**Create The “Wow”**

“Wow” = the difference between your listener’s expectation and their experience.

* if the difference is negative – the experience doesn’t live up to the expectation – the listener is disappointed, and definitely not wowed.
* If the difference is positive – the experience is better than the expectation – the listener is wowed.

Use these strategies for your show and your promotions of it.

Before you create the wow, know these facts:

1. The purpose of marketing is to drive more listeners to your show.
2. If people aren’t wowed by your show and/or your products, they won’t recommend them to their friends.
3. You can’t spend enough money or be clever enough to overcome a lack of word-of-mouth marketing.
4. Word-of-mouth marketing is especially important today in the age of social media, because everyone has a megaphone, and everyone is connected to everyone else.

Insights into Wow:

* Insight #1: Create shows/products you would personally use.
* Insight #2: Create shows/products that solve problems in unexpected ways.
* Insight #3: Create shows/products that exceed your customers’ expectations.

You can create wow by asking five QUESTIONS.

* Question #1: What is the show, product or experience I want to create or transform into a wow?
* Question #2: How will the customer or prospect feel as a result of this experience? (In other words, what is the specific outcome you want to create?)
* Question #3: What specific expectations does the typical customer bring to this experience?
* Question #4: What does failing to meet customers’ expectations for this experience look like?
* Question #5: What does exceeding customers’ expectations for this experience look like?

Here’s the bottom line, if we want to win in today’s competitive marketplace—if we want to build a powerful platform, we must start with wow. Without it, we can’t achieve our full potential.

ASSIGNMENT:

Part 1: Answer the five questions above in regard to your show/podcast.

Part 2: Using the facts, insights, and questions above, come up with a promotional item for your show and list the reasons why it is a “wow” item for your show.