



# OUR FOUR-STEP PROCESS

## Step 1: STRATEGY

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This is the first step, rather than the foundation step where we sit over a Virtual Cuppa and we will discuss the idea about your podcast and we will come up with answers to the following questions together :

- *How the Podcast is going to help your business?*
- *Who is your target audience?*
- *What should be the podcast format ( Solo/ Interview or Mixed)?*



## Step 2: RESEARCH

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In this step, my team will do the research and we will come up with

- *Possible Podcast names.*
- *Keywords that your target audience might be interested in.*
- *Platforms where your podcast must be distributed.*
- *What Can be the possible lead generation strategy?*
- *Once you approve, we will drop a battle plan and walk away with The name of your Podcast and Series of Topics for your first season.*

So after this step you know what you need to do and what we will do.



## Step 3: LAUNCH

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Once we are clear with the Name and the series of topics for your first season, all you need to do is Record and Relax. And me and my team will do everything to support and take over from there. Here is what we will be doing :

- *Designing Your Cover Art*
- *Preparing Guest List*
- *Inviting Guests for Interviews*
- *Coordinating Your Interview Schedule*
- *Preparing Interview Questions for Each of the Guests*
- *Editing Audios / Videos of every episode*
- *Preparing SEO Oriented Show Notes for Every episode*
- *Writing Blog for Every Episode*
- *Creating Episode Cover Art for Every Episode*
- *Creating 2 Graphic Quote Image for every Episode*
- *Preparing 1 Audiogram for Every Episode*
- *Preparing 1 snapshot social media video for every Episode.*
- *Setting Up Podcast Hosting*
- *Creating Distribution Channels for Your Podcast*
- *Launching and Publishing Episodes as per schedule*
- *Publish Blogs as per schedule*



## Step 4: PROMOTION

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Once Your Podcast is launched, our team will take care of:

- *Press release of your podcast launch to more than 250 media outlets*
- *One Guaranteed Guest Post / Interview on a High Authority Website*

CHANGE HOW YOU LOOK AT YOUR BUSINESS - CLICK THE LINK BELOW TO BOOK A CALL AND GET STARTED!

<https://impact4brands.com/meet>