

# How to Start Your Own Financial Podcast



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advisor   
content



# PODCASTING



- 112M Americans listened
- 67M monthly/42M weekly
- Average 5x/wk
- 25-54 largest group of listeners
- 2/3 on mobile
- 52% at home
- 85% listen to full podcast (or most of)
- More affluent 16/10 & educated 30/22

# WHY? Because it's...

Convenient | Easy | Fun | Inexpensive

It's Inspiring!

# 10 BENEFITS

1. Instant, Deep Credibility That Resonates With Your Ideal Audience
2. Top-Of-Mind Awareness Without Constantly Interrupting Your Audience
3. More Referrals Than Ever Before; From Clients, Prospects, & COIs
4. Significantly Increases Your Search Engine Results With Original Content
5. Daily Expansion Of Your Digital Network – Even While You Sleep

# 10 BENEFITS

6. Enhances Focus On What You Do Best & How You Create Value
7. Attracts Clients Who You Enjoy Working With Most
8. Positions You As The Trusted Expert (Advisor)
9. Significantly Reduces Your Marketing Costs & Increases ROI
10. It's Fun.



# EQUIPMENT

- Microphone
- Boom
- Headphones
- Pop Filter
- Quiet Place
- Mixer

[AdvisorContentX.com/equipment](https://AdvisorContentX.com/equipment)



# BEST PRACTICES

- Stand
- No Hands
- Warm Drink
- Mute
- Pause
- Practice
- Use Outline, Not Script
- Warm-Up
- Bring Energy
- Call-to-Action
- Have Fun

# HOW TO LEVERAGE



Hosting



Posting



Multiplying



Sharing



Traffic



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FREE  
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