

PODCAST GROWTH

MEMBERSHIP

A	B
Needs + Keyword List	
<p>How to use this sheet:</p>	<p>Fill out your target audience information and keep this in mind as you explore their needs. Remember, a felt-need is DEEP. For example, the felt-need for a premium-priced cleaning company is not that a busy mom needs a clean home; they save her TIME. The cleaning company reduces her "mom guilt," gives her an extra set of hands, reduces her stress, and ultimately adds hours to her day. Once you know your felt-need, do a keyword search and add these below. You'll incorporate your keywords or phrases into your episode titles and descriptions.</p>
Target Audience Quick Reference	
Talk about your ideal listener.	
Age	
Occupation	
Income range	
Values and belief	
What problem are they trying to solve	
What's their goal	
What keeps them from action	
What's at stake if they don't find a solution	
Your Podcast Quick Reference	
Talk about yourself.	
What is your solution to your ideal listener's problem?	
What makes your show different from similar shows?	
What is your podcast brand promise (aka North Star)?	
Felt-Needs	
Keywords + Phrases	

