

THE LAB REPORT

TRAINING



How to Craft the Perfect Podcast Message

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

In this episode we discussed the Message-Market Fit of Podcasting.

Message -Market is achieved by doing the following:

1. Having a Minimum Viable Podcast
2. Getting your podcast into the market place
3. Having mechanisms in place for getting feedback

Actionable advice: Don't sit around planning perfection. Start taking action and get something into the market place. Remember "the beta paradigm" used by Google when they created Gmail.

Highlights include:

Message-market fit is creating a message for a segment of customers that allows you to engage and build relationships with those customers and sell your products and services.

Message-market fit is achieved when you have raving fans and customers starving to tune-in to your message. It's like being a rock star or celebrity.

A perfect example of a podcast that embodies the message-market fit concept is the I Love Marketing Podcast with Dean Jackson & Joe Polish

Read To 10x Your Podcast?

Give Us A Call 888-687-7486 or

Visit PodParrot.com/blog