

# THE LAB REPORT

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WEEK 2



# The Four Pillars of Podcasting (4 Things You Need To Know)

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In this episode I define The Four Pillars of Podcasting and why it's critical to understand each one for building your podcasting empire.

1. Story (Discovery Phase)
2. Engagement (Courting Phase)
3. Authority (Priming Phase)
4. Offer (Purchasing Phase)

Actionable advice: In this episode I give specific examples of each phase of the Podcast Listener Buying Cycle™ and how to think about formulating your approach.

Highlights from examples given:

Story is the most effective way of connecting with your listener. Give your customers an opportunity to share thier stories in the form of testimonials and case studies

(Discovery Phase)

The strongest relationships are built upon giving freely without expectation. Think about your best relationships and why you enjoy being around those people? Is free exchange of value

(Courting Phase)

Authority comes from getting interviewed, interviewing experts and having your own unique message that stands out. Displaying social proof and accolades that qualify you as the go to expert. This shows your listeners that they can trust

(Priming Phase)

Nobody likes to be sold to but everybody likes to buy. If you get the first three correct you will have to do minimal selling  
(Purchasing Phase)

Closing thoughts: Make note that the Offer or Purchasing Phase is last in the Podcast Listener Buying Cycle™. You have to build date awhile before asking for marriage

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