

PREMIUM RESOURCE — THE CLUB MCR

THE AUTHORITY POSITIONING GUIDE.

How to use your podcast to become the go-to name in your niche. A framework for personal brand strategy, thought leadership and getting booked on other shows.

THE CORE IDEA

Your Podcast Is Your Platform

Most business owners think about their podcast as content. The ones who build real authority think about it as a platform — a public demonstration of their expertise, their values, and their point of view. This guide gives you the framework to position your podcast as the go-to resource in your niche.

01

Define Your Specific Authority Position

Generic podcasts build generic audiences. The most successful authority-building shows are ruthlessly specific. Define your position in one sentence: I help a specific person do a specific thing by my unique angle. Every episode should reinforce this position. Every guest should validate it. Every CTA should direct to a service that delivers on it.

02

Build a Consistent Point of View

Authority does not come from sharing information — it comes from having a clear point of view on that information. Find your contrarian position. What conventional wisdom do you disagree with? What mistake do most people in your niche make? Build episodes around those positions consistently. Listeners who agree become loyal advocates.

03

Be Consistent for at Least Six Months

It takes six months of regular publishing before most podcasts see meaningful audience growth. This is not a flaw — it is a filter. The podcasters who stop at month three never build the compounding authority that months seven to twelve deliver. A show with 50 episodes is automatically more credible than one with 10.

04

Use Your Guest List Strategically

Every guest you interview is an endorsement of your show and your authority. Prioritise guests who are already authorities in their own right — people your target audience looks up to. When a respected founder appears on your show, their audience notices, your audience notices, and your positioning is elevated by association.

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