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## The Podcast Masterclass

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(00:01):

What is up? My friends j l d here, excited to be joining you for this podcast masterclass Now. Okay, so today's workshop we're gonna be talking about how to create a podcast that's gonna include discovering your podcast topic, identifying your Perfect listener, which is so key, understanding the types of podcasts that you can create. A lot of people kind of think they're stuck creating one set set of podcasting, like principles and strategies that they see somebody else is doing. But there's a lot of types of podcasts and one might click with you. I know that I've unlocked some pretty awesome things for other people who are kind of pigeonholing themselves in just one type of podcast. We're gonna talk about what equipment you need, plus we'll be talking about the best ways or the best recording and editing software that's out there. What a podcast studio should look like.

(00:56):

And this is probably not what you're going to expect here. I have a seven step podcasting process just to show you how easy podcasting really is and so much more. We'll also be talking about how to launch a podcast with my friends. I will share the perfect launch plan, what your first episode needs to include, how to find your first 20 guests. For those people who are gonna do an interview-based podcast, I wanna talk about growing your podcast audience. I will talk about which podcast directories you need to focus on, the power of groups and forums, how to make the most of your guests appearance, them being on your show. Again, this is for interview based podcast and also the number one growth tactic. And this will also not be what you expect. Let's talk about man monetizing yo podcast, my friends. I will talk about the five ways that you can monetize your podcast.

(01:48):

Of course there's more, but these are my top five favorites. I'll also give you a sneak peek into Podcaster's Paradise. And without any further ado, let's dive right in. So why is podcasting on fire? Why is podcasting not figuratively but literally on fire? Well, look at the stats. 79% of Americans have a familiarity with podcasts. That's eight out of 10 individuals know what a podcast is, have heard of one 62% of them have listened to a podcast that's way more than half of Americans. And by the way, this was not even close to the case when I launched 10 years ago. 26%. That means two out of every sex. Lemme do the math real quick. <Laugh> one out of every four, two out of every eight Americans listen to podcasts on a monthly basis. And 73% most often consumed podcast via a smartphone. And 18% of listeners have listened to at least seven 11 episodes in the past week.

(02:51):

That means almost 20% of people listen to podcasts are literally like me binging podcasts. So why should you podcast? There's a lot of people who like to should on you. I don't like to should on you personally, but for those people that are interested and that need some reasons, I'm gonna give you some reasons why you should podcast so that you can share your voice, your message in your mission with the world. What about connecting with influencers in your niche? What about building an authority and credibility? I mean, that's a powerful thing to do by the way, let's talk about growing an audience that will grow your business. I mean, that is a powerful reason to podcasts. Plus you can create a platform to sell your products. I know people that have just created a podcast to sell their current products, their current services. And by the way, I have something that's coming out later this year where I'm launching a podcast for this very reason.

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(03:46):

What about amplifying your current businesses reach and influence? What about achieving lifestyle and location independence? I mean, you're talking to me, j I d I've been living in Puerto Rico, the Caribbean for six years now because I have lifestyle independence, I have location independence. So let's bust some myths because my friends, a lot of people have a lot of myths when it comes to podcasting myth. And what I don't have the time, John. I don't have the time to podcast. That is a myth my friends, I wanna bust that for you because with one day a month I can teach you and do teach you in a podcast with paradise how to have a successful podcast only dedicating one day per month. Myth number two, I won't, I won't get the tech side. A lot of people are so scared about the tech and I get it.

(04:35):

I was intimidated too, but my friends, it is so much simpler than you think. This is a picture of my studio right here. I've got literally a microphone attached to a boom arm attached to my computer. Yes. You know, I do have a little box there on the, on the bottom left side there. But believe me, that's just a nice to have. Definitely not a need to have. You just literally need a microphone and a computer. Myth number three is I don't have a radio voice good. Nobody wants the, Hey, welcome to J I D 1 0 3 WW four, LMS 63. We don't need that kind of voice. We don't need that kind of car salesman. Jolly John, as I would like to say, I mean if anybody's from Maine, they have heard the Jolly John car commercial and that voice man that will stick with you for days and not in a good way.

(05:23):

People want your voice, your authenticity, your genuine quality value that you're adding to the world. Stop thinking about the voice. So now that we busted some mess, let me give you a quick rundown about who I am, my journey. John Lee, Douma Hero. As I mentioned, I am from Maine and as you can see there, that was just me as a little boy, kind of splashing in the fall, autumn leaves there. There I am, I just outta college a little bit. And then the far right is actually when I was in the Army post-college. I spent eight years as an officer in the US Army. That was during my 13 month tour of duty in Iraq. But that's just my my quick little rundown about where I'm from. Post-Military. I wanna be very clear. I went through six years of struggle.

(06:08):

I went through six years of struggle. This was from 26 years old to 32. I tried a lot of things. I mean, I tried law school, I was unhappy. I dropped out. I tried corporate America, John Hancock and Boston. Nope, not, didn't happen for me. I tried real estate, both commercial and residential, both in San Diego and Maine. It just wasn't my thing. And I look back now and I see why, like I see why I wasn't successful in any of these past careers. I had no passion. I had no fire whatsoever for anything that I was doing. And that led to a huge reason as to why I wasn't successful. But fortunately, I did have an aha moment. And back in 2012, which is crazy, over 10 years ago now, I had an idea to launch a daily podcast interviewing the world's most successful entrepreneurs.

(06:54):

Honestly, it was scratching my own itch. It was, it is a podcast that I wish existed in the world that didn't. So I launched Entrepreneurs on Fire 10 years ago, almost to the month and haven't stopped since. But I wanna be clear with all of you, my friends, all of you. I had zero broadcast experience. I had no online presence. I mean literally no online presence. But I did go from clueless to launch and I was clueless by the way. Like you now, I went searching. And by the way, I searched Google. I went to Google and I typed in how to podcasts. I did all of these different type of things. And I invested in myself. I found a

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mentor who was currently where I wanted to be in about a year time. That's something I talk about is your perfect mentor is somebody who is currently where you want to be.

[\(07:41\)](#):

In about a year's time, Jamie Masters of the eventual Millionaire, was running a successful business podcast. I wanted to run a successful business podcast. I hired her. I invested heavily in myself, and man was at a good investment. I invested in Cliff Ravens Craft's podcast Mastermind. He was the podcast answer man. He was running the podcast masterminds. Of course I wanted to invest in him and I did and I never regretted it. Now did this investment in myself pay off? Well, since launch, I've won best of iTunes with Entrepreneurs on fire. Over 125 million downloads to date in over 145 countries. Over two and half million listens per month, consistently generating over 200 K a month in revenue, which we publish for now 109 months in a row. By the way, we publish our monthly income reports with our lawyer to share a legal tip with our accountant to share a tax tip and to validate everything.

[\(08:30\)](#):

For 109 months. We've been publishing this monthly income report and we joined the HubSpot Podcast Network, which has been a fantastic, fantastic choice. And we can talk more about the power of networks later. And I wanna be clear, this all came from a podcast Entrepreneurs on Fire. This came from an idea, from an aha moment, from a podcast Entrepreneurs on Fire. So let's talk about creating your podcast. I wanna talk about you creating your podcast. Question number one, what should my podcast topic be? What should my podcast topic be? Now here's where I want you to take a little exercise. You don't have to do this right now. In fact, we have this in detail within Podcasters Paradise with a lot of amazing bonuses that we can't go through right now cause it's just too time consuming. But essentially you're gonna take a piece of paper out, draw a line down the middle on the left hand side, write the word curiosity on the right hand side, write the word expertise.

[\(09:29\)](#):

And then what I want you to do is set a timer for two minutes and write down everything that you can think of that you're curious about, that you're excited about, that you're passionate about. Write it down on the left hand side. And then when the timer goes off, do the same thing under expertise. What are all the things you're knowledge ab about? You have skills that you've acquired over the years that is an area of your expertise. Guess what my friends, you wanna after that gone off? You wanna sit down and connect these dots. You wanna say, wait a second, where does my curiosity overlap with my expertise? Where does my knowledge and my ar and my skills overlap with my passions? Where do they merge? Where do they commingle? That's your zone of fire. If you can connect these dots, you have a zone of fire, you have a possible podcasting topic because my friends, let me tell you, if it's just a curiosity and a lot of people will launch a podcast just around a curiosity, that could just be a hobby of yours and that's fine.

[\(10:28\)](#):

But unless you're bringing real value to the world, it's not going to be of value to other people. And on the flip side, if it's just an area of expertise for you, if it's just a skillset that you have but you have no passion or curiosity or excitement around it, you're gonna stop doing it. And podcasters win when they are consistent. When they persevere. I mean, look at me sitting here 10 years later, still podcasting seven days a week. Now what's gonna happen is you're gonna do this exercise. You're gonna say, John, I did the exercise and then I got so excited because I got my zone of fire. But then I went and I looked on

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Apple Podcast or somewhere else and somebody's already doing it. Ho hum. I'm so sad and I get it cuz that is frustrating. But guess what? You shouldn't be sad.

(11:16):

You should actually be excited because yes, that is proof of concept. I would actually be more concerned if nobody was doing that. But the fact that somebody's doing what your zone of fire is, is proof of concept. Now do these three things. Do it differently. Be different. Add your own personal spin to it. Be unique. You need to be somebody who is creating something that's different in the world, that is unique around what you're doing. Whether that be the frequency, whether that be the content within the solutions you're providing. And then add your personality and my friends, you all have amazing personalities if you just let it shine through and make sure that you have that personality. Don't have that robot like voice like. And now we are moving on to the next topic. Add your personality. Now how did I do this with entrepreneurs on fire?

(12:04):

Well, very simply, I did it differently. How did I do it differently? Seven days a week. Nobody was doing it seven days a week. That was different. How was I unique? It was my format. I asked the same six questions for 2000 episodes in a row. You didn't like my format, my show wasn't for you. You didn't like the content that came outta my podcast because of that format. My show's not for you. It's not for everybody. That was just a thing. But if people loved it and a lot of people did well, this show was for them. And then my personality, I was trying to be me. And that wasn't very easy at the beginning. It took me a couple hundred episodes to really let my personality come through. But that is the thing, it can take time. As you get more comfortable, don't be afraid to be you.

(12:47):

Now I wanna talk about defining your avatar because 99% of podcasters get this wrong. And when I say wrong, they get this wrong. Your avatar is your one perfect listener. Not a hundred, not 10, your one perfect listener, not a targeted demographic of men between the ages of 35 and 55 that like to play football and drink beer on the weekends. No one perfect listener. That previous thing that I just shared. That's a targeted demographic that's important to have. But your avatar is critical because my friends, you will come to literally, not figuratively, literally 1000 forks in the road as a podcaster, as a businessman or woman. You will come to 1000 forks in the road. And the reality is this, if you try to make the decision at every single one of these forks in the road, should I go left? Should I go right?

(13:40):

You'll be wasting time, energy, money, bandwidth. And you'll probably at least half the time cuz it's a 50 50 gonna get it wrong. Because guess what? You are not the perfect listener of your podcast, your avatar that you've created as the perfect listener of your podcast. So just all you need to do, just go to your avatar and say, what would you do? My avatar's name is Jimmy. I go ww j d, what would Jimmy do? And Jimmy tells me, do I go left or do I go right? So now instead of wasting time, energy and bandwidth and potentially making the wrong decision, I just say, what would Jimmy want? What would Jimmy do? And I go in that direction. And yes, it really can be that simple. Let's talk about FAQs. What should I podcast about? I get that question all the time. I mean all the time.

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My friends, people say, what should I podcast about? I get questions of how long should my podcast episodes be? I get, should it be interview or topic based? People say, John, how many times per week what category should I be in my friends? All good questions that I have the same answer to w w y a w, what would your avatar wants? Not what would j l d want That guy that for some reason is turning to stone with fire in his hand. Not that guy. Because guess what, I'm not the perfect listener of your podcast. I hate to be honest, but I will be honest. Actually I do. I love being honest. So I don't, I don't wanna say that. So I will be honest and I love being honest when I say I'm probably not your avatar. I'm probably not your perfect listener. So why should I be making decisions about your podcast?

(15:19):

Why shouldn't you be making decisions about your podcast? Your avatar should be making decisions about your podcast. Let's talk about types of podcasts. You do, of course have the interview based podcast that is Entrepreneurs on Fire. It is a seven day week podcast, right? Interview the world's most successful entrepreneurs. A lot of people think these are the only type of podcasts. And so they never start a podcast cuz they're like, well, I don't wanna interview people. And by the way, I don't blame you. There's a lot that goes into interviewing people. You gotta find the people. You've gotta set up a time, you gotta schedule that time with them. You've gotta get everything set up. You gotta record, you gotta edit, you gotta, you know, they have a coughing fit, their dog goes crazy, internet goes out. I mean, there's a lot of things going into interviews.

(16:01):

And so that scares a lot of people who should be having a podcast away. By the way, there's some people who are ecstatic about doing an interview podcast cause they get to meet people that they admire, connect with amazing people. All the reasons why I do it. I love having amazing conversations with interesting people, with successful people. So it's so for me, and it's so for some people, but it's not the only type of podcast. And it might not be for you because there is topic-based podcasts. Kate Lynn Douma on the other side of the mic here, she has a great topic-based podcast called Kate's Take is behind the scenes of a seven figure business cuz she is behind the scenes of a seven fig figure business every single day. And she has topics that range from five minutes to 10 minutes to 20 minutes.

(16:45):

I mean, it can be anything. It's as long as it needs to be where she is sharing a topic around running a seven figure business from behind the scenes. And this is actually the podcast I'm gonna be launching later this year around a specific topic and the health space. I'm not gonna interview people, it is going to be a topic-based podcast every now and then I might bring in the perfect guest to, to come in as like a bonus. But the podcast is gonna be topic-based with maybe a very rare guest here and there only when it makes sense. They have q and a podcasts. Like Ask Pat, my good friend Pat Flynn. A lot of you do know or heard of Pat Flynn. He has a great podcast called Ask Pat, where he just gets questions from his audience and he answers them.

(17:26):

That's a great thing. If you have an audience right now and you're like, well, what would I podcast about? Well, number one, I've got a lot of ways of things you can podcast about. We teach you all those things. And Podcasters Paradise, you, you are right now sitting on 50 episodes you don't even realize. But this is just an example of that. Like you have an audience, ask them what questions they have and answer them one by one by one. And that's podcast episodes right there. Then you can do variety

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shows. Like I've experimented with entrepreneurs on Fire in the past being a variety show where I've done topic-based episodes. I've done commencement speeches, I've done q and a what was that? I called it for a long time. It was on the weekends. It was oh man, it'll come to me.

[\(18:08\):](#)

But it was, I had a great intro and outro to it as well. <Laugh> and I would just answer people's questions. And that was like my, my Saturday and Sunday show and it was a lot of fun. So you have also the options when it comes to podcasts of ongoing or seasons or series, however you wanna talk about it. However you wanna look at it. A lot of people are like, I don't wanna start a podcast cause I don't know if I'm gonna, if I'm gonna wanna be podcasting in one year, five years, 10 years. Well, don't put that kind of pressure on yourself if, if you don't think you wanna launch a podcast that keeps on going on and on and on, which is fine, guess what? You can do a season, try out one season where you're just gonna say, Hey, season one is gonna be 10 episodes where I talk about this topic or I interview people around this topic and that's all you're gonna promise.

[\(18:52\):](#)

And you go and you do that and then you evaluate and you say, okay, is this something I want to keep doing or not? And then you kind of keep on going. If you do, Kate has many, many, many seasons of case take where she'll do season one, take a three week break, do season two, take a three month break, do season three, take a one year break, however long she wants to take a break for that, she comes back and does another season. Right now she's in the middle of doing a hundred day challenge on Kate's take. Really interesting. We can talk about that later. So a lot of people who do wanna do interview-based podcasts or at least occasionally get a guess on this show, they say, well John, how do I even get guests on my podcast? Well what about similar podcasts guest list?

[\(19:32\):](#)

So many people that interview entrepreneurs come to Entrepreneurs on Fire, they can look at my guest list of 37 Entrepreneur sorry, 3,700 entrepreneurs and probably have a pretty good idea of people who would make a good guest for their show. So think about other podcast guest lists interesting magazines. Like for me that would be Inc. Success Magazine. I'd go to them, I'd say, Hey, who's being highlighted in these magazines? Industry conference websites. This is so key. Like let's just say you are in the health and wellness space specifically. Let's just say you're a chiropractor. I would go and I would type in chiropractic conferences 2022. And then guess what I would do? I would get a return of all of these conferences that was for chiropractors, then I would click on the conference websites and then I'll click on the speakers tab.

[\(20:22\):](#)

And everybody who's speaking at this conference might be 10, 50, a hundred people sometimes will be listed as speakers at a conference. Those people would all make amazing speakers on your podcast cuz guess what? They're looked at as authority figures in their niche, obviously. And they're willing to fly across country, stay in a, in probably a dingy hotel room for three days to speak for 45 minutes in front of 125 people. All guesses of course, but that's very often the case. And you don't think they'd wake up in the morning, pour a cup of coffee and sit down in front of their computer and have a 25 minute conversation with you. Think again, they would ask every guest you have on, if it's a good guest, say, Hey, I'm looking for people just like you. You just crush it. You must run in similar circles with other people like you.

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(21:06):

Can you introduce me via email to other people like you? I would love that. To your friends, to your peers, to your cohorts. Let's make this happen. Also, you can check out great sites like castio.com. Castio is a fantastic site on both an advisor and an investor in this company. And I love the founder Travis Chap's doing some amazing things and he's building out sites just for this purpose. Let's talk podcast equipments my friends. If you have a computer, a microphone and recording software, you are good to go. That's literally all you need. A computer, a microphone recording software. So we all know about computers, let's talk about microphones right there. You're looking at the high yield PR p R 40. That is me rocking the mic on the he PR 40. We'll get to that in a second cuz I wanna start with the low cost.

(21:53):

The low cost is the Logitech Clear chat. You can get this puppy right now for 30 bucks on Amazon. I have one of these downstairs by my pool. I honestly use this when I'm having conversations down by the pool because it's really good audio quality. For 30 bucks you can do the a t R 2100. This is my most recommended mic for value. This is what Kate uses for every one of her podcasts for whenever she's interviewing or being interviewed. She uses it for case take 70 bucks on Amazon and then there's a high PR 40. This is what I've been using for 10 years, 3,700 episodes. I'm literally using the same mic that I used day one. I really hope this mic is worth something someday because that means that I'll have become really successful. So that'd be pretty cool. But there's mic that I'm speaking into it's a broadcast quality mic, 350 bucks so it's not cheap, but maybe, hey, you get this as a Christmas gift in a couple years when your podcast is crushing it, recording it, editing software.

(22:46):

I love Adobe Audition. I use it, it's amazing. I've use it to record and edit every single one of my podcast episodes. I it's like 50 bucks a month. I mean, I think if you just get the Adobe audition version, it's like 10 or 15 bucks a month from Adobe Creative Cloud. So you pay like 15 bucks a month and you get access to the software. Audacity is free. And it's works for both Mac and pc. Garage Band is free and it works just for Mac and it comes pre-installed. So those are two that you can use that are both free and very, very usable and doable. Now is tech holding you back, my friends? Is this something you're like, I'm scared cuz of the tech side of things. Do you think your radio, your podcast radio, do you think your podcast studio should look something like this old fashioned seventies radio studio?

(23:34):

I mean, I think I, I see Will Ferrell from Anchorman peeking out behind the corner over there. This is the 2022 version of a podcast studio that by the, the way gets over two and a half million listens per month. And this is what my setup looks like. A computer, a microphone. Let's go to work my friends. I wanna take you through this seven step podcasting process. There's seven steps when it comes to podcasting. It's literally that simple. Number one, record the podcast. Number two, edit it. Number three, add an intro and an outro. Number four, export mp3. It's like saving a P D F upload and tag that mp3 schedule that podcast to go live and then press the gosh darn publish button. That's it. Those are the seven steps. Let's talk about growing your audience. I wanna talk about the top five tactics.

(24:27):

Number one, leverage podcast directories. I mean, look at these. Stitcher, apple, Google, Spotify, these are massive companies that are telling you, Hey, come and put your podcast for free in our directory. And it will be there, it will be searchable, it will be findable, it will be listenable. Make this happen in

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these companies have huge audiences already built in waiting for you. 28.5 million. This is million monthly listeners. I mean, think about that. My friends think about 28.5 million monthly listeners. That's so many people that are listening to podcasts on a monthly basis. I mean, that is so powerful. What if you captured a tiny fraction of those 20.5 million monthly listeners for your podcast, for your show? Just, just a fraction. Number two, let's talk about the perfect launch plan. This is really gonna help you when it comes to growing your podcast. Number one, you, you're gonna pick a launch date, put a date on a calendar.

[\(25:28\)](#):

Start growing your community around that launch date now and getting people hyped up for it. Have one month of episodes in the bank and one month for a weekly show. That's just four episodes. If you're gonna do a a a daily show like me, yes, that is 30 episodes I get. That's a lot, but not many people are doing daily. Even if you're doing three times per week, that's like 12 episodes in the bank. But that's gonna help you so much because then you can focus on marketing post-launch, you know, the focus on creating more episodes and creating more content. Launch day one with three episodes and we get real tactical as to the why in Paradise. But it needs to be your About Me episode and then your first two episodes. And again, episode one is your quote unquote trailer. You're about me episode where we tell you exactly how long this should be and what content should be in that within Podcasters Paradise.

[\(26:17\)](#):

You wanna make sure you're asking your listeners to follow or quote unquote subscribe depending on what platform they're on, because then they're gonna be getting their content delivered to them. Your your podcast delivered to them as soon as you press the publish button. Now, you also wanna leverage your guest audience. I mean, look at these people I've had on the show. I mean Gary Van, Barbara Corcoran, pat Flynn, Amy Porterfield, Seth Gordon, like Tim Ferris, Tony Robbs. I've had so many people with huge audiences on my podcast. And the first email that goes live when I wake up every morning is to that guest whose interview just went live. And I give them this exact email with super easy ways to share their content. And by their content, I mean their guest interview on Entrepreneurs on Fire. I give them links, I give them logos, I give them copy.

[\(27:07\)](#):

I make it so simple for them. And we have over 200 scripts just like this waiting for you in Podcasters Paradise for every imaginable thing. The follow-up emails, the reminder emails, leading up to interviews, all that jazz. Number four, leverage existing communities. There's so many amazing communities out there. I mean, Twitter spaces has really blown up over the years, sorry, over the years, over the last few months. I mean, that just shows you how fast things come around. And Twitter spaces is a great place where you can, you can leverage existing communities of places, again, where people are having conversations around your topic. Get in there, be a person of value, and then at the end say, oh, if you wanna find out more about this kind of content from me, here's my podcast. Check it out. Social media is huge. I mean, there's so many different platforms now.

[\(27:53\)](#):

New ones are coming all the time. Being early can be so helpful. What you can see in the lesson titles to the right there, these are, that's a screenshot of Podcasters Paradise. Every single social media platform that's relevant for podcasting, we have detailed tutorials about how to best leverage them. A social media tactic that I love, if you ever follow me on podcast sorry, on Facebook or on Instagram, you'll see

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these, I literally post using repurpose.io. I post my podcast episodes on these platforms using repurposed.io to give people a taste to remind them that, hey, if you want to listen to a podcast of Entrepreneurs on Fire about this topic, make sure to jump in your podcast app next time you're listening to podcasts. And it's gonna be there waiting for you. It's just a great reminders. So great way to be omnipresence.

(28:41):

Now my number one growth tip is this. Don't focus on getting bigger because so many people come to me by our nation. They're like, how can I grow my podcast audience? How can I get bigger? How can I get bigger? How can I get bigger? And I always say, you should not be focused on getting bigger, yet you need to focus on getting better because you could spend all the money in the world, you can do all the right social media tactics, all the right growth tactics. And if your podcast stinks, if your podcast isn't good, people are not gonna come back. They are not gonna listen. They're not gonna tell their friends, they're not gonna become evangelists. So first and foremost, focus on creating a good podcast. And that takes time. So start podcasting. Let's talk about mana monetizing. The number more question I get is, John, how do you monetize to the tune of over \$200,000 a month?

(29:32):

And it's a fantastic question. And again, we actually answer this question every month via our very detailed monthly income reports. We published 109 of them to date, so you can go check that out. Eofire.Com monetize the top five tactics. Number five, coaching Membership masterminds. These are great ways that you can monetize. In fact, they were some of the first ways that I monetize. I remember somebody emailing me, I can remember the day Kate was still working at her, at her job in Maine. I was sitting at my computer trying to figure out like, okay, let's, I I have, I've had the podcast going live here for a few weeks. What am I gonna do to make money? And somebody's like, John, you're doing a daily podcast. You must know your stuff. Can you coach me? And I was like, oh my God. Like this guy wants me to coach them.

(30:17):

I need to come up with coaching plans. And I literally on the spot sat down and came up with a one no, yeah, it was a one three and six month coaching plan. And I was just like, oh my God, I hope he comes back and takes a one month coaching plan. He's like, I'll take you the six months. That sounds great. Where do I, where do I pay? And I like to pay. Let me just pay in advance. And I was like, oh my God. Like this is amazing. And I remember Kate came home and I said, Kate, I had my first four figure day. Like, it was like, you know, cause it was into the thousands of dollars and I had to like tell the whole story and all this stuff. And it was just like such a cool experience. And again, it was about 10 years ago that happened now, but I can still remember it like it was yesterday.

(30:54):

And since then, we've launched Fire Nation Elite, which was a membership mastermind. I've launched the revenue crew. I've done me masterminds at my house here. And we're talking high tickets, \$7,500 per person. We'll bring 10 people down and we'll just for three days we'll have a mastermind. So mini masterminds, ongoing masterminds, so many great options when you build an audience around your podcast. Number four, crowdfunding. You're looking at two of our journals. The Freedom Journal. The Mastery Journal. On two consecutive years we launched two Kickstarter campaigns. So crowdfunding and the Freedom Journal did \$453,000. The Mastery Journal, \$280,000 and just 33 days. And they since

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done way more than that. And it's just been a great experience to see how the audience came out and supported these projects. Number three, affiliates, I mean, convert Kit Blue, host Audible, ClickFunnels. Just a few of the, I wanna say now we're into the hundreds of affiliates of people that we've supported are products and services that we've promoted.

(31:57):

I'm actually the number one affiliate for ClickFunnels. When I, when I flip on the video, I'll show you behind me. Russell Brunson last year handed me this custom made entrepreneurs on fire guitar for being the number one affiliate for ClickFunnels, which by the way has put 1.5 million into my pocket just from ClickFunnels. Number two, sponsorships. This is just a handful of sponsors that we've had over the years and we currently have right now I think last month we did \$160,000 in sponsorship revenue. So yes, like this can be real money for your show. And then within Podcasters Paradise, I wanna be very clear you have immediate access on how to find sponsors on the email templates that we use to pitch sponsors, the contracts that we use, how to negotiate how to negotiate and so much more because these are things you need to know.

(32:52):

And we have nine years of experience doing this. So we give you all the details. So number one is products. Now, podcasters Paradise is one of our products. And this is why I love Podcasters Paradise. And this is why I love products in general as a monetization tool because what do I do? I create content for Entrepreneurs on Fire. Then I ask my audience, who's consuming that content? What is your biggest struggle right now? They tell me their biggest struggle. And then what do I do? I create the solution for them. A solution that I created nine years ago was Podcasters Paradise, where people wanted to learn how to create, launch, grow, and monetize their podcast. And since then, podcasters Paradise has brought in over 6,000 members, over 8 million in revenue and more growing every single day. That's just one of the products that we've created.

(33:40):

So think about how you can do that for your business. So as I mentioned a couple times already, [eofire.com/income](https://eofire.com/income), it gives a break excuse me, a great breakdown of our monthly income. Our lawyer gives a legal tip, our accounts and gives a tax tip. [Eofire.Com/Income](https://Eofire.Com/Income) can be a great way for you to study the things that are working for us. And oh, by the way, Stu study the things that aren't working for us. Cause there's a lot of things that aren't working for us. And we, and we tell and we tell all and we tell about our mistakes and our missteps and our failures. So you don't have to make the same mistakes we do on a consistent basis. So let's take a deep breath my friends, because I value your time. So I want to go through this content in a concise manner, but I wanna now chat about Podcasters Paradise.

(34:26):

What the heck is Podcasters Paradise? Well, it's a premium podcasting community that is unmatched, and I don't say that lightly, but it is unmatched. It has step-by-step video tutorials for people that want to create their podcasts. For people that want to grow their podcast audience and for people that wanna monetize their podcast, it also has every single resource you need, every step by step tutorial, every template you could picture. On the rare occasion, somebody asks for something we don't have, we go and we create it literally on the spot. Cuz every question you have is answered, period. Here's a little snapshot of what it looks like when you log into Podcasters Paradise. It has everything you need.

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You can literally resume your learning from where you picked off. It is very robust. We use Think qic, which is a great platform. It's even customized to you, Kate.

(35:21):

Your audience is waiting to hear your message. Hala Paradise also has an amazing, and I don't say that lightly an amazing community of like-minded people. We have thousands of people in Podcasters Paradise that are in our Facebook group that by the way myself and Kate are, are in every single day. Every single day. Myself and Kate are in this Facebook group. And we answer every question you have. We give you support, we give you guidance. And the support by other people is amazing as well as you can see here from the screenshots, you can get feedback for your logo, for the format of your show, for your overall topic. Within these Facebook groups. You can exchange the latest tips, the latest tools, the latest tactics with other people who are podcasting right now. People in the trenches, you can find guests for your show by the way, a lot of people are always posting and they're like, Hey, I'm looking for guests in this area.

(36:15):

Does this, does, is this, does this sound familiar or is this you? I'd love to have you on my show. You can find opportunities to be a guest on other people's shows. Just like you can find opportunities to have guests beyond your show exchange. Honest Apple Podcast reviews. We do something every Friday called Pay It Forward Friday, where we have people post a link to their show and we say, Hey, go listen to each other's shows, give them honest feedback and then give them an honest rating and review an Apple podcast because that is important for credibility, for searchability, for a lot of cool reasons. Now you can ask any question you have about podcasting, literally any question you have and it will be answered. And so much more podcast is Paradise also has monthly live webinars with myself and Kate. And this is only for you, the members of Podcasters Paradise.

(37:04):

Nobody else is allowed, nobody else is invited. So these are small groups cuz you know, not everybody can make it. So small groups. You get a lot of screen time with me a lot of time to hang out with me and Kate and ask us questions live. So I wanna talk options. You could go at this alone cuz by the way, some people are like, you know what, I'm kind of, you know, a pioneer. I wanna go at this alone. And honestly, if that is the way you want to go, there's nothing wrong with that. I commend you. Or you can join Podcasters Paradise and you can surround yourself with like-minded people who are on the same journey as you are. This is a great picture, <laugh>, this is a a Podcaster's Paradise cruise. We threw a number of years ago. We had so much fun on that cruise. I, I'll just tell you, podcasters are great people. My parents were on that cruise case. Parents were on that cruise and they both came up to us like separately and they're like, Hey, podcasters are really cool people. We're like, I know they're awesome. So

(38:03):

Let's talk investments. Access to Podcasters Paradise is \$697 per year. You get 100% immediate access to absolutely everything within Podcasters Paradise. The minute you join our community, we do have an amazing v i p option for \$1,497 per year into Podcasters Paradise. If you choose v i p, you're gonna also get a 30 minute strategy call with me. This is a one-on-one strategy call, just you and me talking about your podcast, your strategy, what's good, what's not good. You will leave this call with every question you have answered. You're gonna get a professional intro and outro from Tim Page, the person that,

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that does all of our audio work in every way, shape and form. This is a \$600 value. You are getting this as part of the v i P package. You're also gonna get this incredible v i p swag bag sent to your door.

(39:07):

We have some really, really cool stuff in this swag bag. You're gonna be happy and smiling when this arrives. And it does renew annually at 6 97. So you're just paying 1497 once. And then at the end of the year, if you decide to remain in Paradise, it's 6 97 per year. So this is just a one time initial 1497 v i p equals massive value period. End of story. We also have some bonuses for you and this is for both the regular and the v i P package. Bonus number one is the podcast Journal Digital Pack sent literally to you. This is a digital pack, so this is going to be sent to you over email. This is something that is a idea to launch in 50 day project. This is something that you can go step by step with over the course of 50 days from having your idea, which we help you craft all the way through to launching in 50 days.

(40:05):

And you get this as a bonus. Bonus number two, Kate Lynn Douma has created an amazing content creation plan course. We used to sell this separately for \$300. Now we're gonna bundle it up as a bonus for you. Bonus number two, borders number three. This is a \$550 course that we used to sell separately. It is my million dollar podcasting funnel. We are going to bundle it into you joining Paradise at either the 6 97 or 1497 platform. So that's three bonuses worth over \$900. Plus you get a 30 day no questions asked, money back guarantee. This is 30 days. You jump in the program, you get to see everything, you get to see, and it's no questions asked. If you decide it's not for you for any reason, because we only want people in Paradise that want to be in paradise. So, quick recap.

(40:59):

When you join today, you're gonna get a hundred percent immediate access to every, every video tutorial, the community, every template we have, every webinar, every resource, every question that you have gets answered. Cuz again, that community, the Facebook community, myself and Kate are in every single day. So jumping in there, ask any question you have, support, guidance, it's all there. Plus those three bonuses worth over \$900. Here are what some of our members are saying, I love Raphael's. Share here. The high quality knowledge curated of all things. Podcasting aside, paradise is phenomenal. What makes us truly a paradise is the amazing community that exists. A family with j l D and Kate. Always bringing the heat with passion, love, encouragement, support and expertise. Plus an endless supply of massive knowledge bombs. I'm proud to say that because a podcast was Paradise. I am a podcaster.

(41:49):

Thank you Raphael Jew, Jules and Christine said, podcast is Paradise gives us more than just a technical skills to launch our podcast. It also provides a super supportive community that helps us along the way. After six months, we hit 5,000 download milestone, and we continue to grow. Margo says it's hard to put the pieces together for a podcast and make them stick long enough to become proficient. Paradise has become my mecca for growth and staying on top of what is new in the industry. Awesome, Margo, thank you for that. Kathleen says, we could not have launched our podcast without this course. Paradise gave us everything we needed to successfully plan and launch our podcast. Chandler Bolt says, I used Paradise to launch the Cell Publishing School podcast and I couldn't be happier. It helped me with the step-by-step instructions and showed me the landmines to avoid.



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(42:34):

And again, my friends, all of this with a no questions asked. A hundred percent satisfaction guarantee for 30 days. If it's not for you, it's not for you. And the Podcast Masterclass is coming to an end. And if you wanna now join Podcasters Paradise, all you need to do is head over to [eo.fire.com/join Paradise](https://eo.fire.com/join-paradise). You see it right there. [Eofire.Com/Join Paradise](https://eo.fire.com/join-paradise). You'll be able to learn more about Podcasters Paradise. Any questions that you have not answered, they're probably there on that page. Lot of awesome stuff there. Both options, the regular package and the v i p package are right there for you to join. But just to show you the commitment that we have to you, my friends, all you need to do is email me, [john@eo.fire.com](mailto:john@eo.fire.com), [jhn@eo.fire.com](mailto:jhn@eo.fire.com). That's coming directly to me, not to my team, not to my assistant directly to me.

(43:25):

So any question you have, any concern, anything at all, you're just like, you know what? I just wanna email John just because I just wanna say hi to him before I join. Do that. It's gonna come to me, the email, I will respond personally, me, j l d. And if you have any question, I will answer it directly as well about Podcasters Paradise. And I look forward to seeing you within Podcasters Paradise, my friends [eo.fire.com/join Paradise](https://eo.fire.com/join-paradise) to join right away, send me an email with any questions. I look forward to seeing you within those gates of Podcasters Paradise. And until then, I'll catch you on the flip side.