



## *Start with WHY!*

(Thank you, [Simon Sinek.](#))

To whom are you reaching out? Who is your desired audience?

What are you offering to them - product, service, advice, community, entertainment? *Be specific.*

What are *you* going to get out of it in return? *Feel free to include compensation and also think beyond it.*

## *1- Listen & Learn*

What problems or challenges might your audience be facing? *And yes, this questions works even for entertainment-based podcasts.*

3 podcasts they might already be listening to for help with this:

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What problems or challenges or learning curves are YOU working with?

3 podcasts YOU can listen to for support around this:

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Podcast Therapy: One (or more) podcast can you listen to just for FUN!

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*Subscribe, rate, review and see if they have a Facebook Group or online community.*

## 2- Be Our Guest

3 podcasts on which I'd like to be featured + the value I will offer each audience, how I will support or promote the show/host, my specific primary message for that show:

### **Podcast #1:**

Value:

Support:

Message:

### **Podcast #2:**

Value:

Support:

Message:

**Podcast #3:**

Value:

Support:

Message:

### *3- Get your own show!*

I am creating a show about \_\_\_\_\_

and it is interesting because \_\_\_\_\_.  
(Thank you, [Alex Blumberg.](#))

3 ways my show will be unique, different or helpful:

\_\_\_\_\_

3 reasons I am the BEST person to host this show:

\_\_\_\_\_

3 benefits I will receive from producing my show:

\_\_\_\_\_

### *4- Show your LOVE with sponsorship*

3 shows I'd like to sponsor:

\_\_\_\_\_

*Now find out if they have information on their site for sponsors, partners or affiliates!*

## 5- Lend your creative genius

What skill, talent or service could I customize specifically for podcasters?

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For more clarity or support on how podcasts can help YOU expand your reach, grow your personal brand, build your community and more...

**Book** a free 20min PodDreaming session with me at [TheCreativeImpostor.com/tea](http://TheCreativeImpostor.com/tea).

**Check out** the upcoming schedule of Podcast Envy classes and workshops at [PodcastEnvy.com](http://PodcastEnvy.com).

**Join** my online community on Facebook at [TheCreativeImpostor.com/fb](http://TheCreativeImpostor.com/fb).

**And listen** to The Creative Impostor podcast on [iTunes](#), [Google Play Music](#) or [Stitcher](#).



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Andrea Klunder is a creative media producer who helps people elevate their message in new ways through podcasting, audio books and more. She is the producer and host of The Creative Impostor podcast, a show all about how to get out of your head and take bold action in your life and work, despite the inner and outer critics who try to hold you back; the creator of the Podcast Envy launch pod program and program director for Power Your Story podcasting for teens in Chicago.

Andrea is the founder of the [Chicago Women's Creative Collective](#), a community for women who make things: art, books, blogs, podcasts, theatre, films, websites, businesses, food and any other creative endeavor you can imagine!

She is also a meditation & yoga teacher for startup companies, creative individuals and children and is probably addicted to both learning and teaching!

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