

Podcasting for Profit Self-Assessment Questionnaire

Your Skills & Expertise

Understanding what you already possess will enable you to create a podcast that highlights your talents.

1. Do you enjoy communicating your ideas and opinions through speaking?
 Yes
 No
2. Do you think you have a pleasing voice?
 Yes
 No
3. Do you consider yourself animated and charismatic?
 Yes
 No
4. Do you want to raise your profile in your field using a new technology?
 Yes
 No
5. Do you have an inquisitive mind? Are you naturally curious?
 Yes
 No

Your Online Marketing Experience

Your experience marketing online can help you to understand how comfortable you are using new and innovative tools to communicate your message. You don't have to be an Internet marketing expert; however, knowing your own comfort with technology will help you decide how easy it will be for you to embrace podcasting.

6. Do you listen to podcasts regularly?
 Yes
 No
7. Are you reasonably tech-savvy and not intimidated by the Internet?
 Yes
 No

8. Do you want to get your message delivered online without having to worry about spam filters?
- Yes
 No
 Not applicable
9. Do you want to cut through all the online marketing hype with an authentic voice?
- Yes
 No
 Not applicable
10. Do you want to have more control over your online presence without having to go through a webmaster?
- Yes
 No
 Not applicable
11. Are you eager to learn and apply new marketing strategies?
- Yes
 No
 Not applicable

Your Business

Recognizing what you're in business for helps you to know how a podcast can help you grow. Even if you're podcasting as a hobby, you should assess yourself based on these questions to understand what goals you have for yourself. Here are some questions to help you assess whether your business goals can justify your producing a podcast.

12. Do you want to expand the reach of your business to a national or even a global audience?
- Yes
 No
 Not applicable
13. Have you written down non-podcasting goals for your business?
- Yes
 No

14. Do you want a leveraged income stream?

- Yes
- No
- Not applicable

15. Are you looking for a hassle-free way to attract new prospects and clients?

- Yes
- No
- Not applicable

Your Target Market

Having a handle on what problems your target market faces in their lives, careers, or businesses means that it will be easier for you to develop a podcast to help them solve their pain points. Here are some questions to help you assess whether a podcast will help you connect with your target market easily, cheaply, and with less hassle.

16. Do you understand what keeps your target market up at night?

- Yes
- No

17. Do you get feedback from your target market and use it to improve yourself or your business?

- Yes
- No
- Not applicable

18. Can you easily reach your target market through your e-zine, website, or other online marketing tools?

- Yes
- No

19. Do you enjoy sharing resources with your target market?

- Yes
- No

Your Attitude Toward Money

Many people see money as evil, dirty, something that should never be talked about. ... The good news is that with the right training, your money blueprint can change so you can start thinking rich.

20. Are you ready to turn your passion or hobby into podcasting profits?

Yes

No

Evaluating Your Answers

The more often you answered “yes” to these questions, the better equipped you will be for becoming a successful podcaster. Let’s look at each in more detail so you can understand which areas you need to focus on as you move forward.

Scoring Key

Give yourself one point for *yes* and zero for all other answers. Add these up to find your score.

15 to 20—You’re on your way to becoming a profitable podcaster. You have the tools, the content, and the attitude to meet your podcasting for profit goals.

9 to 14—You’re close to becoming a profitable podcaster. You’ll need to brush up on a few areas.

8 or less—You’ve got some things to work on if you want to pursue podcasting. It’s possible a different communications tool would serve you better.

How You Stack Up

If you had three or more *yes* answers in any one category, you’re strong in that area. Otherwise, read the suggestions for improving your chances at succeeding in podcasting.

Category

Ways to Improve

Your Skills & Expertise

If you don’t like speaking, or your voice, your role may be best suited behind the scenes as a producer. On the other hand, if you have the presence but aren’t interested in technology or research, you might want to consider acting as the host for someone else’s show.

Your Online Marketing Experience

Collaborate with or hire someone who has the technical skills that you lack.

Your Business

Spend some time with a business coach, your business partner, your employees, or even your spouse to create goals for your business.

Your Target Market

Survey your customers to find out what their pain points are.

Your Attitude Toward Money

Identify the reason you’re not ready to make money podcasting. Then write down all the good things that can happen if you launch a profitable podcast.