

Publish Your First Episode

Note: We can create your Libsyn settings and upload your first show together. We can use time on Friday or our 1:1 sessions.

Tip: Bonnie's method to repurpose and save time

Create an ongoing word document with the following (so you can copy paste and not have to start over each time)

1. Title for show (edit each show)
2. Show notes (edit each show)
3. Guest website (edit each show)
4. About you (probably stays the same)
5. CTA (edit as necessary)
6. List of key words (edit based on show, but will have similar keywords for your main topic)
7. Tweet (see suggestions below)

Title:

Catchy title for show that makes people want to listen

Include guest name if applicable (added visibility)

Description – These are show notes for this episode: Text about this episode

- Title
- Write a first sentence or two the hooks your listener (what they will get, what the show is about, guest name if applicable)
- Short bio (brief bio of guest or your bio for solo show)
- Guest website: add link and hyperlink
- Link to CTA (url to opt-in, website, etc.)
- Statement about you (see example below) Contact website
- Social media link (FB, Twitter, etc.)

Optional: Bullet points about the show content

About You Example: your name, sentence (tagline) about the show and your website link (hyperlink or use link)

Example: Bonnie Groessl, *host of “The Holistic Entrepreneur”* brings you insights and inspiration to create a positive mindset for success and help you get one step closer to living your dream as a holistic entrepreneur. Connect with Bonnie Groessl at <http://bonniegroessl.com/>

CTA - examples

- Send them to an optin link (add link)
- If you have a message to share, request to be a guest on the show **Here** (add link)
- Comment on the show or connect with Bonnie on Facebook at <https://www.facebook.com/CoachBonnieGroessl/>

Keywords (my examples)

separate by comma and delete spaces between words

Holistic, Entrepreneur, Mindset, BonnieGroessl, GuestName, **what you talked about**, Success, Business, Entrepreneurship, Prosperity, Money, Finances, Belief, Marketing, Message, Podcast

Social media shares that you enter in Libsyn (can take from show notes)

1. Facebook – unlimited characters, put the most important first
2. LinkedIn - allows 700 characters max, put most important first
3. Twitter – allows 140 character max (Libsyn will limit to 116 so the show link can be added)

Twitter Suggestions

- Do some research ahead of time to see what # are most used
- Have a template for a tweet that you can repurpose each show
- Have a few generic tweets that you can slightly edit each show

Create a word document of the upload information

- Title for show
- Show notes
- About you
- CTA
- List of key words
- Tweet (if applicable)