

BENEFITS OF A RADIO SHOW/PODCAST

ENVISIONED BROADCASTING



envisionedbroadcasting.com



HEY!

SO YOU'RE INTERESTED IN STARTING
YOUR OWN RADIO SHOW/PODCAST.
HERE ARE THE KEY BENEFITS!

1

ATTRACT LEADS



2

BECOME AN AUTHORITY IN YOUR FIELD

3

GROW AN AUDIENCE OF
PROSPECTS

4

Build influence

5

**GAIN INSTANT
CREDIBILITY**

6

BUILD UP A
VALUABLE LIBRARY
OF CONTENT



7

PROMOTE YOUR PRODUCTS AND
SERVICES

8

Establish expertise and build trust
with your audience

9

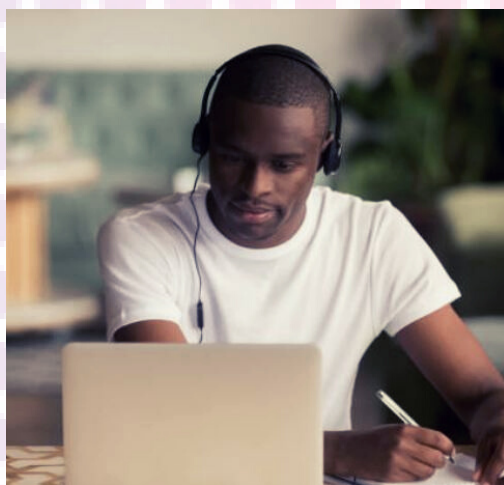
DEVELOP STRONG RELATIONSHIPS
WITH PROSPECTS AND CLIENTS



10

BE AVAILABLE “ON-DEMAND.”

RE-PURPOSE YOUR SHOW/PODCAST CONTENT INTO EBOOKS, WHITE PAPERS, BLOG POSTS, ARTICLES, MARKETING CD'S, SOCIAL MEDIA POSTS, ETC.



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RADIO SHOWS/PODCASTS REACH NEW AUDIENCES

13

PEOPLE CAN LISTEN TO YOUR SHOW/PODCAST WHILE MULTITASKING WHICH YOU CANNOT DO WHEN WATCHING A VIDEO

14

A radio show/podcast is some of the best content that people can easily share

15

LEVERAGE RELATIONSHIPS WITH YOUR REFERRAL AND STRATEGIC ALLIANCE PARTNERS BY HAVING THEM ON YOUR SHOW/PODCAST

16

CONNECT WITH INDUSTRY EXPERTS WHO WOULD NEVER TAKE YOUR CALL OTHERWISE. WELL CONNECTED PEOPLE WILL TAKE YOUR CALL WHEN THEY REALIZE YOU WANT TO INTERVIEW THEM ABOUT SOMETHING YOU ARE BOTH PASSIONATE ABOUT

17

CREATE AN ONGOING BUZZ ONLINE. YOUR SHOW/PODCAST WILL CONSISTENTLY GENERATE LOTS OF CONTENT

18

People who listen to radio shows/podcasts tend to have a lot of passion for shows/podcasts, show great loyalty to the shows/podcasts they like, and are likely to be raving fans

19

Attract more publicity



LAND HIGHER PROFILE SPEAKING ENGAGEMENTS

21

PEOPLE CAN LISTEN TO YOUR SHOW/PODCAST THROUGH THEIR CAR SPEAKERS (JUST THINK OF HOW MUCH TIME WE SPEND IN OUR CARS)

22

YOU CAN GENERATE POSITIVE CASH FLOW FROM YOUR SHOW/PODCAST FROM ADS AND SPONSORSHIPS

23

USE YOUR SHOW/PODCAST FOR BARTERING LEVERAGE

24

People are more likely to want to do business with you knowing that you host your own show/podcast

A SUCCESSFUL SHOW/PODCAST
CAN LEAD TO UNEXPECTED
STREAMS OF REVENUE



And it's more fun
than you can
imagine

