

Podcast = Voice _____

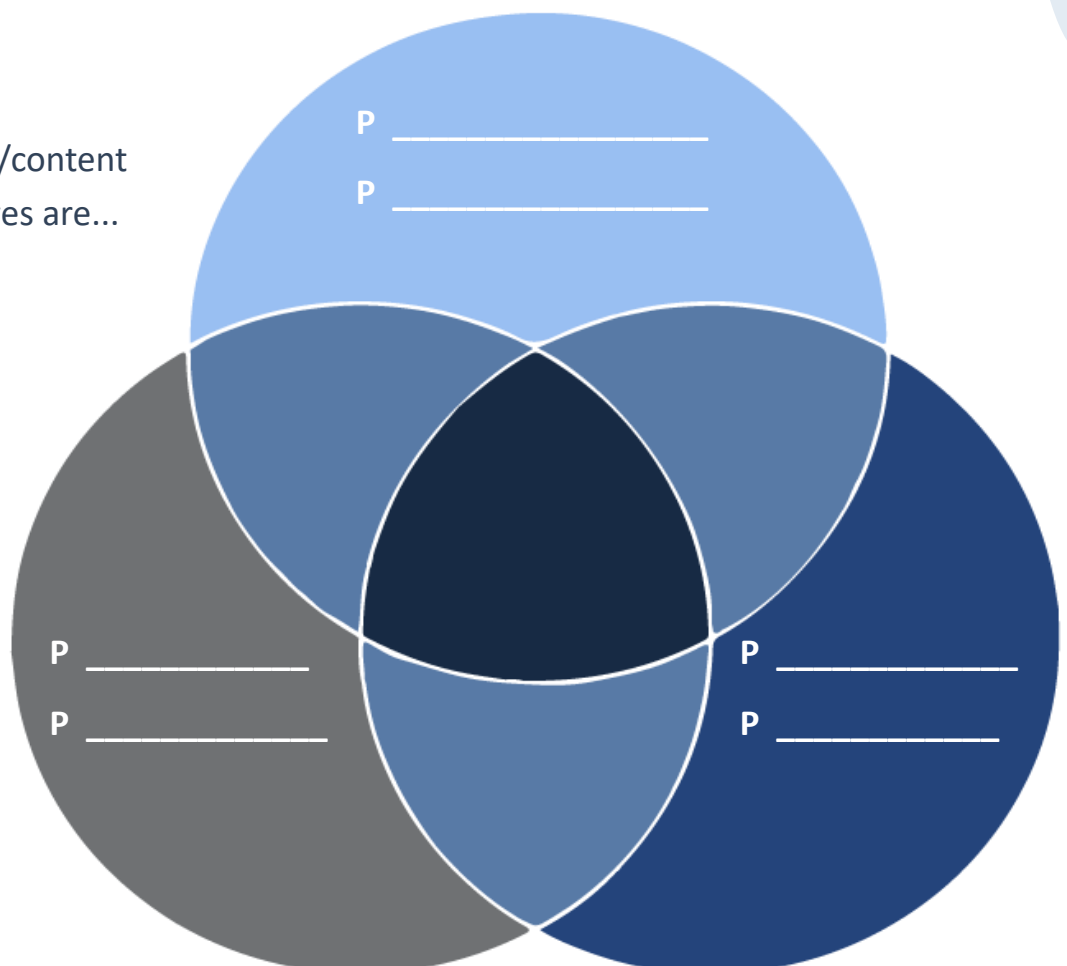


“Content marketing is the only
_____”

On the Hierarchy of Authority I would rate myself as a _____

The power of being a _____ is that your _____

The three authority/content
marketing must haves are...

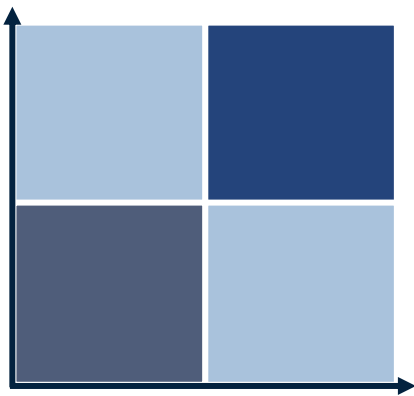


Podcast Mistake #1 = _____

Podcasts that are produced without a strategy suffer from _____

Podcast Mistake #2 = _____

One way to leverage a podcast is to produce a _____ of content



The two types of content to produce are attention
_____ and attention _____

Podcast Mistake #3 = Poor _____

Podcast Mistake #4 = Poor _____

Based on what I've heard, a podcast is/isn't suitable for me and my business and the best time to start it is _____