

THE LAB REPORT

TRAINING



Are You Prepared for the Journey?

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In this episode I asked you the BIG question I asked all my clients

Why? Because podcasting takes...

1. Time. This is the LONG game.
2. Money. You will pay someone or you do the WORK.
3. Commitment. Stick-to-it-ness and follow through are NOT OPTIONAL

Actionable advice: Plan ahead for your mission. Think back to when Thomas Jefferson commissioned The Lewis & Clarke Expedition in 1803. Jefferson made sure his team was prepared for the journey ahead with tools, strategy and training.

Highlights include:

Asking yourself the BIG question and being honest with yourself. You know YOU better than anyone else.

Be in for the long haul. The people who have won and are winning with podcasting understand that it's a long-term game.

Podcasting is the Wild Wild West right now and you have an opportunity to stake your claim, but it won't always be this way forever. Many will come into the game, few will win. Timing and strategy are key.

Read To 10x Your Podcast?

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