

TOPICS/EPISODES	CALLS TO ACTION	PODCAST NAME	KEY METRICS	TARGET AUDIENCE
1.		THEME		
2.				
3.		STRUCTURE		
4.				
5.	CREDIBILITY		MARKETING AVENUES	WHO DO THEY FOLLOW?
6.		UNIQUE MESSAGE		
7.				
8.				
STARTUP, RECURRING, MARKETING AND HUMAN COSTS			RETURNS, REVENUE AND GOALS	