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# BENEFITS OF BEING ON A PODCAST



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# 1

## STRENGTHEN & ENHANCE YOUR **BRAND**

- The audience will get a backstage pass to you.
- This will connect you on a deeper more intimate level.
- Deepen audience knowledge of you and your business.



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# 2

## MEET YOUR AUDIENCE WHERE THEY ARE

- In the car.
- On a walk.
- At the gym.
- In their homes.



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# 3

# GET **FOUND** ON ALL PODCAST PLATFORMS



- **Connect with key parties vital to your success:**
  - **Employees**
  - **Customers**
  - **Prospects**
  - **Supporters**
  - **Community**



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