

## 1.4 Action plan

### Consider where you are now

I am looking forward to starting my podcast and looking forward to picking my podcast themes and developing my show. I have learnt a lot from the development plan that I created (1.2) and outlining my current skills and knowledge (1.1). This has set me up to know what my plan is for the future and where my strengths are. I am considerably good at the whole setting up side of things and making sure all my equipment is working. Over time I will become familiar with different areas and regular practice will help me get to know everything but I will make sure to carry on learning and improving my skills as music tech is always developing.

I can use software to edit and create my podcasts, but I think I will need to consider looking at other software for editing as I will want to stay up to date with modern tech. Plus at the moment all I know is bandlab and that isn't going to cut it. With where I am now I feel confident to be able to keep a conversation going and keep it smooth flowing. I think this is a good skill to have especially in this industry as it is literally a two or three way conversation for a long period of time. I feel that I will be able to have a good idea for a podcast and what it will be about and I feel with what I already know I will be able to

### Decide where you want to be

With this career path I can see myself getting a better and bigger setup for this podcast. I want to be able to use high quality mics and monitors, and run it all through a PC that's able to produce high end podcasts. I want to be able to invite other people onto my podcast and talk about their careers, goals and share experiences. I also want to be part of a podcast community where we interact with each other appearing on each other's shows. I would love to work for different companies and have sponsors from big companies and use products that have been sent to me. My Podcast will hopefully be decently popular with a good number of listeners, I would love to have my podcast on spotify and be able to have people like my streams to their accounts.

### Plan how to get there SMART

**Specific:** The goal I want to achieve with this career path is going to be to become a successful podcaster that is able to connect with my audience in a social and host kind of way. I want to be able to have guests on my podcast and talk about stories that they have and anything they want to ask me.

**Measurable:** I will be able to tell if I achieve this as I will be able to ask guests to come on my show and I will be able to realise when I am able to connect with my audience in many ways. I will understand and realise what I have done when I'm able to ask guests with a higher profile and following. I will measure my success by the number of listeners my podcast will receive. Streaming generate very low income but getting my listeners to donate through patron, sell merchandise and include sponsors of the show will help generate an income. I want my monthly listeners to grow to 500 by the end of 2022 and 2,000 by the end of 2023.

**Achievable:** I feel this will be 100% achievable in many ways. In my time frame there is enough time for me to get this done and in a good way. I am motivated and ready to achieve it. I am excited to start new things and have new ideas and bring my audience into things. I feel the goals I have are very achievable.

**Relevant:** This is very relevant to what I want to do, My aims are clear, the skills are in place and they show what I want to achieve. I want to be able to reach my goals in a good time. This is relevant to my career path and relevant to the time where podcasts are really popular and I feel it is the right time to create one.

**Time:** 500 by the end of 2022 and 2,000 by the end of 2023.

### **Take Action**

I will be taking action very quickly, I want to make sure that all my goals that I have chosen are met. This could be a bit of a problem as I can't guarantee myself this as it's up to my audience to enjoy what I create. My goals of being able to connect with my audience should be relatively one of the easier things as if I have a small following I can still interact and ask questions. My other goal was to upgrade my setup, this should be easy as I save money. I can easily slowly buy things to add to my setup. I might need to ask friends to help me on my journey, this will be good as I will be able to ask for some favours and maybe ask if someone will help me get started, this will mean that friends and family might appear on my podcast as a guest just so I can get started. I can reward myself in many ways. This could be me adding to my setup.

### **Review:**

I will always make sure to review my progress, this will involve keep log of my monthly listeners and tracking my expenses. This is always good to do as making sure I have done this is always a good way to make sure that I am on track to achieving the goal I have set for myself. I will review my progress every month to ensure I leave time for myself to actually get the ball rolling.