



## **SHOW FOCUS DEVELOPMENT WORKSHEET**

These questions will help define the topic, focus and overall theme of your show. It will also help you develop ways to use your podcast to drive your business.

Let's develop the focus of your show.

What are you passionate about?

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What are your unique qualities?

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What topic tends to occupy most of your conversations?

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What do you like to do in your spare time?

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Now, let's define your revenue possibilities.



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What problems do the people in your niche face?

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What are the fears of your ideal listener?

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What could you offer to help your listeners solve those problems and overcome those fears?

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What topics could you discuss on your show that would demonstrate your authority overcoming those issues?

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To order the full **PODCAST TALENT COACH WORKBOOK** that will help you implement this worksheet with full explanations, or to request a detailed critique of your show, visit **[www.PodcastTalentCoach.com](http://www.PodcastTalentCoach.com)**.