

DIAGNOSTIC TOOL FOR COACHES, SPEAKERS & AUTHORS

“WINNING FORMULA” AUDIT

Instantly Reveal if Your Show...or Show Idea...Has the Potential to Grow an Audience & Create MASSIVE Profits

You are haunted.

Either have a show, had a show, or have an idea for a show.
Regardless, your show haunts you.

With the right show, could you be getting more traction, visibility and authority?

*Could you be signing up **more clients**?
Creating **more speaking opportunities**?
Selling **more books and courses**?*

*You suspect the answer to each question is YES.
So you're at a crossroads. **Something must be done** with this show.*

HOW TO GET THE MOST FROM THE DIAGNOSTIC TOOL

Answer the questions truthfully. Under each question are several responses, based on real responses from show hosts we've worked with.

Choose the responses that resonate with how you feel. There are no "right" answers here. If you find yourself wanting to pick the "good" response instead of the honest one, pause. That's usually the moment of insight.

Read the non-obvious insight after each section. This where you'll likely have the biggest "Aha" moments.

By the end of this guide, you'll understand the reasons why some shows just 'work.' Even better, you'll know exactly how to tweak your show (or idea) until you have your very own 'Winning Formula.'

Instead of asking yourself "Should I launch (or relaunch) a show?"

You'll shift to a more strategic question....

"HOW MANY elements of the Winning Formula can I stack in my favor?"

That's what we explore together on a Free Brainstorm Call (more on that later...)

SECTION 1: DISTRIBUTION & REACH

Diagnostic Questions:

1.1: Can you directly reach at least 5,000 prospects through email marketing?

- Yes!
- Maybe
- No, probably under 1,000 (or not sure)

1.2: Do you have an engaged social following of at least 10,000?

- Yes!
- Not there yet
- No, I'm under 5,000 (or not active on social)

1.3: Do you have 5-10 strategic partners willing to promote your show?

- Yes!
- Not quite that many
- None at this point

1.4: When you add everything up, what feels most accurate?

- I can reach **10,000+** ideal prospects (between my assets & strategic partners)
- I can reach **a few thousand** ideal prospects (anything more is a stretch)
- I can only reach **a small group, possibly hundreds** of ideal prospects (but maybe could reach more with strategic partners)

THE NON-OBVIOUS INSIGHT..

If your expectations don't match your reach, you're setting yourself up for frustration and early burnout.

The average podcast fails by episode 3, and we see the same pattern in YouTube channels. The combination of small reach and unrealistic expectations drives many show hosts to abandon their shows.

The good news is this is all fixable. Armed with our "Host Your Show For Free" materials, you can create strategic partnerships and sponsorships that expand your reach, give you huge distribution to new prospects, and even have partners and sponsors paying YOU for the privilege.

SECTION 2: PRE-LAUNCH STRATEGY

Diagnostic Questions:

2.1: Is the show designed to occupy a unique and different strategic position from any other competing shows?

- Yes! There's never been a show like this before
- Maybe, there are shows that are 'similar'....but I have a unique spin
- No...I'm counting on my personality and style to make my show unique

2.2: Does your show live in a defined niche with more than enough prospects to be profitable?

- Yes!
- Maybe, the niche has tons of prospects but also tons of competition
- No, I'm doing my own thing (or haven't thought about the niche)

2.3: When you talk to an ideal prospect about your show (or show idea), do they immediately ask how they can watch or listen?

- Yes!
- Sometimes I have to explain my show a bit so they "get it"
- No, they're interested but lukewarm (or I don't have any feedback yet)

2.4: Does your show speak to a group of ideal prospects who are neglected and overlooked by other shows?

- Yes! My prospects are **starving** for a show like this
- Maybe, my prospects have some options but my show offers something different
- No, my prospects have plenty of options for shows made specifically for them

THE NON-OBVIOUS INSIGHT..

Most of the battles for show growth are won (or lost).... before a show even launches.

The straightest path to a fast-growing new show is to create the show your ideal prospects are starving for...and can't find.

That means looking for the ways other shows neglect, overlook and take your prospects for granted. Finding one hidden motivator, pain point, desire, frustration, or affinity that other shows aren't addressing. Then building your show around that.

SECTION 3: DESIGN & FORMAT

Diagnostic Questions:

3.1: Does your show stand out visually from the competition, using colors, visual elements, title, tagline, etc to stand out?

- Yes! I already have (or have tested) an **eye-catching, easily-readable design** that 'pops' and grabs the attention of my ideal prospects
- Not yet, but I'm **open to running a design contest** and getting audience feedback until I find the design that grabs attention in that way
- No, I'll choose the design based on my taste (or haven't much thought about it)

3.2: Does your show stand out for a unique format or structure? (length of episodes, rapid-fire lightning rounds, zero interviews, high-energy or NPR-style calm)

- Yes! My show has a very different format or structure from all competing shows
- Maybe...I have some ideas to make my show unique without getting too crazy
- No, I assumed I would do standard interviews or 'talking head' videos

3.3: Is your show artwork free to differ from your brand colors and fonts?

- Yes! I want my show to stand out and I'm willing to test different visuals, colors and fonts to find the design that grabs my prospect's attention
- Maybe...I have some brand guidelines (colors, fonts, etc.) but I'm flexible
- No, the show *must* be consistent with branding guidelines that were developed for other purposes (print, websites, etc)

THE NON-OBVIOUS INSIGHT..

Either give the audience what they want...or your show will be invisible.

*It's worth it to test different titles, run a design contest for the artwork, get feedback give prospects a voice before you launch your show. **If you don't give your prospects a show that stands out to them, on the apps where they watch and listen, it won't matter how amazing your show looks on your website.***

Tim Ferriss' ditched his preferred title for 'The Four Hour Work Week.' He liked the title 'Dealing Drugs for Fun & Profit' (a nod to his brain supplement). Fortunately he used Google Adwords to test book titles. Four Hour Work Week was the clear winner and the rest is history.

SECTION 4: ONGOING CONTENT STRATEGY

Diagnostic Questions:

4.1: Do your episode topics speak to problems that are immediate, intense and urgent for your audience?

1. Yes! I can reel off 10-20 topics that my ideal prospects are starving for
2. Maybe, but I probably need to find more of those urgent topics
3. No, topics are based on my current interests

4.2: Do your episodes mix trending topics and 'evergreen' topics?

1. Yes! I keep an eye on trending topics so I can mix those in
2. Maybe, not sure if I have the right mix
3. No (or hadn't really thought about it)

4.3: Does your show revolve around one idea or make a 'big promise' to the audience, and then continually deliver?

1. Yes! Everything about my show (or show idea) revolves around one idea, and I know exactly what 'big promise' I can make to prospects with my show
2. Maybe... some aspects of my show feel a little scattered and cobbled together
3. No, I hadn't really thought about it...just wanted to put good content out there

THE NON-OBVIOUS INSIGHT..

'Good content' isn't enough. Your prospects are looking for a 'big promise.'

Watch THIS Show-->Get THIS HUGE (LIFE-CHANGING) Benefit.

Anything short of that? Not worth risking their time or energy on a new show.

SECTION 5: HOOKING NEW PEOPLE IN

Diagnostic Questions:

5.1: Do you focus on delivering the best opening few minutes of your episodes, so you put your best foot forward?

1. Yes!
2. Maybe, open to testing some different intro formats
3. No, I speak off the top of my head (or hadn't thought much about intros)

4.2: Do your episodes mix trending formats paired with high performing topics?

1. Yes! My production team monitors trending formats and thumbnail styles that are working in other niches so we can bring them into the show
2. Maybe but not sure if I have the right mix
3. No, hadn't really thought about it

4.3: Does your show deliver the video/audio quality modern viewers expect?

1. Yes! I know if my show doesn't look great on a 60" flat screen, I've lost a huge chunk of my potential audience
2. Maybe, my show is good quality but could definitely be better
3. No (or not sure)

4.4: For YouTube Thumbnails - Does your show follow best practices for thumbnail layout, visuals & text? Are you setting the right viewer expectations?

1. Yes! My team monitors that and makes sure our thumbnails are current but not so flashy and beginner-oriented that they attract poor prospects
2. Maybe...Our thumbnails are good but probably not great
3. No, hadn't really thought about strategy for my YouTube thumbnails

THE NON-OBVIOUS INSIGHT..

Viewer behavior shifted in the last 2 years....and expectations went WAY UP.

YouTube now gets more watch time on TVs than Netflix.

Anything short of TV quality video will turn off a big chunk of your potential audience.

That doesn't mean you need super fast-paced, gimmicky videos with 1,000 edits. In fact, that style feels 'out of fashion.'

What's working is a mix of high production quality, with great video and audio... and a Host who can deliver real expertise in a relaxed, articulate, and authentic way. When high quality prospects find that kind of content, it stands out against the sea of hype, fake gurus and professional 'content creators.'

SECTION 6: SUSTAINING SUCCESS

Diagnostic Questions:

6.1: Do you have a system in place to track sales back to your show?

1. Yes! Already in place
2. Nothing super technical but I can tell when (or if) the show drives revenue
3. No good way to know

6.2: Do you have a way to produce content that takes minimal energy...or even gives you BACK energy?

1. Yes! I have an amazing production team so all I do is the fun part!
2. Maybe..I like creating content, but the backend work is draining and I don't have the perfect solution yet
3. No, creating content is a serious investment of energy...I need the right support and the content creation process needs to be as smooth and seamless as possible

6.3: If the show generates 6-7 figures in annual revenue...BUT never builds a huge audience...do you count that a Win?

1. Yes! Zero hesitation...big numbers would just be icing on the cake
2. Maybe...small numbers might be frustrating even if revenue is great
3. No, that's a loss...I don't want to be 'MicroFamous'...I want to be 'macro-famous.'

THE NON-OBVIOUS INSIGHT..

***Sustaining success is all about this ratio....
What Goes OUT vs What Comes BACK.***

What goes out: your time, energy, focus and resources.

What comes back: tangible things like new pipeline, new clients, more speaking gigs, more book sales and course sales, revenue, profits, view counts, ratings and reviews.

But also a bunch of intangibles: feedback from the audience, unique opportunities, energizing conversations, people asking for selfies with you at industry events.

If you don't keep track of the things that come back to you...both the tangible and intangible...the ratio will always be off.

You'll always feel like you're putting more out than you're getting back. Especially if the only metric that matters is audience size...the thing you have the least control over.

SPECIAL BONUS FOR SHOWS ON HOLD: LEVERAGE EXISTING ASSETS OR START FRESH?

*It's tempting to agonize over assets you've put time and resources into...
but aren't aligned with your current goals and branding.*

Here are *real metrics* we use to help our agency clients make those critical decisions.



Benchmark - 1,000 subscribers.

Anything less, we recommend starting a new channel. The right content + right target audience can grow a new channel quickly.



Benchmark - 200+ views & downloads per episode (on average)

Most podcasts never reach that level, especially on niche educational content. So if you reached that point or beyond, you did well!



Benchmark - Converting 10% of an email list into views & downloads.
5000 email list subscribers--> 500 views is doing well!

Email Promotion

We've seen so many show hosts DOWNPLAY their past success.

*Most shows never average 200+ views and downloads.
But in many niches, that's enough for a show to be profitable and sustainable.
Once you hit that point, the only question is "How much can you grow from that level?"*

*That's why we developed our Host Your Show For Free playbook, to show you how to create strategic partnerships. The right partner will promote **your content to big email lists...for FREE. Or even pay for the privilege!***

THE NON-OBVIOUS INSIGHT..

Leveraging existing assets are only valuable under 2 conditions:

- **Big enough subscriber base to support a rebrand**
- **Rebrand would feel aligned to past subscribers**

Without one of those two, you're better starting fresh on most platforms.

The one exception is social media.

Your best results will come from promoting your show on your personal social media.

*We don't recommend starting fresh accounts for your show unless you're going to shift **ALL** your social media efforts to those new accounts.*

WINNING FORMULA CHECKLIST

For specialized coaches, speakers & authors launching (or relaunching) a flagship video show.

- You can directly reach at least **5,000 prospects** through email marketing
- You have an **engaged social following of at least 10,000**
- You have **5-10 strategic partners** willing to promote your show
- In total, you can reach **10,000+** ideal prospects (between your assets & strategic partners)
- Your show is designed to **occupy a unique and different strategic position** from any other competing shows
- Your show lives in a **defined niche with more than enough prospects** to be profitable
- When you talk to **ideal prospects** about your show (or show idea), they **immediately ask how they can watch or listen**
- Your show **stands out visually from the competition**, using unique colors, visual elements, title or tagline
- Your show **stands out for a unique format or structure?** (length of episodes, rapid-fire lightning rounds, zero interviews, high-energy or NPR-style calm)
- Your show artwork **free to differ from your brand colors and fonts** (not tied to branding guidelines that were developed for other purposes like print or websites)
- Your show speaks to a group of ideal **prospects who are neglected and overlooked** by other shows
- Your episode topics **speak to problems that are immediate, intense and urgent** for your ideal prospects
- Your episodes pair **trending title and visual formats** with a mix of **timely topics and high-performing 'evergreen' topics**
- Your show **revolves around one idea or makes one 'big promise'** to your prospects..and then continually delivers
- You **invest time and energy to deliver great intros** for your episodes, so you put your best foot forward in those critical opening minutes
- Your show **delivers the video/audio quality modern viewers expect**
- Your show follows **best practices for YouTube thumbnail layout, visuals & text**
- You have a **system to track sales back to your show**
- Your **production process** takes minimal energy...or even **gives energy BACK** to you
- You count that as a Win if the **show generates 6-7 figures in annual revenue**...even if it never builds a huge audience

WHAT'S YOUR NUMBER?

Look at how many check marks you can give yourself on the previous page.

15+: You have a *powerful Winning Formula!*

8-14 pts: Tons of *potential* with a few tweaks

1-7 pts: Worth taking a step back to *reevaluate*

It's so tempting to think you just launch a show.
Your show grabs attention...and attention leads to sales.

None of that is automatic.

A show must be engineered to grab attention.

Then it must be engineered to convert attention into sales.

That's why it's critical to have a 'Winning Formula.'
So your show can be engineered to get the results you want.

And that's what our agency does....

WE OBSESS OVER YOUR CONTENT. SO YOU DON'T HAVE TO.

*With our Done-for-You production and content strategy...
We take all the mental burden out of content creation.*

You record video.

*We turn raw footage into pro-level YouTube videos, audio podcasts,
email newsletters, short form videos and social content.*

We provide research-based video ideas, scripts, outlines...even slides.

*We even help you develop your 'Signature Talk' - so you have a single,
unified message running through all your content.*

All with zero overwhelm. Guaranteed.

**To learn more, schedule your
FREE Brainstorm Call.**

In 15 minutes, we'll cover...

- your current content*
- your biggest leverage points*
- ways to unlock a 'Winning Formula'*

*Scan the QR code or
visit getmicrofamous.com.*

SCAN
ME



