



# BUSINESS GROWTH THROUGH PODCASTING



**Jay Woodard**

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# Business Growth Through Podcasting



The program trainer & subject matter expert, Jay has an extensive background in creative work such as film, TV and photography. He came to fame with instant success of his brand Huckleberry's.

His former marketing positions in Cork's 96fm and Republic Of Work and a passion for all things creative have led him to become a local authority on the matter. Jay has also rubbed shoulders and learned one to one with the likes of Gary Vaynerchuk, Casey Nesitat and Steven Bartlett. Jay is the host of two podcasts and produces seven other podcasts and has grown several brands through podcasting.

## What is the course all about?

Podcasts are becoming increasingly popular and are a great way for brands to extend their reach and market presence. However, creating and managing a good podcast can be challenge.

In this course Jay Woodard will outline how to start and build a podcast that will benefit and grow your brand. Jay is a podcast pro with a number of successful podcast under his belt.

This course teaches you how to start a podcast from the very first step! We go from understanding your niche, to recording, to uploading it to spotify to promoting it across social media and so much more!

**You and your team will get the knowledge, skills & capabilities to understand:**

1. Why you should start podcasting
2. How to begin and structure a podcast
3. The basics of podcasting
4. The essentials of the backend & analytics of podcast production.



**Online &  
On-Demand**

## What are the main takeaways?

After you have completed this course, you will have the knowledge, the tools and the plan to start your own podcast!

## Why should I do it?

Building your brand and business through podcasting can be extremely rewarding.

You will meet potential new clients, friends and build a strong brand on your podcasting journey.

Once you have uploaded your first episode, you won't look back!



## What's included in the course?

- On-Demand video lessons - accessible as and when you need it
- 4 weeks of relevant & industry-led content
- Live business examples
- Office Hours & Instructor Reviews
- Ongoing support from the
- Velocity Growth Team

