

# thank you superstar

## You've recorded your episode, what's next?

We've successfully recorded your episode so it's time to get ready to promote with enthusiasm!

This gives you the best chance of getting some valuable exposure because let's face it, even though we had an awesome chat, you want as many people as possible to hear what you had to say. Here are some guidelines we recommend you use when promoting to get the best out of your experience being a guest on the SLST podcast with me.



### Before your episode goes live

- Share on social media that we recorded an interview and be sure to tag my business page (like it first as you and your page) <https://www.facebook.com/ShannonDunnBusinessCoach> when on Facebook and to tag me on Instagram when you promo there [https://www.instagram.com/shannon\\_the thrivefactor](https://www.instagram.com/shannon_the thrivefactor)
- Let people know what we chatted about and when it might go live (I should be able to give you some idea when we record)
- Save a copy of the promo image/s we'll send you before your episode goes live so you have it ready to include in your own promos
- Subscribe to She Leads She Thrives podcast on your favourite listening platforms

### When your episode goes live

- Team Thrive Factor will send you a copy of the link so save it and get ready to share
- Share far and wide on social media and as per the pre episode sharing be sure to tag me in where you can and I'll comment and give it a boost
- Find my social media shares on Facebook and Instagram and share those promo's also - I'll be tagging you when I share
- Share your episode in Facebook groups on offer/share/content days
- Add a blog post talking about what you chatted with me about. I have done this often and seen a jump in those posts when I look at my website analytics
- Add the link to the interview and a description to your media/speaking page
- List the interview and your appearance on your speaker profile if you have one
- Share more than once and consider sharing well into the future. I'm a big believer in leveraging the content you create so don't just get excited and share the week we go live and then forget about this great resource you created with me!
- Include links in your newsletter or a shoutout to your list because they'll totally want to hear what you have to say
- Add the interview to an email welcome or nurture sequence. A client of mine did this with my last podcast and it was the most listened to episode of my entire collection and served as amazing SEO for her, helping her to get found online. I always optimise the listing on my website, so make the most of this!

Time to get excited because you're now part of the *She Leads She Thrives* family and that's something to love!