

Mastery Blueprint

MAKE MONEY WITH PODCASTING

Marketing your business is critical in today's times to set yourself apart from the rest. You have many vehicles at your disposal that you can choose from content marketing, blogging, writing articles, eBooks, and social media.

Podcasting is another powerful option to add to your toolkit. A podcast is a digital audio file that you can stream from the internet or download and listen to. Podcasts can be free or sold for a fee. You can set up a podcasting site or "channel" and make daily podcasts like a radio show.

MAKE MONEY WITH PODCASTING:

1. 20% of adults report listening to podcasts at least occasionally. That's a lot of people you can reach with your voice! If your ideal client is one of them, it is a great medium to use to reach him or her.
2. Podcasting is much less crowded than blogging. The blogging landscape is very crowded, and today you do not only need to be a good writer, but you also need to have the right SEO in the articles to be indexed and found on Google.
3. People can do other things while they listen. Think of all the activities that can be performed while listening to a podcast:

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- ✓Exercise/Workout
- ✓Clean the house/Wash the dishes
- ✓Take a walk
- ✓Mow the lawn
- ✓Drive
- ✓Commuting in a bus or train
- ✓Sit by the pool

4. There's more intimacy. The written word is no substitute for the spoken word. With a podcast, you can connect on a whole new level.
5. You can reach a new crowd. Many people won't read a blog but will listen to a podcast.
6. Podcasting has many advantages over other forms of online marketing. You can provide even more value in a new and more meaningful way. Podcasting is even easier than blogging because you don't need a website to get started.

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GETTING STARTED WITH PODCASTING

You can get started quickly with only a couple of tools:

1. A quality microphone. I recommend the ATR-2100 or Samson Q2U USB. Do a little research and find a quality microphone. Remember that you're only recording your voice. You don't need a microphone that can handle the crushing volume of a drum set.

In a pinch, a combination headset-microphone can work well enough to get started. Move up to a better microphone when your finances allow.

An audio headset combo is also a good option if you are interviewing others. Remember that you must hear the other person without the sound spilling over into your microphone.

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2. A computer or resource online to store the recordings. Actually, there are many alternatives to a computer, but you'll need a computer to upload your podcast anyway.

That's all you need to get started. There's no excuse! A simple microphone and your computer are all you need to make a high-quality podcast. Start looking for a microphone today. You can get started on your first podcast immediately.

CREATING YOUR FIRST PODCAST:

1. Choose a format. There are a few ways to conduct your podcast:

- ✓Go solo.

- ✓Have one or more guests. To start, write down at least 10 potential guests to be on your show.

- ✓Most podcasters stick to a single format and occasionally change it up. Your listeners will probably grow to expect and like a particular format, but don't be afraid to vary it on occasion.

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2. Prepare. Unless you're very talented, you'll want notes, if not a full script. If you're interviewing someone, have questions ready.

- ✓ Provide your guests with any preparation details and questions in advance.

- ✓ Consider the purpose of the podcast. What are you trying to share, teach, or explain? Perhaps your podcast is strictly for entertainment purposes or is to share information to lead people to your services.

3. Record in a quiet space. People don't enjoy listening to anything with a lot of background noise. It's distracting and shows a lack of professionalism.

- ✓ To get better-quality audio, have a pop filter or mic windscreen, adjustable boom arm (if applicable), and in case you are in a room that echoes or isn't great to record in, research echo reduction. See audimute.com.

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4. Edit appropriately. There are many audio programs available for cutting and pasting sections of your podcast. Many of them are free. Ensure that any guests who participated in your podcast have the opportunity to review your edits before making the podcast public.

✓ Edit your episode. You may use Adobe Audition (Mac or PC) (my #1 recommendation), Audacity (Mac or PC), GarageBand (Mac). Remove any noises or distractions.

✓ Add your music + intro and outro (make sure your music is royalty-free.)

✓ Add sponsorships if applicable.

✓ Adjust the track volumes as needed to normalize the audio. See auphonic.com (to level out audio loudness.)

What could be easier? It can be a little more intimidating to put your voice online than writing a blog post. But that also makes it more effective. You're putting a part of yourself out there for the world to experience.

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What could be easier? It can be a little more intimidating to put your voice online than writing a blog post. But that also makes it more effective. You're putting a part of yourself out there for the world to experience.

Once you've recorded your podcast, it's time to make it available to others.

GETTING YOUR PODCAST OUT TO THE MASSES

Having a wonderful podcast and no one sees it is not your goal. An important step to getting it out there is to make it as visible as possible. You can send out your podcast in several ways:

1. Create an RSS feed. You can upload your podcast to a single site, and it will automatically deliver to your subscribers. Check out Libsyn, Podbean, or Buzzsprout.
2. Use iTunes. iTunes will also deliver your podcast to subscribers. People will also be able to search for it. You can choose whether or not to charge a fee.

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2. Use iTunes. iTunes will also deliver your podcast to subscribers. People will also be able to search for it. You can choose whether or not to charge a fee.

- ✓ After uploading to iTunes, you can expect it will take approximately 5-7 days until your podcast is available. There is a review process.

3. Use social media. Tell everyone about your latest podcast. Get every listener you can find. If it's not for them, they may lead you to your potential customers.

Use your imagination. Market your podcast any way you can. Every loyal listener is potentially another dollar in your pocket. Marketing is the key.

Now that you have a podcast and listeners, the next step is monetization. It is time to boost your income.

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MAKING MONEY WITH YOUR PODCAST

1. Sell your own products. Do you have a course or other product for sale? You can use your podcast to promote your products. The show can be about your product, or you can casually mention it during the show. In your podcast, entice people to visit your website where they can buy your products.
2. Sell affiliate products. Don't have any of your own products? Sell someone else's. This is a great way to lure guests to your show. Let them tell your audience all about their life-changing service. You can take a piece of the action with an affiliate commission.
3. Sell your podcast. You can also charge for your podcast. Some podcasters put out a few free episodes and then sell the rest. Some make a short version available free of charge and then charge a fee for the full episode.
4. Charge for advertising. Make money by charging other companies for advertising on your show. This works especially well when you have built an audience. Find companies who sell products to your target audience. Run a prerecorded commercial or promote the company in the context of your show.

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There are other ways to make money with your podcast. Find sponsors. Get donations. Use the podcast to build your brand and market your services. Whenever you have an audience, the possibility of making money exists. The possibilities are only limited by your imagination!

Consider podcasting as a means to boost your income. There are many ways to monetize your podcasts. All you need is a microphone, computer, and a little free time. Provide value, and the money will follow.

Note: Remember to eliminate, delegate, or automate anything that you do not need to be doing. It is a good idea to hire others to help you in areas that are not your genius and don't bring you joy.