

thank you superstar



You've recorded your episode for She Leads She Thrives so 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 amplifying the valuable exposure available to you as one of our guests. 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 using 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 a conversation 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 share there https://www.instagram.com/shannon_the thrivefactor and on LinkedIn here <https://www.linkedin.com/in/msshannondunn/>
- Let people know what we chatted about and that it'll soon be live
- Subscribe to She Leads She Thrives podcast on your favourite listening platform

When your episode goes live

- Team Thrive Factor will send you a copy of the link so save it and get ready to share. This confirmation email will include promo images and an audiogram you can use
- Share far and wide on social media and as per the pre episode sharing be sure to tag Shannon where you can
- Find Shannon's social media shares on Instagram, Facebook and, if relevant, LinkedIn and share those promo's also - she will be tagging you when Shannon shares
- Share your episode in Facebook groups on offer/share/content/freebie/resource days
- Add a blog post talking about what you chatted about. Shannon has done this often and seen a jump in those posts when reviewing 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. Shannon is a big believer in leveraging the content you create so don't just get excited and share the week your episode goes live and then forget about this great resource you created that puts you in the spotlight
- 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 episode to an email welcome or nurture sequence. Many clients of Shannon's have done this and these are often the most listened to episodes. It also serves as amazing SEO for you, helping you to get found online. Shannon always optimise the listing on the Thrive Factor Co website, so make the most of this!
- Promoting your episode is something you agreed to by joining Shannon as a guest and we get so disappointed when you don't make the most of your appearance on SLST

She Leads She Thrives ranks in the top 5% of podcasts worldwide based on downloads, so that's a lot of people potentially hearing your message!