



THE BULLETPROOF
SERIES PODCASTING
POWER PLANNER

EXCELLENCE-EXPECTED.COM



Use this planner to plan each new season of your podcast.



Season number:

The title of this season is:

The tagline of this season is:

The speakable landing page URL is:

The launch date is:

The number of episodes will be:

The episodes will release:

Sequentially

All at once

My succinct elevator pitch for this season is:

Tip: be specific and clear.

My target avatar for this season is:

Tip: think about real people and their needs - target **one** audience.

The resources I need to create for this season are:

e.g. eBooks, infographics, videos

Based on my avatar and elevator pitch, ideal sponsors for the season are:

Tip: think local, brand level and niche. Who can YOU help with this.

High level marketing plan

Marketing channel (e.g. Facebook):

Main call to action:

Landing page URL:

Channel :

Resources needed for this channel:

e.g. channel specific ads, videos, text content or email sign ups.

High level marketing plan

Marketing channel (e.g. Twitter):

Main call to action:

Landing page URL:

Channel :

Resources needed for this channel:

e.g. channel specific ads, videos, text content or email sign ups.

High level marketing plan

Marketing channel (e.g. Instagram):

Main call to action:

Landing page URL:

Channel :

Resources needed for this channel:

e.g. channel specific ads, videos, text content or email sign ups.

High level marketing plan

Marketing channel (e.g. Email):

Main call to action:

Landing page URL:

Channel :

Resources needed for this channel:

e.g. channel specific ads, videos, text content or email sign ups.

High level marketing plan

Marketing channel (e.g. SnapChat):

Main call to action:

Landing page URL:

Channel :

Resources needed for this channel:

e.g. channel specific ads, videos, text content or email sign ups.