

6 Solid Reasons to Start a PODCAST

Podcasts are an incredible business growing tool.
Let's look at why!



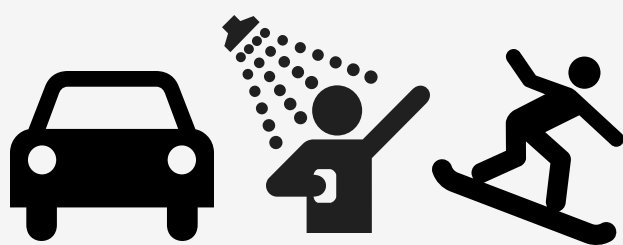
1 YOU GO 'ON THE GO' WITH YOUR AUDIENCE

Podcasts are available for instant listening anywhere a smartphone goes! More chances for you to be discovered and downloaded.



2 TOTAL CONTROL

Your listeners can start, stop, speed up, slow down, or relisten from the beginning. This attracts people everyday. And you decide the frequency that you release new shows.

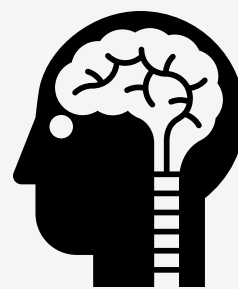


3 MULTI-TASK CAPABALE

Podcasts triumph over reading and watching videos in that it's the only way to consume information while driving, walking, running, and more. This means more 'time' per day that people can consume your content.

4 PULL PEOPLE IN

Audio triggers a deeply rooted human tradition of telling stories around a fire, fully engaging their imagination. And you are literally in someone's ear! That's more intimate than a spouse even.



5 INCREASED AUTHORITY

Businesses big and small realize the jump in perceived authority that comes with being the host of your own show.



6 NETWORK LIKE A BOSS

Want to build rapport with that big influencer? Invite them to talk all about themselves and their business. Give value up front. Grow your network like never before.

READY TO START YOUR SHOW?

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