



Mark Leruste: Launching a Podcast: How To Raise Your Profile & Make An Impact On The World With Your Message



Mark Leruste is a TEDx speaker, podcast host and founder of The Unconventionalists, whose mission it is to help purpose-driven entrepreneurs and business leaders get paid to share their message. Find out the critical steps to take to launch your podcast and share your message with the world.

TOP EMBODIMENT TIP: Breathing

Launching a Podcast: **Two fundamental truths**

- We all need a **purpose**, something that drives us, gives us meaning and a reason to get up in the morning.
- **Being yourself** is good for your business.

Why Podcasts Matter: **Opportunity to share your world and inside expertise**

- To a lot of people podcasting feels safer than sharing a video.
- Enables the world to see and touch things that we would have never been exposed to.

The Successful Podcast Model:

- **Design:** clear concept, core audience, solid schedule.
- **Create:** perfect gear, quality product, magnetic platform.
- **Launch:** polarizing jingle, broadcasting plan, promotional campaign.
- **Scale:** raving fans, powerful guests and an ideal sponsor.

Design: **Define your concept and your style**

- Why are you starting a podcast?
- What is your podcast going to be about?
- What's your twist?
- Will you host it alone? Or with someone else?
- If you're a brand, your podcast needs to be aligned with your why.

Resources

- ❖ **Courses:** [Launch A Successful Podcast From Scratch](#)
- ❖ **Podcast:** [The Podcast Revolution](#) Episode #55



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[Michelle Boulé](#) is a Transformational Life Coach, Healer, and world-renowned and award-winning Dance Artist and Teacher. She is the CEO of a multi 6-figure coaching+healing business, helping compassionate creatives all over the world manifest the lives they desire with more confidence, joy, impact, and alignment towards their truth. Her online group programs, private coaching, speaking, in-person retreats, and teaching draw from over 20 years of practice in somatic therapies, energy medicine, mindset psychology, spirituality, and an award-winning international career in dance. Clients and students praise Michelle for her direct, intelligent, loving, and joyful approach to guiding groups and individuals.

As a gift to all Embodiment Conference participants, please [click here](#) to download Michelle's free **5 Step Guide to Erase Doubt, Claim Your Truth, and Create the Business and Life You Desire**. If you suffer from loops of self-doubt, indecision, exhaustion, or a life that is less than fulfilled, this guide offers powerful insights and practical Action Steps you can use right away to create the life you truly desire.

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