


Launching Your Podcast

Turning conversations into credibility

Handouts:

 The Startup Report - Mistakes.pdf

https://drive.google.com/file/d/0B6L3_c-svEcsVG5VOERFNUo3c1U/view?resourcekey=0-ejcD4QpczYz6FmcAuQdSig

 The Money Gap.pdf

<https://drive.google.com/file/d/0B6bWQpLxgiyxUHJ3U3BBNWRBV00/view?resourcekey=0-O-BdqaPDcycqcHdmeoLUQQ>

 Niche Intelligence Report.pdf

<https://drive.google.com/file/d/0B6bWQpLxgiyxRG5obVYwQ1NERnM/view?resourcekey=0-MmirIqF8nSRhd3OTyZuDFQ>

Quick recap

Eben led a team meeting focused on transitioning from 2025 to 2026, incorporating a physical activity and mindfulness exercise. The team discussed their interest levels in podcasting, with Minka expressing strong interest in both hosting and appearing on podcasts, while Pamela and Alex were also interested but had not yet participated. Eben provided guidance on creating and launching new podcasts, demonstrating AI tools for content generation and sharing strategies for building credibility and traffic, while the team explored various podcast concepts and discussed next steps for implementation.

Summary

Podcasting Opportunities and Team Growth

Eben led a team meeting focused on transitioning from 2025 to 2026, incorporating a physical activity and mindfulness exercise. The team discussed their interest levels in podcasting, with Minka expressing strong interest in both hosting and appearing on podcasts, while Pamela and

Alex were also interested but had not yet participated. Eben encouraged the team to gain podcast experience by interviewing others and posting the interviews on their own platforms, suggesting it would provide valuable learning opportunities and help them appreciate the work of podcast hosts.

Engineering Leadership Podcast Launch Plan

Alex and Eben discussed creating a podcast focused on engineering leadership and innovation. They explored existing podcasts and channels, including "The Engineering Leadership Podcast" and "Innovation Engine Podcast," to understand the landscape. Eben outlined a plan for launching a new podcast, emphasizing the importance of a clear value proposition, defining boundaries, and building credibility with the first few interviews. He suggested starting with a simple setup, recording the first five interviews quickly, and using AI tools for branding. Alex expressed interest in the plan and mentioned potential guests. Minka also showed interest in following a similar process for her own podcast.

Resilient Marriages Podcast Strategy

Eben and Minka discussed a podcast concept focused on resilience in romantic relationships, targeting husbands who feel their marriages are slipping away due to lack of time and attention. Eben provided guidance on creating a minimal viable product, including defining a clear promise, choosing a narrow format, and developing episode questions based on the avatar's internal dialogue. He also introduced tools like Speechify and AI-generated podcasts as potential methods for creating content quickly, emphasizing the importance of the process rather than the specific format.

AI Podcast Creation Strategies

Eben demonstrated how to use AI tools like ChatGPT and Speechify to create podcast content, showing participants how to generate scripts and audio. He shared tips for creating engaging podcast content, including focusing on specific client problems and using AI-generated content to provide value. Eben also introduced a strategy for gaining credibility and traffic for podcasts by promoting episodes on YouTube for a low cost per view. The group discussed next steps for creating podcasts, including outlining action plans, reaching out to potential guests, and sharing plans with peers for feedback.