How To Craft a Podcast that Amplifies Your Mission with Andrea Klunder

with Andrea Klunder · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Podcast producer Andrea Klunder, founder of The Creative Impostor Studios, started her first podcast after closing her Chicago yoga studio with no money left to start another business.

- [ ] Pick the smallest version of your idea that you can start without much money, and start there.
- [ ] If people keep asking you for free advice, offer it as a paid service.
- [ ] When someone asks your price and you don't have one, promise a written proposal within 24 hours.
- [ ] Write down every client workflow, where files are stored, and every login and password.
- [ ] Record a video of yourself doing a task and have an assistant turn it into a step-by-step document.
- [ ] Read the finished SOP and fill in the steps and decisions you left out.
- [ ] Look at your documented processes for duplicate software and monthly subscriptions you can cut.
- [ ] Hand off repetitive work that doesn't need you so you can focus on higher-level service.
- [ ] Be upfront with early clients that you're new, and ask them for feedback.
- [ ] Check your podcast against four goals: focused messaging, authority, a bigger network and listener trust.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/start-a-podcast-andrea-klunder/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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