

THE LAB REPORT

TRAINING



How to Define Your Podcast Strategy and Vision

[\(Listen to the full episode here\)](#)

In this episode we discussed defining your podcast strategy and vision by doing the following:

1. Setting goals, vision
2. Strategy
3. Having the right tools and systems in place

Actionable advice: The tools and systems support the strategy, the strategy supports the vision.

Highlights include:

Start by asking yourself what type of action you want people to take when they listen to your podcast. Do you want them to call you? Optimize for a lead magnet? Then, begin thinking about the steps necessary to get them there.

Refer back to Message-Market Fit when we discussed MVP or Minimum Viable Podcast. Choose a format and ship, you can always adjust later.

Some of the tools you'll need: an email list, website, lead magnets (for capturing systems), SOP (standard operating procedures) and a professional team.

Read To 10x Your Podcast?

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