

impact4brands.com

BUSINESS PODCAST FITMENT ASSESSMENT

*A short assessment to help you
decide whether a business
podcast is right for you at this time.*

Hello and welcome!

Thank you for taking the time to download the "Business Podcast Fitment Assessment." This is a short 17-question assessment to help you decide whether a business podcast is right for you at this time.

What should you do with it? Simple!

Simply tick "Yes" or "No" to the questions. The outcomes are listed at the bottom. You can go there after you finish the assessment.

Remember that the assessment is not based on any rules. It is based on our knowledge of what factors contribute to the success of a business podcast.

Thanks for taking this assessment.

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SL no.	Questions	Yes	No
1	Your Audience can be found online.		
2	Your Audience is a well-defined niche in your industry.		
3	You already know that your target audience is interested in learning, growth, and advancement in their field.		
4	You know your target audience listens to podcasts or would be interested in doing so if given the opportunity.		
5	You enjoy podcasts and listen to them.		
6	You aspire to be a thought leader in your field.		
7	You are excited to provide relevant knowledge, strategies, and information to your industry.		
8	You've been in this industry for at least three years.		
9	There are other podcasts in your industry.		
10	In the next 3-5 years, you see yourself as a leader in your industry.		
11	You have a proven offer that you have sold multiple times, whether it is your product or service.		
12	You have a list-building / lead-generation process ready with you.		
13	You are considering a business podcast as part of your long-term marketing strategy, not as a means of making quick money.		
14	You have online followers in your niche. (Facebook and LinkedIn connections, Instagram followers, Twitter followers, email list, and others - a total of at least 500)		
15	You have a network of other leaders who have audiences in your industry.		
16	You can certainly devote two hours per week to podcasting.		
17	Your customer's lifetime value is at least \$3000.		

How did you find it? Have you answered “Yes” to all 17 questions?
If so, you can incorporate a Business Podcast into your marketing strategy.

If you replied "No" to any of the questions, you should probably *think twice/consult your strategist* before investing your time and money in podcasting.

And if the majority of your answers are "No," adding a podcast may not be a wise option right now.

Please keep in mind that there are numerous advantages to podcasting, but in our experience, if you don't respond Yes to all of the questions right now, making your podcast lucrative will be difficult.

If you want to book a call with me, just [click here](#).
If you want to send a message to me, just [click here](#).