

OUR 8-WEEK MASTERMIND CALL ITINERARY

Prior to our first Mastermind Call, you will have been given access to The Mastermind's Official Playbook and Foundational Podcast Manifesto to complete. These tools will be utilized throughout our 60-day Mastermind and beyond.

The time breakdown for each Mastermind Call, with exception to Weeks 1 and 5, is as follows:

- **10 MINUTES:** Wins from the past week (one minute per participant)
- **25 MINUTES:** Hot Seat Session 1
- **25 MINUTES:** Hot Seat Session 2
- **15 MINUTES:** Presentation
- **15 MINUTES:** Q&A, Wrap-Up, Assignments, Preview Next Week's Call

Week 1: Introduction to The Solo Podcaster's Mastermind

- Introductions to one another
- Expectations; Review of Weekly Call Structure
- Hot Seat Schedule - We will do two of these per Mastermind Call for 25 minutes each. This is where you'll share ideas formulated through your Foundational Podcast Strategy Guide and receive feedback from the entire group
- Presentation: The Podcaster's Mindset
- Open Q&A

Week 2: Creating Podcast Content For Your Ideal Podcast Listener

- Share Weekly Wins
- Hot Seat Sessions 1 & 2
- Presentation: Creating Podcast Content For Your Ideal Podcast Listener
- Open Q&A

Week 3: Solo Podcasting With Confidence and Purpose

- Weekly Wins
- Hot Seat Sessions 3 & 4
- Presentation: How to Podcast Solo With Confidence and Purpose
- Open Q&A

Week 4: Recording Your Initial Podcast Episodes

- Weekly Wins
- Hot Seat Sessions 5 & 6
- Presentation: How to Record Your Initial Episodes
- Open Q&A
- Introduction to Marc from iRonick Media to talk about handling your podcast editing needs

Week 5: Post-Production + Building Your Podcast Infrastructure

- Weekly Wins
- No Hot Seat Sessions this week due to longer presentation
- Presentation/Demonstration: How to edit podcast content and build your podcast's infrastructure (hosting, website, social media, organizational tools, marketing, communication, and workflows)
- Open Q&A

Week 6: Building Your Podcast's Launch Strategy

- Weekly Wins Hot Seats 7 & 8
- Presentation: Building and Executing an Impactful Podcast Launch
- Open Q&A
- Assignment: Build your podcast's launch strategy and prepare to execute

Week 7: Launch Your Podcast + Marketing & Promotion

- Weekly Wins
- Hot Seats 9 & 10
- Presentation: Launching + Marketing & Promoting Your Podcast
- Open Q&A
- Assignment: Launch Your Podcast!

Week 8: Consistency, Understanding Metrics; Mastermind Wrap-Up

- Weekly Wins
- Presentation: Podcasting with Consistency, Understanding Metrics
- Open Q&A Mastermind
- Final Wrap-Up
- Your Next Steps

