Using Podcasts Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Create guest profile (Who do you want to interview).
3. Develop question set.
4. Create scheduling process (Use Google Calendar for example).

I use ScheduleOnce.

1. Create guest invitation email template.
2. Create Intro and Outro ( canned beginning and ending to every podcast). You can hire this out too.
3. Create a Podcast page for your website or have a unique podcast website.
4. Have an intern do the artwork for you!
5. Purchase quality audio driver and microphone.
6. Use a Podcast host. I suggest Libsyn. This is where you will create your hosting account, including show description, details for iTunes, Stitcher, Google Play and RSS feed. **RSS** stands for Really Simple Syndication. ... This information is fetched by a user's **RSS feed** reader that converts the files into the latest updates from websites in an easy to read format. It feeds you headlines, summaries, update notices, and links back to articles on your favorite website's page.
7. Show notes. **Show notes** are essentially a written post on your website that relates to the content you cover in your **podcast**. It also allows for each episode to have its own blog post with the embedded audio file.
8. Set your podcast up on Stitcher, iTunes, Google Play, iHeart radio podcast. There are many platforms but these are the main ones.
9. Send out guest invitations.
10. Record your podcasts with your guests!
11. Also record your own solocasts!
12. Always make some kind of an offer or invitation in every episode. For example, invite the listeners to your website. Offer a free consultation, Free search for investment properties, Free property Analysis.
13. Edit your recordings. Remove empty space, background noise, mistakes, etc. Trim the beginning and end.
14. Determine your airing schedule. Be aware of relevance and timing relative to the season and current events.
15. Promote your podcast on your social media pages like Facebook, LinkedIn, Instagram, Twitter, via email, text, etc.
16. Launch!
17. Give your guests everything they need to promote your podcast interview of them to their contacts!
18. Always ask for reviews!
19. Routinely look for podcast for you to be on as well as guests for your podcast. There are Podcast valets that can do this for you.
20. Check your results every week. Track and measure! Then you can make improvements.

1. Initial prospect database build (Connection Requests Sent to Targeted Prospects).

For listeners who engage with you do the following to create engagement between you and your prospects and establish your authority and credibility:

Give them one of the following links so they can download the book(s) that are appropriate for what they want to invest in 1st:

* 1. Flipping For Profits Without The Risk
		1. Link: <https://www.myinvestmentservices.com/free-ebook-flipping/>
	2. Rental Profits Without The pain
		1. Link: <https://www.myinvestmentservices.com/free-ebook-rental-profits/>
	3. Wholesaling So Everybody Wins
		1. Link: <https://www.myinvestmentservices.com/free-ebook-wholesaling>
1. Subscribe to the My Investment Services Youtube channel. Then choose the subject that is best for your nurturing prospect – Flipping, buying rentals, wholesaling. There is a Playlist for each of these. Do not send the entire playlist at once. Rather send one video from the playlist per day. The playlists are provided below in “a.”, “b.” and “c.” After you have sent them nurturing prospect all the videos in the playlist, one per day, then send them the corresponding follow up video identified in the “i.” tab after each of “a.”, “b.” and “c.”

a. For Flipping use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Flipping-Webinar-5-20-2020.docx>

i. Then send this video to them: <https://www.youtube.com/watch?v=h3rrHZ0ZGjY&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=4&t=0s>

b. For Rentals use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Rental-Profits-Webinar-5-20-2020.docx>

i. Then send this video to them: <https://www.youtube.com/watch?v=06RsrZyYY7Y&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=5>

c. For Wholesaling use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Wholsaling-Webinar-5-20-2020.docx>

 i. Then send them this video: <https://www.youtube.com/watch?v=SH4odRWdi4U&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=2>

1. After you have built rapport and established the relationship ALWAYS make an offer (CTA) like a free search of properties.
2. Interview everyone who asks you to help them invest.
3. Qualify everyone you have interviewed. You want to make sure they have cash and credit. See modules 5 (Flipping) and 6 (Rentals) of your “Investor Agent” training program for instructions on how to work with them.
4. Ask them to email you with a recap of your conversation.
5. Work with the ones who email you. Use the Letter campaign to find properties for your new clients! The letter campaign. This may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
6. If they are not ready, willing and able yet you can set them up on the booklet campaign so that you can nurture the relationship further until they are ready.
7. Now you have a client and you and they can begin to profit.
8. TAKE ACTION NOW!