



Podcast Show Overview, Outline, and Goals

Overview:

Become the #1 leading authority and hub for all small business owners who wants to learn new digital marketing strategy to get more traffic, higher conversion, and more sales. We'll showcase all of our success and failures in our own businesses.

Our Goals:

"The First 60 Days":

- Get 500 reviews (8 reviews per day)
- 45-Days straight on #1 rank on iTunes
- **Give out "something" - MUST EXPAND**
- Kickstarter Campaign Raise \$6K (\$1K per week) - **WE'LL COME BACK TO THIS**
- Release daily podcast show
- Bootcamp for revenue
 - on day 30 (TBD) - 1 Day Bootcamp
 - on day 60 (TBD) - Relaunch of Bootcamp
 - Create a product (TBD)
 - Possible Ideas:
 - Podcaster in a Weekend

1 Year Goals:

- Create a revenue of \$100K per month
- Help 52 companies grow 3x revenue
- Charity
 - One Big Event?
 - Monthly Bases?
- BIG Live Event (TBD)
- Do one good deed a month to give back to unfortunate



Weekly Outline of Show

Welcome to Marketing Strategy Lab. The Best Damn Marketing Show in the Galaxy. I'm your host Jason Edwards along with your co-host Jeff Coga, if you need to increase traffic, conversions and revenue, you are in the right place.

Weekly Outline of Show:

- **Monday:** "Momentum Monday" - Inspiration Stories. Overcoming adversity.
 - 30-Minute Show
- **Tuesday:** "Traffic and Conversion Tuesday" - How to get more traffic and increase conversion.
 - 30-45 Minute Show
- **Wednesday:** "Workshop Wednesday" - We show people the nuts and bolts of... systems, tools, strategies, tactics, to increase your bottom line for your business.
 - 30-45 Minute Show
- **Thursday:** "Think Tank Thursday" - Interview with an expert discussing a recent marketing campaign they ran and how they made it successful.
 - 30-45 Minute Show
- **Friday:** "Marketing Funnel Friday" - Go inside the Lab and Analyze a Funnel. Landing Page, Opt In, Sales Page, Etc.
 - 30-Minute Show
- **Saturday:** "Saturday Strategy" We talk about actual things we are doing in MKTR.co and other business we are part of.
 - New businesses we want to create: SEO, something in tech, MKTR.co
 - Current Businesses we are part of: Import/Export, RE, RESL, Amazon, Music
 - Tools and Services we use: (lead pages, ontraport, infusionsoft, - need to list more)
- **Sunday:** "Shark Sunday's" - We'll cover how to acquire online businesses.
 - Cashflow and cash float strategy
 - 30-Minute Show
- **Daily Mini Show:** "LAB RANTS" - Question on your Mind... Here's your Daily Rise and Grind.
 - Give Away: #RiseandGrind Wristband for leaving us a review on itunes.
 - Go to ⇒ MarketingStrategyLab.com/reviews