Today’s Masterclass: An Outline

- How to create a podcast
- How to launch a podcast
- How to grow your podcast audience
- How to monetize your podcast
- Sneak peek of Podcasters’ Paradise

First, let’s bust some myths!

First and foremost, you do not need a crazy, expensive studio set-up to podcast!

Myth #1

I don’t have the time to podcast.

You DO have the time to podcast, you just need to create a consistent schedule that you can stick to in order to do the work.

Myth #2

I won’t “get” the tech side of things.

The tech barrier is SO low, and we’re going to cover in detail just how simple it can be during this workshop.

Myth #3

I don’t have a radio voice / am self-conscious of my voice.

90% of podcasters feel this way – you don’t have to like your voice to share your message with the world (plus, it will get better once you listen to yourself more!)

My Journey (JLD)

One thing I always carried with me as a young boy, through college and during my time in the Army: I was happy
Post-military, when I entered the “real world” I tried several things that made me really **UN-HAPPY**:

- Law school
- Corporate finance
- Real estate

This was a 6-year time span of unhappiness for me, where I had no passion or fire for what I was doing.

At 32 years old, I had my AH-HA to launch EOFire.

At the time, I also had:

- XERO online presence
- XERO broadcast experience

I was starting from **ground zero**, so you’re not alone if you’re feeling like you can’t start because you don’t know anything about podcasting. I didn’t know anything either.

I literally went from Clueless > Launch, and here’s how:

- I went searching, and unfortunately there weren’t a ton of free resources out there at the time
- So I hired a mentor, Jaime Tardy, to help guide me – she was where I wanted to be
- Then, I joined Cliff Ravenscraft’s Podcast Mastermind so I could start surrounding myself with others who were on the same journey as I was.

These investments definitely paid off because EOFire is the foundation for everything we’ve built, but collectively, they were a huge investment.

You have to invest in yourself – whether that be time, money, or other – in order to see results.

**CREATE YOUR PODCAST**

#1 Question I get asked: what should my podcast topic be?

Take a piece of paper and for 5 minutes per day, for 5 consecutive days write down:
Passion | Expertise

Under your passions, write down things like:
• What you love doing
• What you would do if you had 2 hours of free time
• What gets you fired up?

Under your expertise, write down things like:
• What you’re good at
• What you have experience doing from past jobs or school

By Day 5 you’ll see a massive overlap from both sides of the paper – this is where your passion and expertise overlap = your zone of genius.

THAT is your podcast topic!

So many podcasters do this exercise, and then they come to me and say, “but someone is already doing it… 🙃”

Guess what? The fact that someone is already doing it = proof of concept.

Now do these 3 things:
• Do it differently
• Add your UVD (unique value distinguisher)
• Add your personality

EOFire’s 3 things?
• I went with daily episodes – no other podcast like mine was doing that.
• My format was unique because I ask the same questions every single episode.
• I was me! Commit to letting your personality come through!

Define your avatar

99% of podcasters get this WRONG.

Your avatar is your ONE perfect listener for your podcast. If you try to resonate with everyone, you will resonate with no one.

My Avatar: Jimmy
Jimmy is 36 years old, and he has a wife & 2 kids, ages 3 & 5.

He drives by himself to work every single day – 27 minute commute – then sits in his cubicle for 9 hours at a job he doesn’t like.

Then Jimmy drives home, sits in traffic – 32 minutes - gets home, plays with his kids, hangs out with his wife, has dinner with his family, then puts his kids to bed.

Then he sits on the couch by himself and asks himself:

**WHY?** Why do I spend 90% of my waking hours doing things I don’t like?

Why do I only spend only 10% of my waking doing things I love?

Jimmy is my avatar because he needs to be listening to EOFire everyday when he’s driving to work, and when he’s driving home – he’s listening to other successful entrepreneurs share their failures and their ah-ha moment, and their lessons learned.

This helps Jimmy in figuring out how he can take his own entrepreneurial leap.

Who is YOUR avatar?

**Why is your avatar so important?**

As an entrepreneur and/or podcaster, you are going to come up against 1,000 FORKS IN THE ROAD.

Should you go right or should your go left?

The weight of the world doesn’t have to sit on your shoulders.

Every time you get to a fork in the road, turn to your avatar and ask, *what do you want?*

**FAQ’S from podcasters**

- What should I podcast about?
- How long should my podcast be?
- Interview or topic based?
- How many times per week?
- What category should I be in?
W.W.Y.A.W. – What Would Your Avatar Want?

Why do you care what I think about your topic or length or frequency?

You should care about what your AVATAR wants.

Podcast Equipment

- Computer
- Microphone
- Recording software

For a list of all our equipment recommendations, visit EOFire.com/equipment

Microphones

Low cost: Logitech Clear Chat headset - $29.99

Mid-range: #1 recommendation combining cost & quality = ATR-2100 - $59.99

High-end: Heil PR-40 - $327 (once you start monetizing and want to go really high-quality)

Recording & Editing Software

#1 recommendation: Adobe Audition - $20 / month (mac & PC)

#2 recommendation: Audacity (mac & PC) - free

#3 recommendation: GarageBand (mac only) – free

Record interviews via Skype – video and/or audio:

eCamm Call Recorder (mac) - $29

Connect & Record via Zencastr

Is tech still holding you back?

It’s really that simple!

- Computer
- Microphone
- Recording software
8-step podcasting process

1. Record
2. Add intro / outro
3. Export mp3
4. Tag mp3
5. Upload to host
6. Schedule
7. Publish
8. Submit to iTunes

➢ Watch the replay for training on this process – JLD does it all in under 3 minutes!

GROW YOUR PODCAST AUDIENCE

Top 5 Tactics

#1 Leverage podcast directories

- iTunes
- Spotify
- SoundCloud
- Stitcher Radio

85% of our downloads for EOFire come from iTunes.

525 million active users are on iTunes every month – 45 million searches every month in iTunes from people looking for targeted, on-demand content (that’s potentially YOUR podcast they’re finding!)

315 million access iTunes from their iPhone!

Apple Car Play rolled out in 2015 – in the dash of all new cars is the podcast app.

The barrier is SO low for consumption with all of these directories available to help us spread our message, and YOU could be the one in the ears of those consumers with your podcast.

#2: Maximize New & Noteworthy

New & Noteworthy is an opportunity to get featured in the top section of iTunes for overall podcasts and also by category.
This is an 8-week window that starts when you submit your podcast to iTunes.

**Perfect Launch Plan to maximize N&N**

- Record episode 000 – your “about me” episode; share what your podcast will be about and why your listener should care
- Launch with 3 shows – people can get a sample of what you have to offer without having to wait
- Subscribe / rate & review – your terminology for your new and future followers!

**#3: Leverage the audience of your guests**

Don’t waste the opportunity you have with an interview-based podcast to leverage the audience of your guests.

Notify your guests the morning their episode goes live with links that make it EASY for them to share with their audience. (For example, a [Click to Tweet](https://twitter.com), and the direct link to the show notes page).

This is a whole new set of potential listeners for you, and added exposure for them!

**#4 Leverage existing communities**

Facebook, LinkedIn, G+... there are communities out there filled with your avatar just waiting for you to jump in and provide value.

Find the groups that are full of YOUR listeners and community.

For 30 days straight, just give value – don’t promote yourself, don’t drive people to your website – just be a person of value through answering questions, providing feedback, etc.

This could take as little as 10 minutes per day!

THEN, after your 30 days of pure value, when someone asks a question that you know the answer to, and that you’ve recorded a podcast episode about, you can say:

“Hey, here’s the answer to your Q, and I also recorded an episode on my podcast about that if you want to learn more.”
#5 Social media

You work so hard to create your content – don’t forget to share it!

**BONUS: Find your community!**

- Is that [Podcasters’ Paradise](#)?
- It might be, it might not be – do some research and start surrounding yourself with a community who can help support you on your journey.

**MONETIZE YOUR PODCAST**

**Top 5 Ways to Monetize**

#5 – Coaching and membership sites

With your podcast, you’re growing an audience who knows, likes and trusts you. When it comes time for them to find a mentor, guess whom they’ll turn to?

YOU!

You could also create a membership site – a mastermind community for your audience that will bring them together and give them the support they need on their journey.

What type of support do they need on their journey?

LISTEN to the questions and pain points they’re revealing to you in emails, blog comments and in the online communities you’re a part of.

#4 – Crowd funding

We just wrapped a Kickstarter launch for The Freedom Journal: Accomplish your goal in 100 days.

Crowd funding is a great way to bring your audience together and create something amazing.

It might not be a book – it could be anything you’re wanting to create for your audience!

For tips on launching via Kickstarter, [check out this recap](#) we created that breaks down exactly how we did it so you can model what might work for you!
#3 – Affiliates

Team up with companies and products / services that can help you serve your audience even better.

Recommend things you know your audience wants/needs and you can receive a commission from that.

For example of some of the affiliates we’ve teamed up with, check out our Resources page: EOFire.com/resources

#2- Sponsors

When you know who your audience is and exactly what their biggest pain points are, you can approach sponsors and they will pay you money to get in front of your dedicated audience / following.

Make sure that you’re okay with having sponsors on your show, and that whoever your sponsor is will add value to your audience.

Every sponsorship deal should be a win/win/win – for you, for your audience, for your sponsor.

#1- Online communities

Podcasters’ Paradise and WebinarOnFire are two examples of online communities we’ve created with great success.

Once you grow a following, you simply LISTEN to what your audience is struggling with; then, you create the solution in the form of a community or online course.

For more details on our multiple income streams – all thanks to the podcast – check out our monthly income reports.

EOFire.com/income

We share everything that went down at the EOFire studios in any given month, along with a detailed breakdown of our income and expenses.
PODCASTERS’ PARADISE

#1 Podcasting community in the world with over 2,800 members!

3 components:

- Private Facebook group for support and 24/7 engagement!
- Video tutorials and resources (like templates and document samples)
- Monthly live Webinars & monthly Q&A’s w/ JLD (plus recordings)

In Paradise you’ll also have access to:

- Our Job Board, where you can post your expertise and find others who can help with services you’re looking for.

- Ability to connect and meet up in person with other Paradisers via our map page!

- Pay it Forward Friday in the Facebook group: pay it forward by helping out your fellow podcasters with a honest rating & review of their podcast!

Learn more about Podcasters’ Paradise today! [EOFire.com/ppexplainer](http://EOFire.com/ppexplainer)

Check out what our current members have to say about Podcasters’ Paradise! [EOFire.com/pp-testimonials](http://EOFire.com/pp-testimonials)

Your gift!

Download your PDF version of the top ranked book in Amazon when searching for podcasting!

Podcast Launch: [EOFire.com/pl](http://EOFire.com/pl)