



FINDING YOUR AUDIO / VIDEO VOICE

How to Establish a Low-Stress Plan to Use Rich
Media to Connect with Your Customers and
Grow Your Business

WORKBOOK

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Hello and welcome to class!

By doing the work in class and within these pages (or in your own notebook or on your laptop or whatever), you're going to develop a plan to find and use your voice and possibly video to build a personal connection with your customers and/or clients so they keep coming back to you to purchase what you sell.

You are not a faceless "brand," and you're not a massive multinational corporation. You are you, and even if you work with a few other people, you are the brains and creativity behind your business. You develop your products and services and you do that by drawing on your own experiences, preferences, needs and style. These are your strongest assets, and they're also what draws your customers and clients to you.

Get ready to explore low-stress ways you can use a podcast and/or video to introduce yourself to your ideal audience and show them what makes you special.

Your first recordings will feel awkward and terrible – that's what first recordings are like! So try to embrace that awkwardness and know that over time, through trial and error and mostly through showing up, you'll get more comfortable and your relationship with your audience will thrive.

FREQUENCY & SCHEDULE

The most important thing about setting a schedule is that it works for *you* and for what you want to accomplish. **The idea is to set yourself up to get it done with minimal stress.**

Think hard about **what you want to achieve**. Are you creating a full podcast season, or an ongoing podcast project that doesn't require a set number of episodes clustered into a season? Are you launching or revisiting your YouTube channel by creating a series of behind-the-scenes videos or tutorials? Or are you starting a vlog?

Prepare to release a new podcast or video at least once a month. **Use the calendar below to think through what your ideal sending schedule might be.**

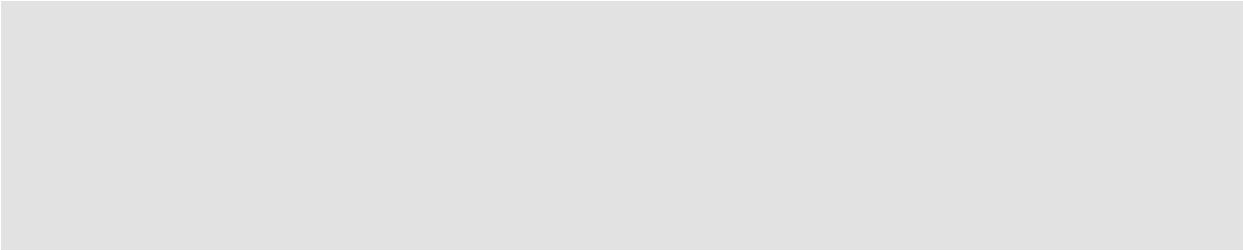
Maybe monthly studio updates are the perfect thing for you. But have you considered weekly? Would that stress you out or provide you with a better opportunity to get your story to your right people? Play around until it feels right.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

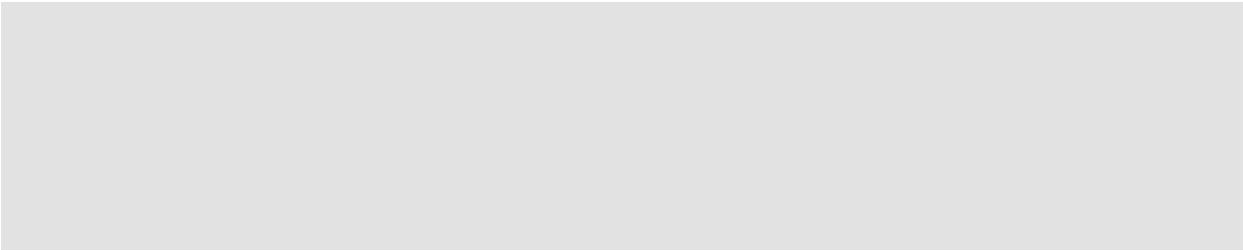
FIRST FOUR EPISODES

While you're immersed in your story and how you'll share it with your customers and potential customers, jot down notes for our first (or next) four episodes. Go beyond the main topic – include details so you'll know exactly what to record whether it's a podcast or video episode.

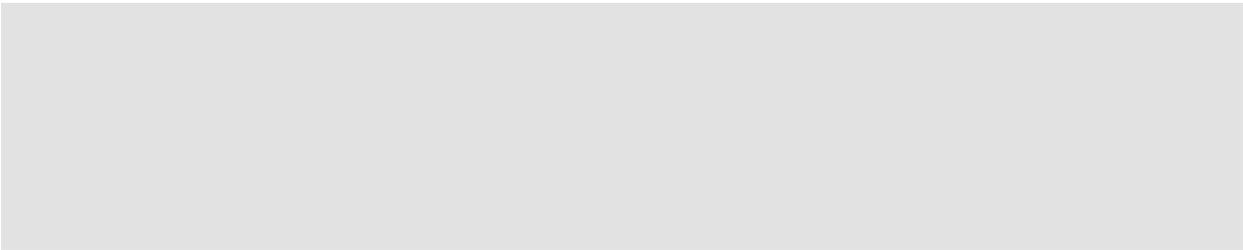
EPISODE #1:



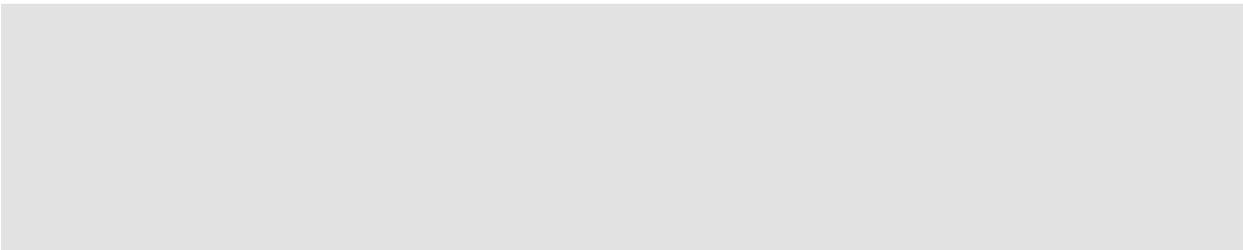
EPISODE #2:



EPISODE #3:



EPISODE #4:



TIPS FOR A KICK-ASS AV SERIES

Getting comfortable using your voice is something that happens over time. You are a maker, so you know from practicing a skill and getting better at it. It's normal to feel uncomfortable, and to doubt that you're doing it "right". But **there is no right, there's just showing up.** Go through the following steps every time you prepare an episode, and as the weeks pass your plan will evolve and you'll learn from your mistakes and successes.

TALK YOURSELF INTO IT.

This is my more positive way of saying, *Don't talk yourself out of it.* You may feel awkward and miserable at first, and that's totally normal and a-okay! **Do it anyway.** That's the only way you'll really get to experience the value of rich media for your business.

MAKE A DETAILED PLAN.

Don't just hit *record* and wing it. Take the time to plan out exactly what you want to cover in your episode, whether you script the whole thing or prepare a detailed outline. When you hit record, stick to your plan.

KEEP IT AS SHORT AS IT NEEDS TO BE.

Rambling is the enemy of a great podcast or vlog, and editing down a rambling episode is a total pain. See previous point: Make your plan and stick to it. If you find your plan is getting really long, break it up into separate episodes. Keep your audience hooked by valuing their time and getting straight to your point.

READ IT OUT LOUD BEFORE RECORDING.

Practice practice practice. You'll feel like a fool, and it'll be the best thing ever. Practicing before hitting *record* will make you more comfortable hitting your points, and it'll help you see if anything needs to change before you commit to it.

RINSE, REPEAT.

Podcasting and vlogging are long games, and their power is only realized over time. The most important thing to do is to start, and keep going. Set a schedule and stick to it. Over time you'll develop a feel for what works and what doesn't, for what your audience responds to and what they can't wait to hear more about. Show up. You got this.

RESOURCES + NEXT STEPS

These are tools and apps I've found helpful for audio and video projects.

(In some cases, I've included an affiliate link that helps to support my continuing use of that app.)

- CoSchedule** is an editorial calendar that can help keep your newsletter, social media, blog and podcast/vlog plans all in one place.
- Camtasia** is the program I use for video editing. It also supports screencasting.
- Trello** is great for planning content, collecting ideas or tips to share, and collaborating.
- Evernote** is helpful for drafting notes or scripts, capturing ideas and saving resources.
- ConvertKit** is the email service I use. Other options include [MailChimp](#) & [TinyLetter](#).
- Anchor** is a super user-friendly app to get started podcasting.

And finally. Jot down three steps you're going to take in the next week toward using email to foster a personal connection with your customers or clients: