

Spoken with Honour

Authentic Authority

Purposeful Podcasting			
Introduction	Heroes Journey	Mission Statements	Industry Statements
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Purposeful Podcasting			
Subject or Hook	Outcome with Authority or Social Proof	Even if / Without	BDS
Metaphor	Dream	Why	Problem
Pain	Experience / Vulnerability	Antagonist	Solutions
How To	Lead Magnet	Call to Action	Call to Share & Rate



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Parter.
INSTITUTE