

# How to Translate Your Brand into a Physical Reality

with Ron Novak of Drawing Dept

Because these extended Marketing Smarts Moments are more free-flowing, the style of this worksheet is a bit different. Instead of giving you the 4 points, we are instead providing you with the list of questions we used to prep for the episode. In this way, you get a teaser of the episode, which can prepare you for what to listen for. Use this worksheet to take notes and identify your actions.

- When you are thinking about physical spaces in terms of brand, how do you define it?

---

---

---

- What are the absolute musts and best practices of setting up your podcast space?

---

---

---

- What makes a show successful in your mind?

---

---

---

- What excuses hold people back? And how do you help people get over them?

---

---

---

- What are the ideal markets/businesses for podcasting?

---

---

---

- What tips and tricks can you offer for the specifics - like sound quality, making sure there is little background noise, echoes, etc.

---

---

---

## Action Plan:

Action	Timing	Progress	Complete

