

LESSON FOUR
THE GROWTH UNIVERSITY

Business Growth Through Podcasting

LESSON FOUR

1 - PODCAST POSTMORTEM

2 - UNDERSTANDING YOUR ANALYTICS

3- GROWING YOUR BRAND

4 - WHAT'S NEXT

PODCAST POSTMORTEM

Being able to criticize your own work is very important when it comes to podcasting. I sometimes over criticize myself but I prefer to be cautious then reckless.

Knowing when a conversation or segment went on too long could literally save your podcasts life! Your analytics is full of all the vital information you need to see what is working and what is not working!

UNDERSTANDING YOU ANALYTICS

GROWING YOUR BRAND

GUESTS FOR YOUR PODCAST

If you can get an influencer in your niche onto your podcast, who can say, “Hey, look who I’ve worked within the past,” it’s more likely other people will then start coming to you.

Look for big names in your niche and start reaching out! Tell them you will give them edited clips for their own socials with their branding. Everyone needs content!

GROWING YOUR BRAND

Involve Your Community

There's no better way to start a conversation with your followers than actually reminding them that you have a voice to talk back to as well. So when you're utilizing social media to promote your podcast, consider doing stuff like starting a Facebook group for your podcast.

WHAT NEXT?



THANK YOU

Follow Me:
[@iamjaywoodard](#)

Happy to chat or if ye
have any questions in
the future!