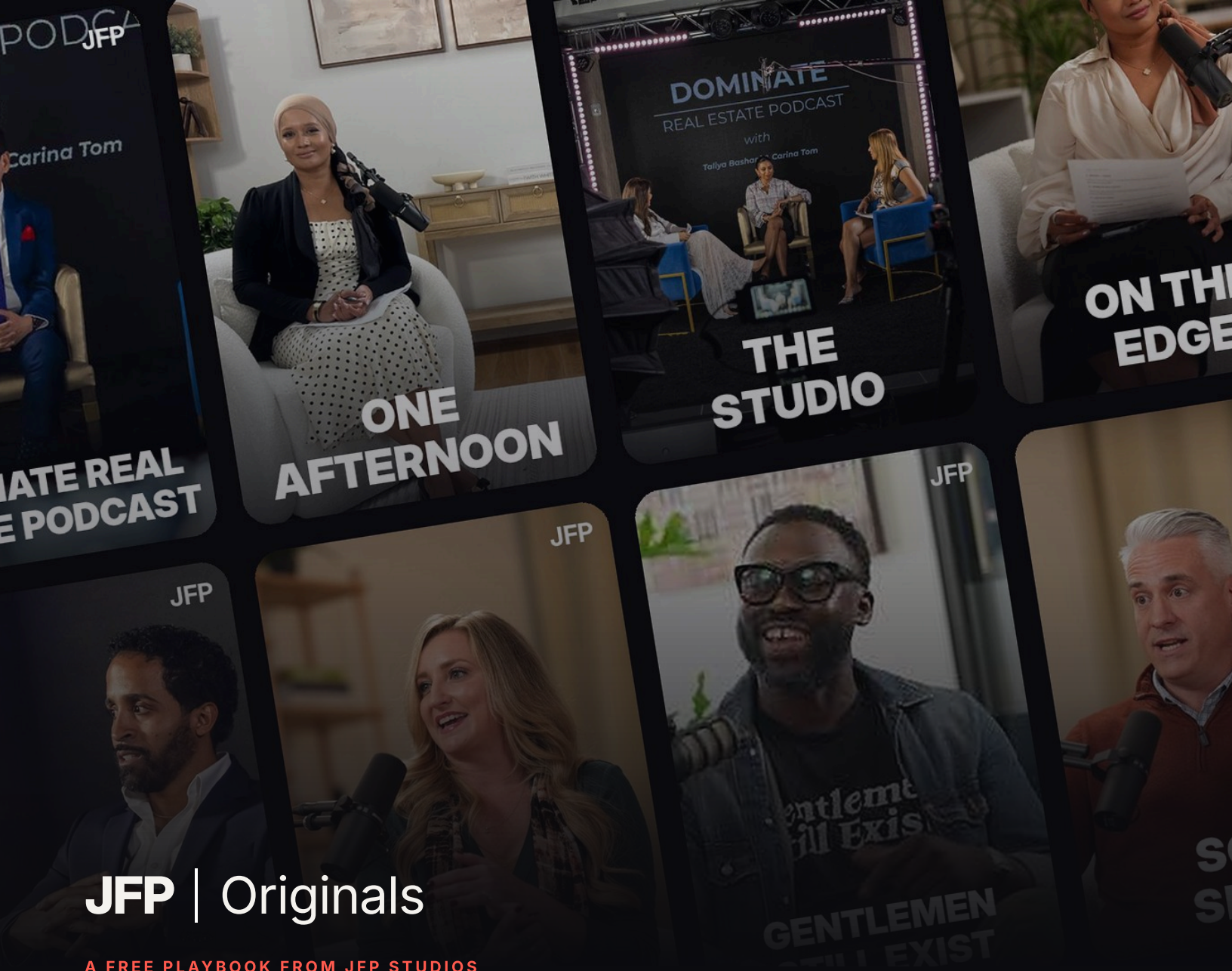


JFP | Originals

A FREE PLAYBOOK FROM JFP STUDIOS

Should You Start a Podcast for Your Business?

Yes, if your business grows through relationships. Here's how to start a show in one afternoon a month, without learning to edit a single video.

8 CHAPTERS | 15-MINUTE READ | TEMPLATES INCLUDED

INSIDE THIS PLAYBOOK

Eight chapters, 15 minutes

By the end you'll know whether a show belongs in your business, and exactly how to start one that pays you back in relationships. Tap a chapter to jump in.

CHAPTER 1 · P4 JFP

01

FIVE QUESTIONS

Know if a show fits your business

CHAPTER 2 · P5 JFP

02

GUESTS ARE YOUR SALES PIPELINE

Who to invite first, and how

CHAPTER 3 · P8 JFP

03

THREE DECISIONS

Your audience, promise and rhythm

CHAPTER 4 · P9 JFP

04

PICK A FORMAT

Guest-based, co-hosted or solo

CHAPTER 5 · P10 JFP

05

ONE AFTERNOON

A month of content from one recording

CHAPTER 6 · P11 JFP

06

WHERE IT GOES

Every piece and the job it does

CHAPTER 7 · P12 JFP

07

MEASURE AND FOLLOW UP

Turn interest into business

CHAPTER 8 · P17 JFP

08

THE PILOT

Film one episode first

Plus: templates you can copy on pages 14 and 15.



WHO'S BEHIND THIS PLAYBOOK

Jordi-Lakeem Foster

Founder & Creative Strategist, JFP Studios · Brooklyn, by way of Jamaica

"I help business leaders turn experience into stories, stories into media, and media into business opportunities."

CREDITS

- Produced On the Edge with Faria, live on YouTube, Spotify, Apple and Amazon Music
- Worked on 3 H&M store launches, including the all-women's flagship in SoHo
- Media partner at the 2026 RED Awards
- Creator of the 30-Day Lead Follow-Up System, built on GoHighLevel
- Work across real estate, housing and the nonprofit sector
- StreetWise MBA program

A team of 4 core members and 6 specialists behind every show.

WHO WE'VE WORKED WITH

Selected clients and collaborators

Brands and organizations we've worked with across events, campaigns, film, photography and shows.

esra 100th ANNIVERSARY · H&M · Paramount · TRIAD CONSULTING STRATEGIES · PRONGHORN · iAHD · GB · GENTLEMEN'S FACTORY · JAMAICA RISING DAY PARADE

CHAPTER 1

The five-question test

Answer yes or no for how things are now, not how you'd like them to be. Then check your score below.

01 **Did most of your last five clients come through a referral or someone you already knew?**

If yes, a show gives those people a reason to talk about you.

☐ Yes ☐ No

02 **Can you name five people right now you'd want as guests?**

Clients you want, partners, referral sources. Write the names down, not just the idea.

☐ Yes ☐ No

03 **In the last month, has a client asked for your take on something in your field?**

Those questions are your show, already written.

☐ Yes ☐ No

04 **Could you block one afternoon this month without moving anything important?**

That's all the time a well-run show needs from you.

☐ Yes ☐ No

05 **Last week, did every interested lead hear back from you within a day?**

A show creates interest. Follow-up turns it into business.

☐ Yes ☐ No

3 OR MORE YESES

A show fits. **Skip to Chapter 8 →**

MOSTLY NO

A podcast isn't your next move yet. If you said no to question 5, fix follow-up first.



CHAPTER 2 · THE FOUNDATION

Your guests are your sales pipeline.

The most valuable people your show reaches aren't the listeners. They're the guests. An invitation to your show is the easiest yes in business: you offer attention instead of asking for time. One hour of real conversation builds more trust than months of coffee meetings.

Guests turn into business



REELS BY JFP STUDIOS

Dominate Real Estate Podcast

- Hosted by Taliya Bashani and Carina Tom
- Someone who came to Taliya through the podcast started sending her deals
- The show opened a new sales channel for her

65%

of SweetFish's podcast guests turn into sales opportunities

55%

of senior executives say yes when invited to be a guest

Source: SweetFish Media, producer of the B2B Growth show

SHOWS WE'VE WORKED ON

Produced, filmed or cut by JFP Studios



Produced by JFP Studios



Reels by JFP Studios



4-part limited series



Filming as early as December 7

Who to invite first

Start with the list you already have. Every name here is a future guest and a future conversation.

01	**Clients you want**	They'll say yes to a conversation long before a sales call.
02	**Clients you have**	Their story is your best proof, on camera.
03	**Referral partners**	They already meet your future clients. Give them a reason to think of you.
04	**Peers with an audience**	Their followers become yours.
05	**People your clients want to meet**	Your show becomes the room people want to be in.

THE 3 RULES JFP STUDIOS FOLLOWS FOR EVERY GUEST

1 Invite for the conversation, never the pitch.
Lead with their story, not your offer. The business comes later, from the relationship.

2 Send every guest their clips.
Clips sized for the channels they use. When they share, your show reaches their network for free.

3 Follow up within a week.
A thank-you, the episode link and one question about their business. That's where the next conversation starts.

CHAPTER 3

Three decisions before anything else

Every show that lasts answers three questions. Answer each in one sentence and you have your show.

DECISION 1

Who is it for?

Name one audience. The more specific, the more valuable every guest becomes.

FOR EXAMPLE

- Investors looking to diversify their portfolio
- High-net-worth women who love to travel
- Business owners planning their exit

DECISION 2

What do you want to be known for?

One promise people repeat after every episode.

FOR EXAMPLE

- The trusted voice on building wealth through real estate
- Luxury travel, done right
- Building a legacy, not only a business

DECISION 3

How often do you want to show up?

A rhythm you can keep for a year.

FOR EXAMPLE

- Monthly: one guest, one studio day
- Twice a month: two guests, one studio day
- Seasonal: a batch of episodes filmed over a few days

YOUR TURN · FILL IN THE BLANKS

My show helps _____ who

understand _____ what

and a new episode comes out every _____ rhythm

CHAPTER 4

Pick a format you can keep

A format is the shape every episode takes, so you never start from a blank page. Pick one you can make even in your busiest month.



Guest-based show START HERE

- You and one guest, 45 to 60 minutes, on one big question
- Every guest opens a relationship
- Example: On the Edge with Faria



Co-hosted show

- Two hosts, two points of view, one conversation
- Share the prep, the guest list and the spotlight
- Example: Dominate Real Estate Podcast



Solo show

- You and the camera, one idea per episode
- Answer the questions clients ask you most
- Best when you're the expert people come to

You can mix them. Guest episodes most months, with a solo episode in between, keeps the show moving and you never run out of things to say.



CHAPTER 5 · A REAL EXAMPLE

One afternoon, a month of content

You make one great conversation. A team cuts what you post from it.

ON THE EDGE WITH FARIA, EPISODE 1

1	full episode, 53 minutes
5	episode clips
3	Shorts

= 9 videos, released every 2 to 3 days

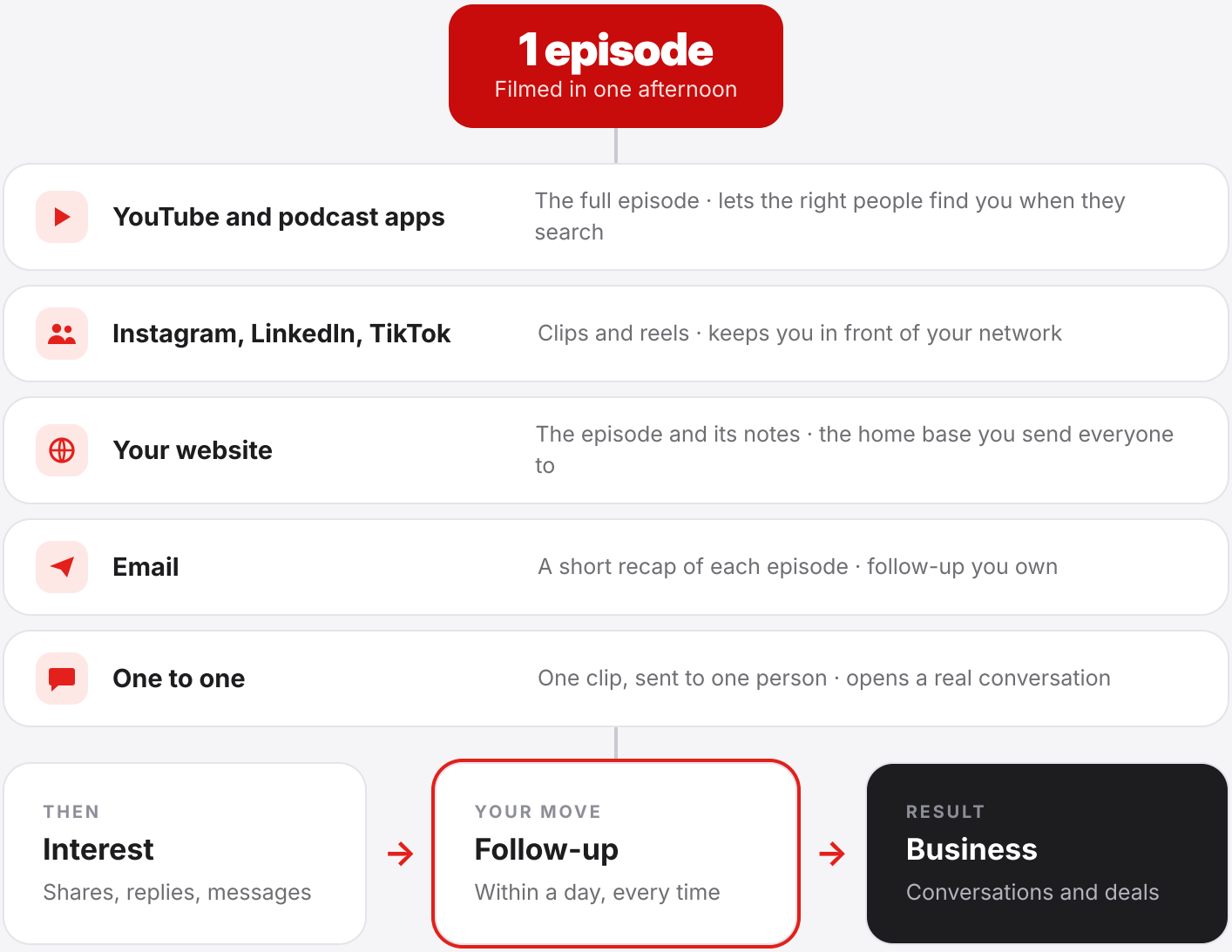
One example, not a promise.

How many clips an episode gives you depends on the stories your guest tells.

CHAPTER 6

Where each piece goes

One episode feeds five places. Each creates interest, and interest becomes business only when someone follows up.



CHAPTER 7

Your 30, 60 and 90-day check

Downloads tell you how many people listened, not whether the show works for your business. Count these instead.

DAY 30

Can you make it on schedule?

- Episodes recorded on time
- Clips posted as planned

DAY 60

Are the right people responding?

- Guests who shared
- Replies and messages
- Notes from people you want to know

DAY 90

Is it creating business?

- Conversations started
- Referrals
- Deals traced to a guest or episode

At day 90, make one of three calls: **keep going**, **change the format or guests**, or **stop**. All three are good decisions when the numbers say so.

Every course starts with gear. You start with the show.

WHERE MOST COURSES START

× Cameras and microphones

× Lighting and sound

× Editing software

× Hosting plans and feeds

Weeks of setup before a single conversation.

WHERE YOU START

1. **Who it's for and what you're known for**
2. **Your first five guests**
3. **One afternoon in a studio that's ready for you**
4. **A follow-up plan for every episode**

A show without follow-up is a hobby.

Every episode creates interest: a guest shares, a listener replies, a client mentions it. Follow-up is how that interest turns into business.

WITHIN A DAY Reply to every comment, message and email the episode brings.

EVERY EPISODE Send a short recap to your email list and point everyone to one page.

EVERY MONTH Send one clip to five people you want to work with.

We build this follow-up into your show: the page, the list and the reminders, so no interest goes unanswered.

Your show on one page

Print this page or copy it into a doc. Change the words in brackets.

Show name	[A working title is fine]
Who it's for	[One audience, named plainly]
What you're known for	[The one thing people say after an episode]
Format	[Guest-based, co-hosted or solo]
How often	[Monthly, twice a month or seasonal]
First five guests	[Name, and why each one]
Who follows up	[The person who answers every reply within a day]

THE GUEST INVITE

> Hi [first name], I'm starting a show called [show name] for [who it's for]. I'd love to have you on for a conversation about [the topic they know best]. It's about 45 minutes in a studio in [city], and you'll get your own clips to share afterward. Would [two dates] work?

The episode run-of-show

A guest-based episode, minute by minute.

2 MIN	**Open.** Who the guest is and why this conversation matters to your audience.
10 MIN	**Their story.** How they got here, in their words.
25 MIN	**The big question.** The one thing your audience most wants to know from them.
10 MIN	**The practical part.** One thing a listener can do this week.
3 MIN	**Close.** Where to find them, and what's next on your show.

One month of posts from one episode

WEEK 1
Full episode on YouTube and podcast apps, plus the email recap

WEEK 2
First episode clip and first reel

WEEK 3
Second episode clip

WEEK 4
Second reel, and the guest's favorite moment for them to share

BEFORE YOU FILM

Questions people ask us

"I'm not great on camera."

A teleprompter keeps you on track, a crew guides you on set, and editing keeps your best takes.

"I don't have guests yet."

You do. Clients, partners and referral sources are your first five. **Chapter 2 →**

"What does it cost?"

You see the exact price in The Show Room before you talk to anyone.

"Do I have to commit to a season?"

No. Start with one episode and decide after you see it.

Already know you want a show?
See your pilot and its price in 2 minutes.

Build my pilot →



CHAPTER 8 · UP NEXT

Film one episode first

The Pilot: one afternoon in a professional studio. You leave with 5 finished videos: a full episode, 2 episode clips and 2 reels, yours to keep.

1. **Build your pilot**
   See the exact price · 2 minutes
2. **Talk it through**
   A call with Jordi · nothing due yet
3. **Film one afternoon**
   About 90 minutes on set
4. **Get 5 videos**
   All yours to keep

5 Founding Shows. Filming starts as early as December 7.

Only those five get a show-shaping call with Jordi, all 5 videos posted for them, and their pilot counted as episode one if they start a season.

Claim a founding spot →

jfp.nyc/podcast · Nothing to pay until we talk.