



The Power of the Podcast

How Consultants and Other Experts can Reach a Wider Audience

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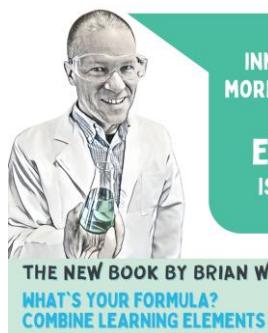
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IF WE'RE TRYING TO INNOVATE AND CREATE A MORE POWERFUL LEARNING EXPERIENCE, EXPERIMENTING IS GOING TO BE PART OF THAT PROCESS.

THE NEW BOOK BY BRIAN WASHBURN OUT NOW!

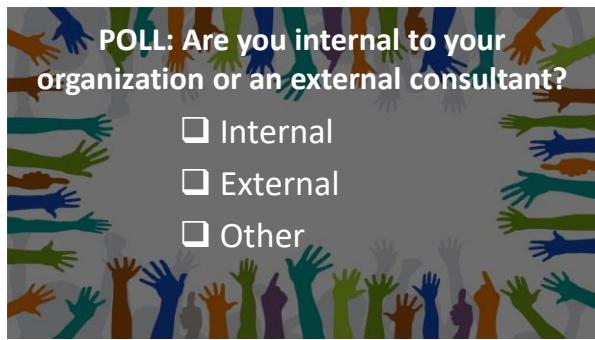
WHAT'S YOUR FORMULA?
COMBINE LEARNING ELEMENTS FOR IMPACTFUL TRAINING

BRIAN WASHBURN
WHAT'S YOUR FORMULA?
COMBINE LEARNING ELEMENTS FOR IMPACTFUL TRAINING

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POLL: Are you internal to your organization or an external consultant?



Internal
 External
 Other

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POLL: When you think of “podcasts”, what comes to mind?



Something to entertain me
 Something to educate me
 Something to inform me
 A way to build my skills
 Other

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Integrating existing podcasts into your learning programs



Recording and distributing your own podcasts

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Where can I find topical podcasts?



How do I support “learning by podcast” (so that people aren’t simply listening to be informed)?

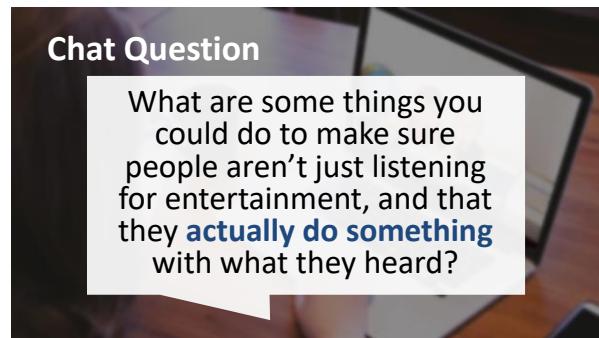
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Chat Question

What are some things you could do to make sure people aren't just listening for entertainment, and that they **actually do something** with what they heard?



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Should you launch your own podcast?

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Why you should **not start a podcast**



#2 Because your boss says that after starting the weekly newsletter and ramping up on TikTok, the podcast should be next on your to-do list.

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Why you should **not** start a podcast



#7 Because you are looking for new ways to make “content” that expands your “personal brand”.

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Why you **should** start a podcast



- Niche topic
- You can commit
- You made an episode and it's worth a second episode
- You love troubleshooting
- You've done this before

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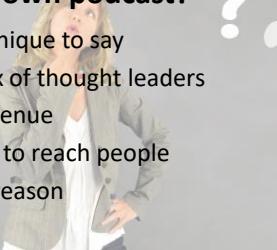
Why you **should** start a podcast



- You will feel immense satisfaction (even if your mother is your only listener)
- You want to be a better communicator
- You have a partner
- You have an extra 10-15 hours a week

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POLL: Why might you want to start your own podcast?

- 
- Something unique to say
 - Deep rolodex of thought leaders
 - Generate revenue
 - Another way to reach people
 - Some other reason

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Train Like You Listen: Origin Story

- 
- Where did the idea originate?
 - What was the original goal?
 - How has it evolved?
 - What has it gotten us?

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What do you need to get started?

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- Microphone
 - Platform to record
 - Editing software
 - Distribution

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Chat Question

What makes for a **good** podcast?

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How will people know your podcast exists?

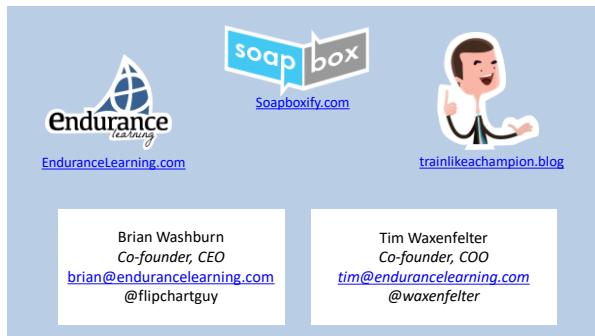
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Should you expect to make money from your podcast?

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The slide features three logos: Endurance Learning (a globe icon), Soapboxify.com (a soapbox icon), and trainlikeachampion.blog (a cartoon character icon). Below each logo is a contact box containing the name, title, email, and Twitter handle of a co-founder.

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|---|---|---|
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