is a combination of entertainment and information.**

People must be able to connect with your show in order to gain value out of it. If your show is too information driven with no entertainment, they won't tune in for very long.

## **Use unique stories about yourself or your brand to form an intimate connection with your listeners.**

## **Offer fresh, unique insights.**

The shows that fail simply provide the same content you can find anywhere else with no unique spin on things.

Don't be that show! Be the person who provides a new take on an existing community or brings new ideas all together.

## **Be real.**

Podcasting is a medium that's very ineffective against BS-meters.

Your listeners will be able to sense if you're not sold on what you're talking about. Make sure that you practice what you preach.

## **Have a content schedule.**

And be consistent. People will be expecting quality content on whatever basis you set expectations for. Don't let them down.

## **Be comfortable becoming a public figure.**

Podcasting puts you in the limelight in your chosen field.

Be prepared for that, even if you're not the "expert."

## **Make room for some controversy.**

Some controversy is good. It allows people to rally behind your cause. Don't go out of your way to make problems, but stand behind your cause and make your case. People will respect you more and it helps garner attention.

## **CBT – Constantly Be Tweaking**

Don't let your listeners drift. Your podcast should be moving and shaking. People want to always have more value (like they did when they first came to your show. Be sure they're getting it on an ongoing basis. If that means adding new show elements, changing things up, and iterating... do it!

# Success!

Great  
work!

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