



Launch a Podcast › First 12-Episodes

A Framework to Inspire Topics for Your Financial Advisor Podcast

1. Who are you and what is your origin story?

Share your personal journey, background and experience

Questions to ask:

- What inspired you to become a financial advisor?
- What challenges did you face along the way?
- How does your background shape your approach?

2. What do you do for your clients exactly?

Dive into the services you provide and a detailed explanation of how it benefits clients.

Questions to ask:

- What specific problems do you solve for your clients?
- How do you deliver value to them?
- Share any success stories or case studies.

3. Who do you do it for?

Explore your target audience or ideal client profile. Discuss their needs, pain points, and why your offerings are a good fit for them.

Questions to ask:

- Who is your target audience? (get specific!)
- What challenges do they face?
- How do you tailor your services to meet their specific needs?



4. What are your processes, and what makes you unique?

Highlight your company's processes, methodologies, or unique approaches that set you apart from competitors.

Questions to ask:

- Walk us through your typical process of working with a client?
- What makes your approach different from others in the industry?

5. What are the top 10 things you find yourself saying all the time in client meetings?

Share common insights or frequently asked questions from your clients.

Questions to ask:

- What are the recurring topics or issues that come up in client meetings?
- Can you share some key pieces of advice or lessons you've learned to address these?

6. What are the top 10 things you say in all prospect meetings?

Discuss the key points or messages you convey when meeting with potential clients.

Questions to ask:

- What are the important aspects you communicate to prospects during meetings?
- What about you, your process or your clientele make you uniquely positioned to serve a particular target market?



7. - 12. Interview with COIs (Centers of Influence) and Famous Local People: Life, Business and Success

Feature interviews with influential figures in your industry or local community, exploring their life journeys, business insights, and keys to success.

Questions to ask:

- Can you share your journey in your industry or local community? Include life journey, business insights and keys to success.
- Share insights about how you achieved success in your field.
- What are the most valuable lessons you've learned throughout your career?

Remember: tailor each episode to fit your podcast's overall theme, tone, and goals. You can incorporate storytelling, anecdotes, and practical tips to engage your audience and provide valuable insights.

Additional Questions?

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