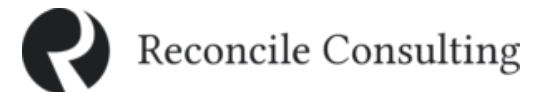


20/twenty

STRATEGIC
CONSULTANTS

*Strategic Leadership
Conference
Tuesday, October 4th, 2022*



How to do a podcast if you're a non-profit.



Great brands have one belief in **common.**

Everything is an Ad.

Everything is an Ad.

But what about **podcasting**?

Pick a good **Theme**.

Podcasting is a high point in your marketing, messaging (brand!), and content mix.

It's not a singular item in your strategy.

Everything is an **Ad**.

How it **works.**

It's quite **simple.**

Don't be boring.

You most likely have their time passively.

Everything is an **Ad.**

The “what’s” you **need.**

Cohesive Branding

Show Title

(make it short, memorable and related to topic)

Podcast Artwork

Social Media

Fonts, Color Schemes, Logo

Website and Newsletter

Everything is an Ad.

The “art” you’ll **need**.



Everything is an **Ad**.



The “title” you’ll **need**.

The title should help tell what the podcast is about.



Everything is an **Ad**.

The “title” you’ll **need.**

A descriptive paragraph is needed.



The official podcast of the Nerd of the Rings
YouTube channel, featuring Tolkien-
related news and interviews with those
who live, breathe, and work in Middle-
earth!

Everything is an **Ad.**

The “what’s” you **need.**

Let’s Review

A Good Theme

Charismatic Host

Topics to Discuss

Equipment

Space to Record

Marketing of the Podcast

Time To Write (Produce)

Guests

Host for Podcast Episodes

Subscribers

Time To Edit Well!

Monthly Goal Setting & Reviews

Everything is an Ad.

The Value Of **Branding**.

More people will **recognize** your business.

It builds **trust**

Choose between a business with clear, professional branding vs. a business that hasn't made the investment.

You probably know which one you'd trust more.

It improves **Ads**

Your business won't be able to get very far without ads. Branding and ads go hand in hand. Great branding makes your ads stand out, and remain in peoples' minds.

Everything is an **Ad**.



Ready to **begin?**

hello@nerdbrandagency.com

Everything is an **Ad.**



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