

YOUR PODCAST INTRO

If you've heard any old school business terms, you may have heard of a mission statement or an elevator pitch. An elevator pitch sums up what you do + why you do it in a very quick & easy statement. It helps people quickly get to know what you do. We're calling this your podcast intro because I'm over the boring business terms, and when your business gets rolling here- you may just find yourself with a podcast deal! On a podcast, they will introduce you using a very quick & easy to understand statement about your business + how you help people... you want to get clear on this so that YOU are also clear on what you do. If you aren't clear on exactly what you do... it will be very hard to articulate this to anyone else out there!

Let's get some clarity here...

Who are you?
What do you do?
Why are you here?
Who do you help?
What are their fears?
Why do they need you?
What happens to them if they don't find you.

Now craft your podcast intro...
WHO do you work with? (your ideal client)
WHAT do you do/teach/work on them with?
HOW do you work with them?
WHY you do it?