

The Podcast Masterclass

w/ John Lee Dumas

10:00



The background features a stylized globe with a wire mesh overlay. A coiled wire is visible on the left side of the globe. The text 'Today's' is in a large, bold, yellow font, and 'WORKSHOP' is in a smaller, bold, orange font, both slanted across the globe.

Today's

WORKSHOP

How to create a Podcast

The background is a solid orange color. It features a network of thin, light-orange lines connecting various circular icons. The icons include a document with lines of text, a bar chart with three bars of increasing height, a musical note, a vintage-style microphone on a stand, and a film strip.

How to launch a Podcast

An illustration in the background features a person with short brown hair, wearing an orange shirt and dark pants, speaking into a large orange microphone. Orange sound waves emanate from the microphone, filling the upper left portion of the frame. The entire scene is set against a solid orange background.



How to **grow** your Podcast audience



How to \$ your

Podcast

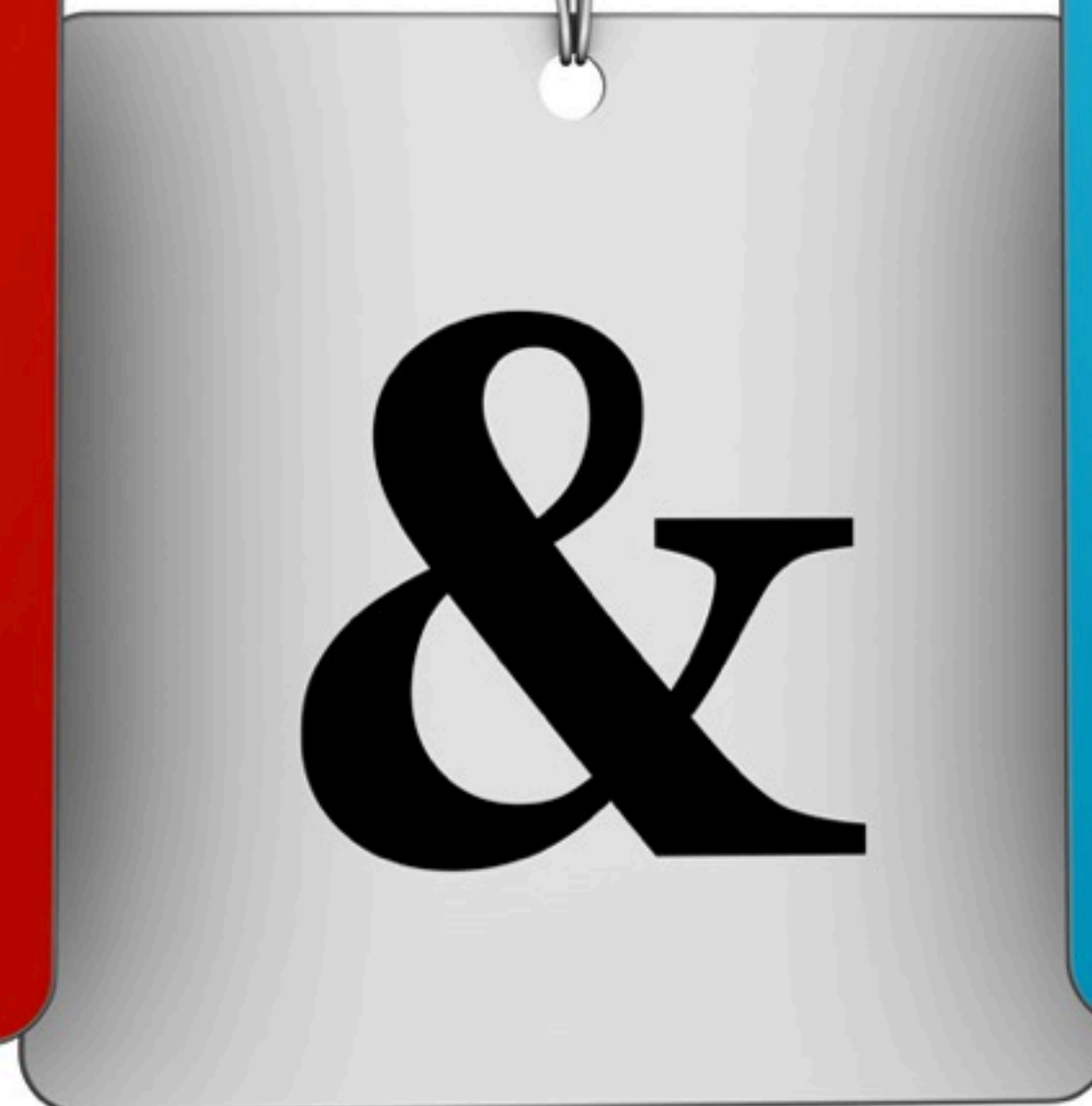


LIVE Podcast

training



LIVE





Sneak peek of

Podcasters' Paradise

CREATE » GROW » MONETIZE

The background of the slide features a photograph of several hands of different skin tones stacked on top of each other in a circular arrangement, symbolizing teamwork and unity. The entire image is covered with a semi-transparent orange filter. Overlaid on this background is the text "Let's Get Started!" in a large, bold, white sans-serif font, centered horizontally and vertically.

Let's Get Started!

**Let's
BUST
some
myths**



Myth #1

I don't have the TIME



**One
Day a
Month**



Myth #2

I won't 'get' the tech side



**MUCH
simpler
than you
think!**



Myth # 3

I don't
have a
Radio Voice



**99% of
people
dislike
their
voice**

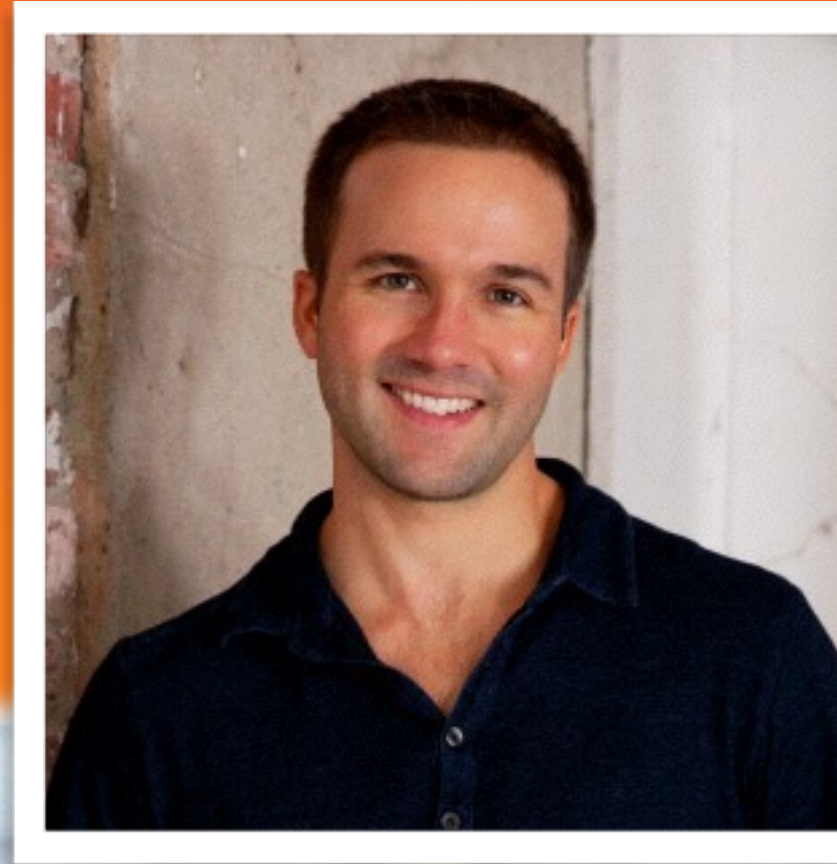
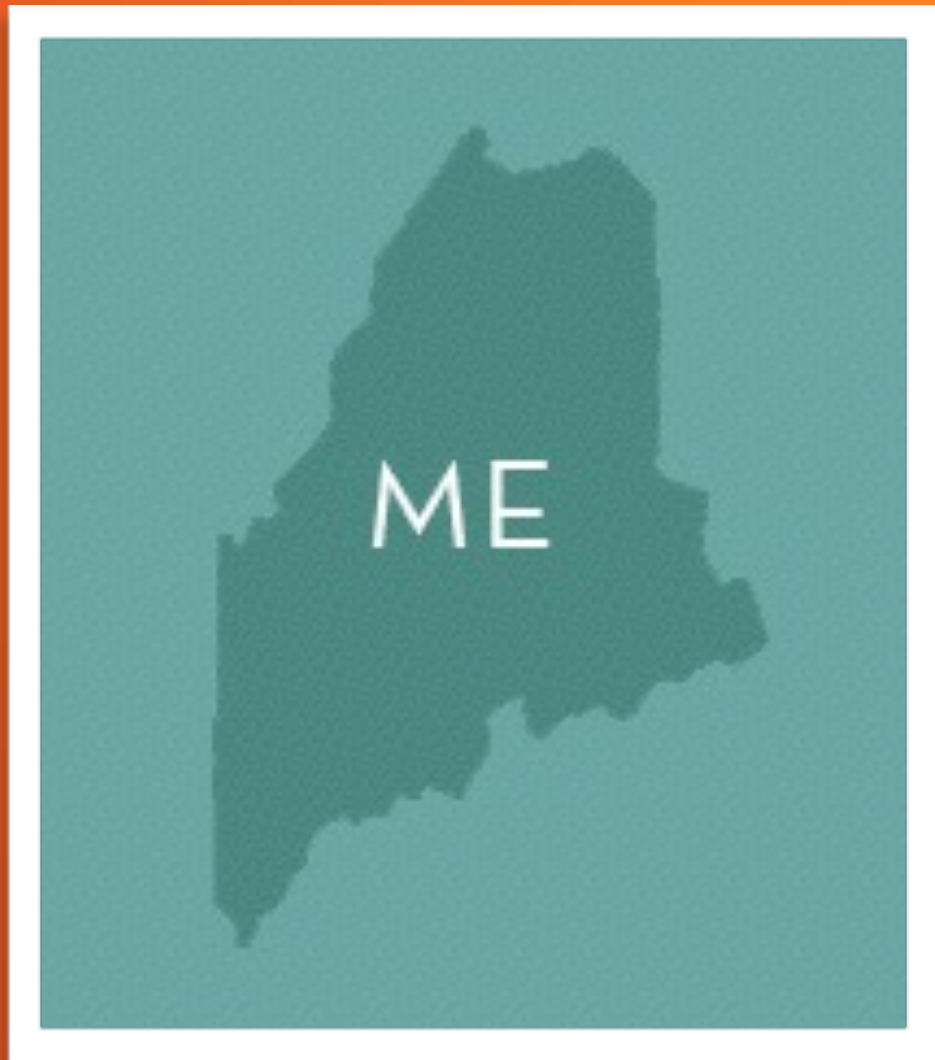


**Now
that we've
busted
some
myths...**



My Journey

John Lee Dumas



Post Military

Post Military



Law School

Post Military



Law School



Post Military



Law School



Corporate

Post Military



Law School



Corporate



Post Military



Law School



Corporate



Real Estate

Post Military



Law School



Corporate



Real Estate



No Passion, no FIRE



AH-HA Moment



Launched Sept 2012



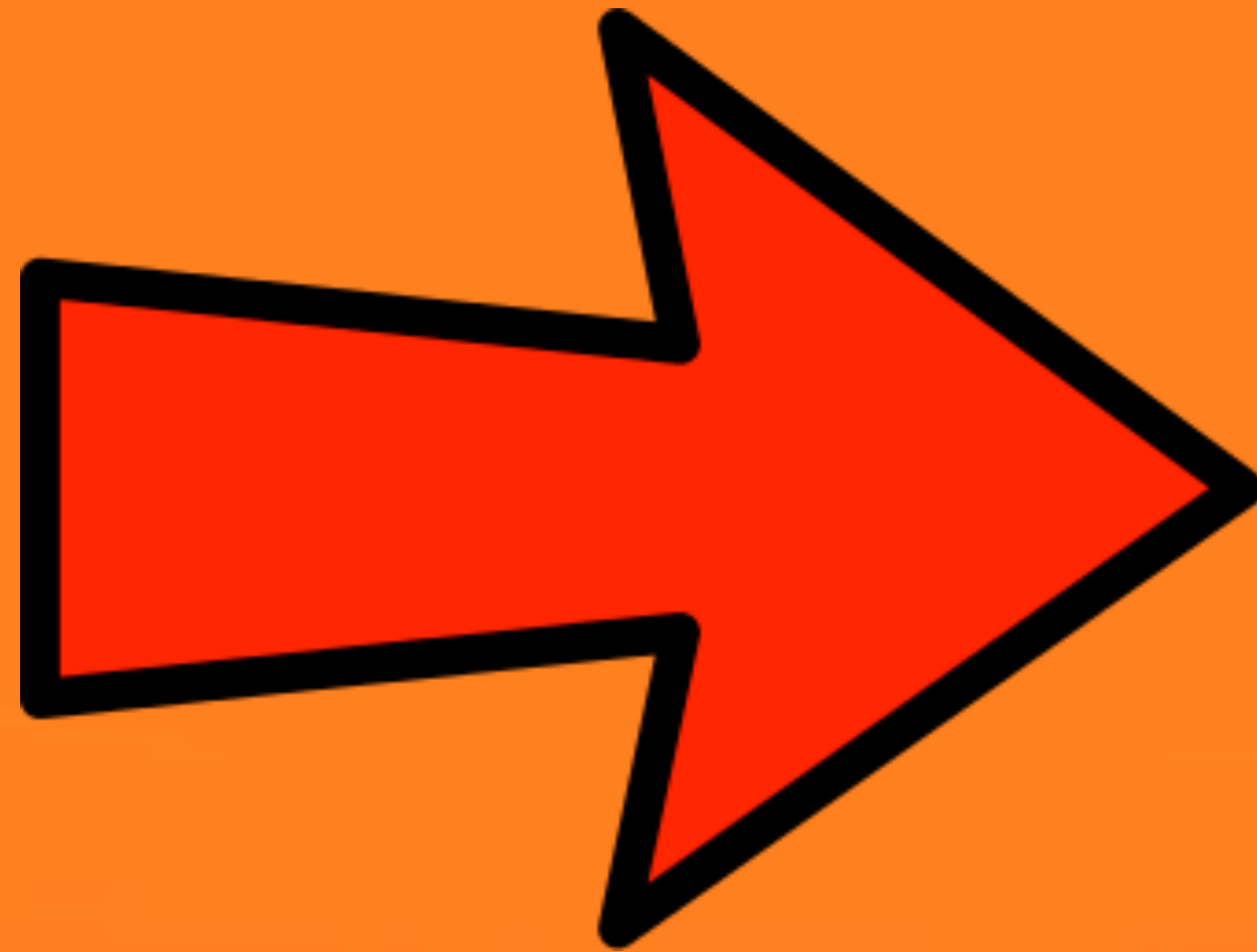
 **ZERO** broadcast experience



 **ZERO** broadcast experience

 **NO** online presence

Clueless to Launch



Like you now, I went searching...

Search ...



Search engine.

Invested in myself...



Jaime Masters

Eventual Millionaire



Cliff Ravenscraft

**Did this investment in
myself payoff?**

Since Launch...

Since Launch...

 **Won 'Best of iTunes'**

Since Launch...

 Won **'Best of iTunes'**

 Generated over 37m downloads

Since Launch...

 Won **'Best of iTunes'**

 Generated over 37m downloads

 Built a large audience (**Fire Nation**)

Since Launch...

🔥 Won **'Best of iTunes'**

🔥 Generated over 37m downloads

🔥 Built a large audience (**Fire Nation**)

🔥 Generate 150k+ per month

All from a Podcast

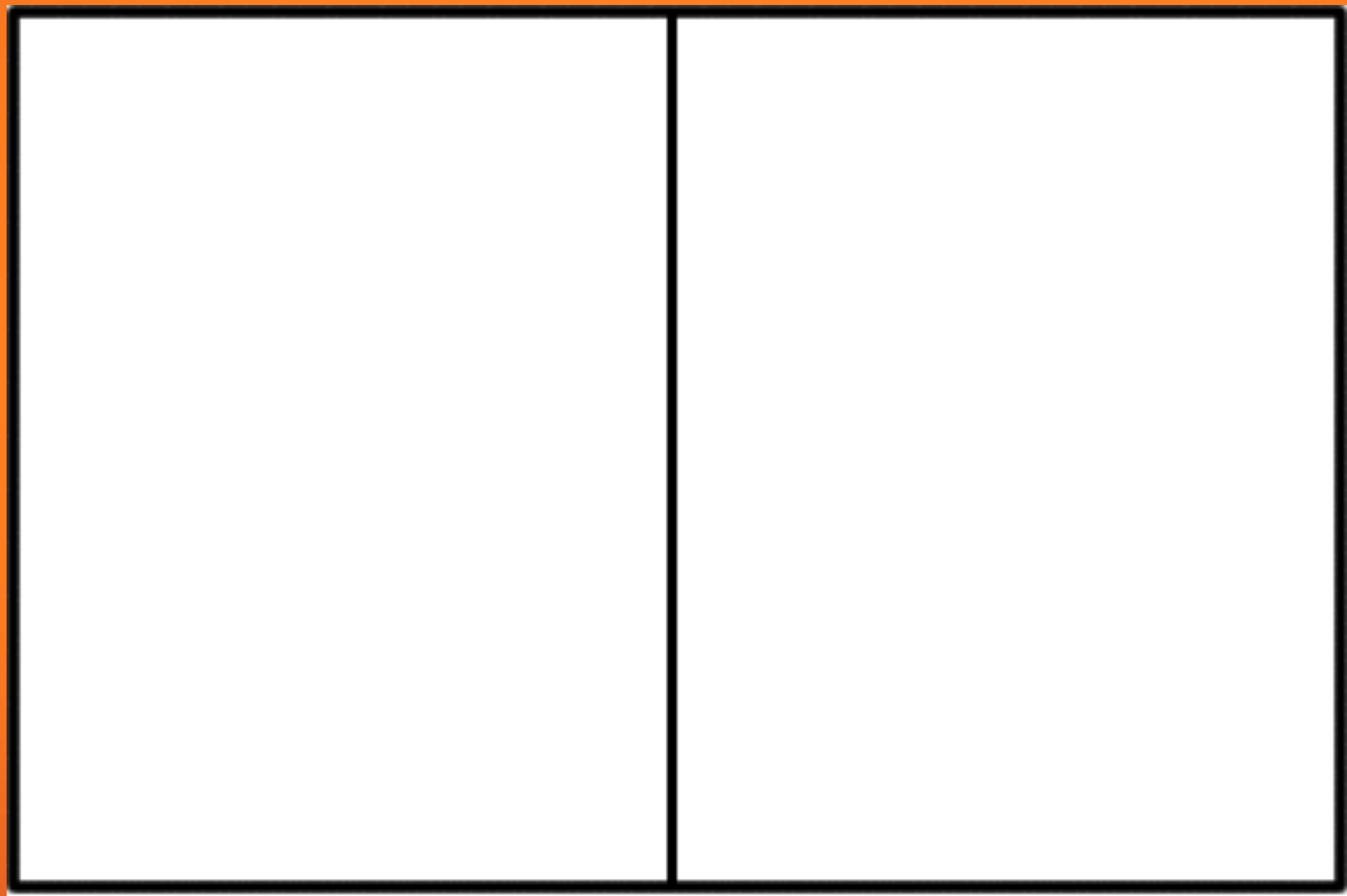


Create YOUR Podcast

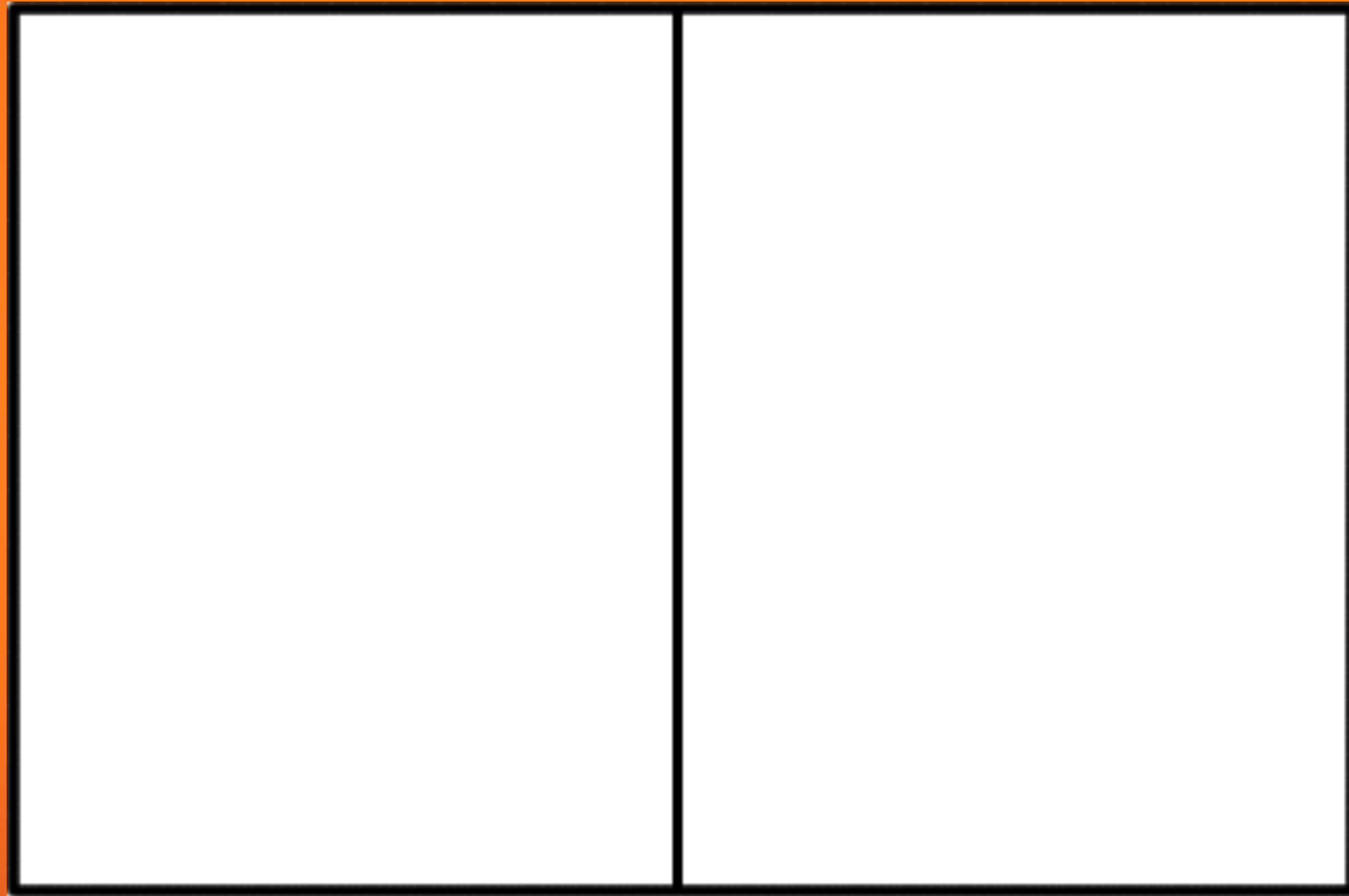


#1 Question

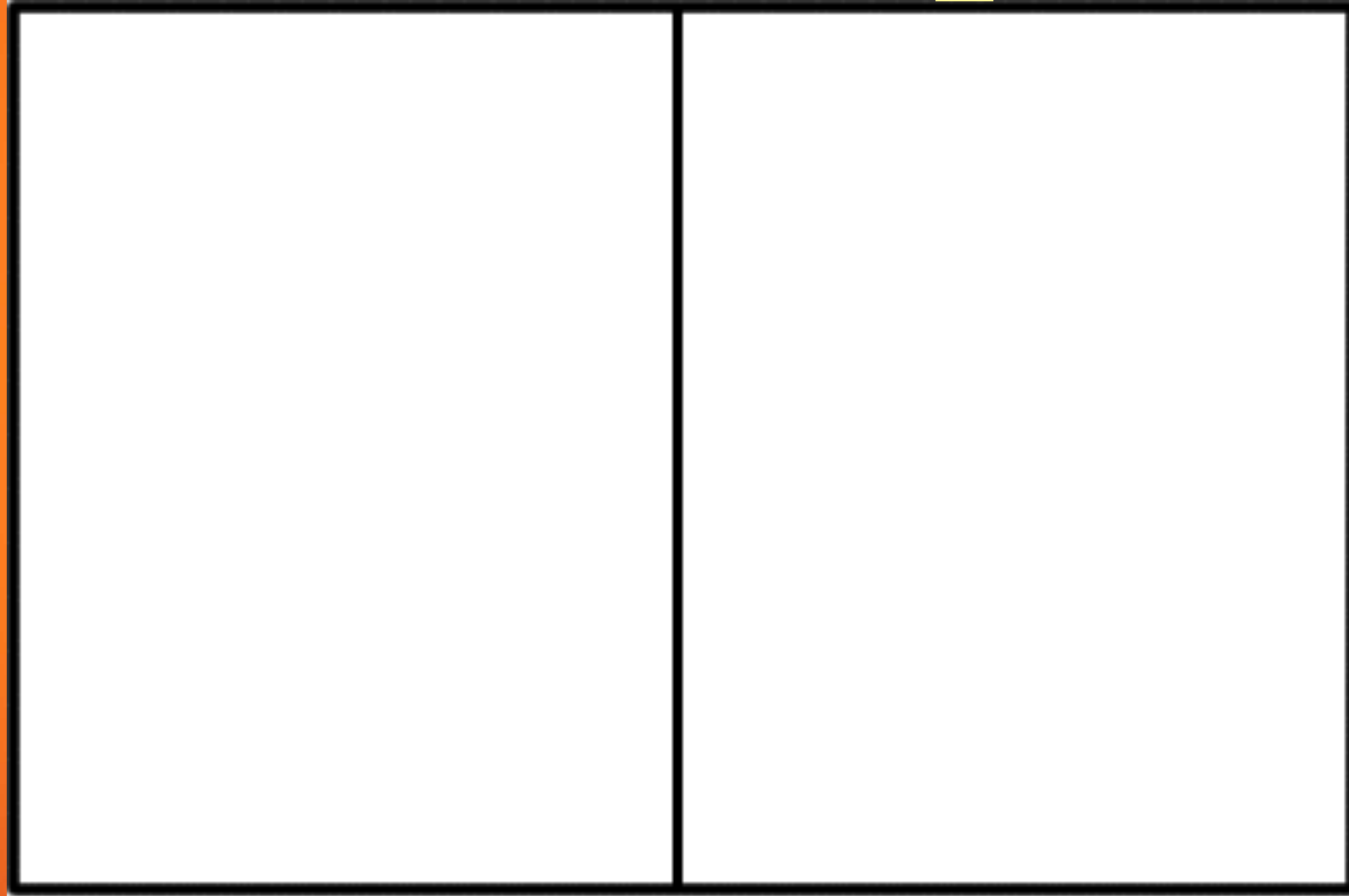
Podcast Topic?



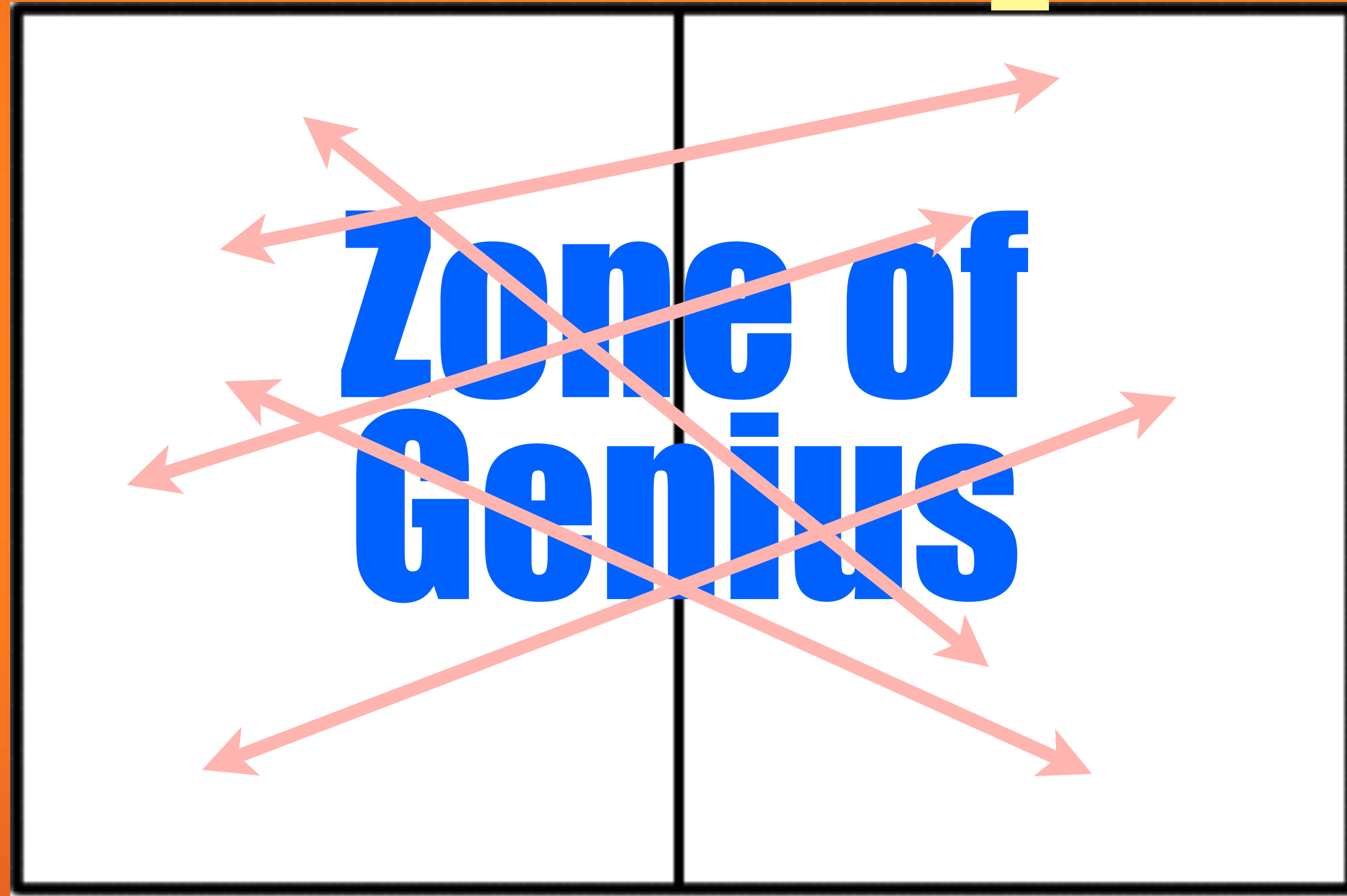
Passion



Passion Expertise



Passion Expertise



**Someone is already
doing it**



A red dart with a silver shaft is shown hitting the bullseye of a target. The target is a white circle with a red bullseye and red concentric rings, set against a grey background with a fine dot pattern. The word "PROOF" is written in large, bold, black capital letters across the center of the target, with the dart's tip pointing directly at the bullseye.

PROOF

of Concept!

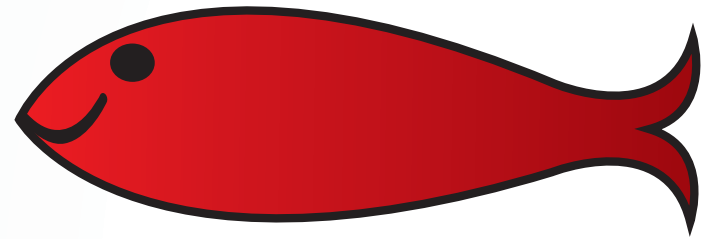
Do these 3 things...



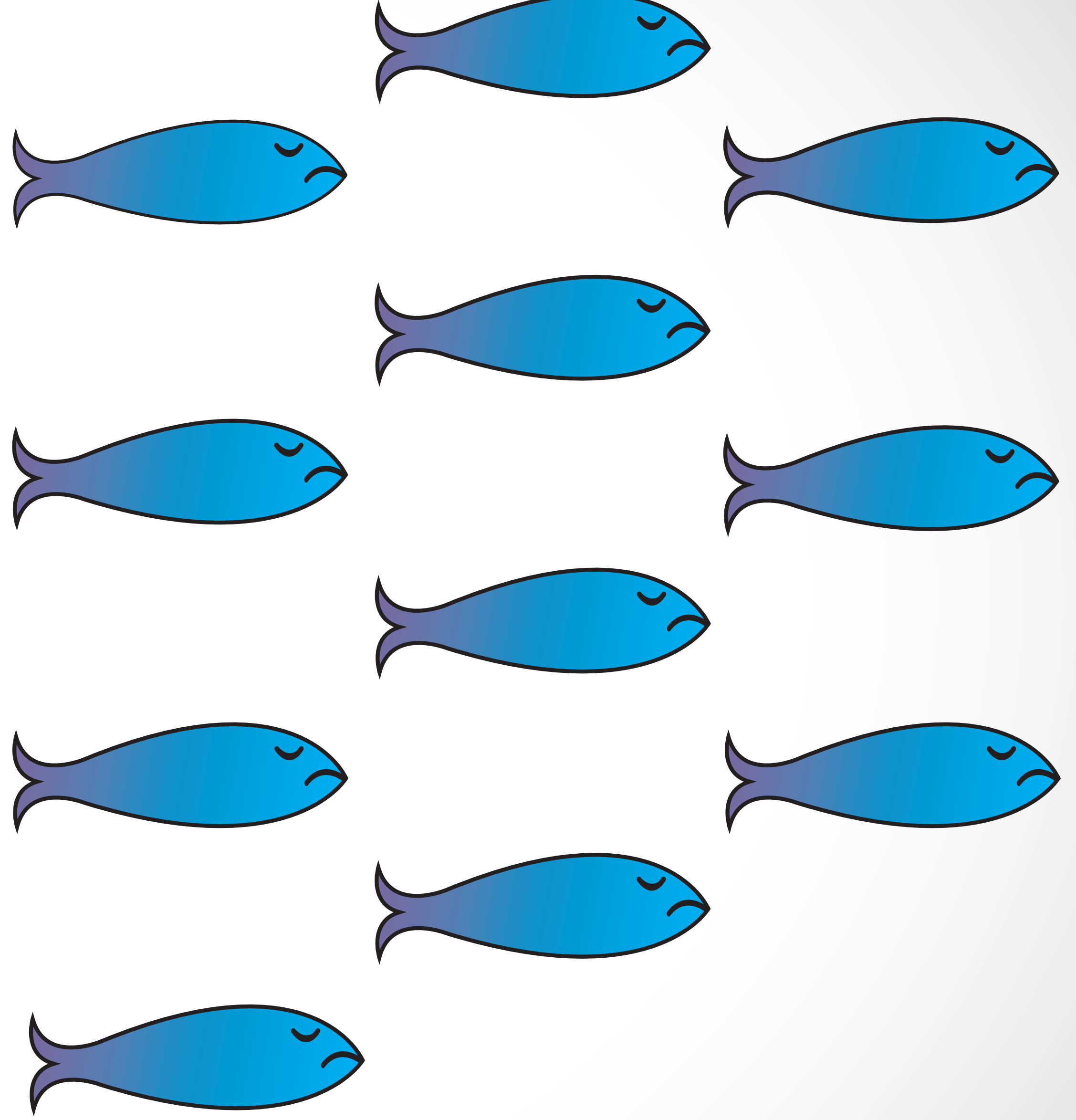
Do it Differently



**Add your
U.V.D.**



**Unique
Value
Distinguisher**



Add your...





FIRE

JOHN LEE DUMAS

1. Daily



1. Daily

2. Format



1. Daily

2. Format

3. Me!



Define Your Avatar

99% of Podcasters' get
this **wrong**

Your Avatar...

The **ONE** perfect listener



1000 Forks in the Road



FAQ's



FAQ's

 **What should I Podcast about?**

FAQ's

 **What should I Podcast about?**

 **How long should my Podcast be?**

FAQ's

 **What should I Podcast about?**

 **How long should my Podcast be?**

 **Interview or Topic based?**

FAQ's

-  **What should I Podcast about?**
-  **How long should my Podcast be?**
-  **Interview or Topic based?**
-  **How many times per week?**

FAQ's

-  **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?**



WWW.YA.W?

Podcast Equipment





Computer



Computer



Microphone

-  **Computer**
-  **Microphone**
-  **Recording software**

Microphone's



Low cost

Logitech ClearChat \$29.99



Medium cost

ATR-2100: \$79.00



High Cost

Heil PR-40: \$327



Recording & Editing Software

Adobe Audition



Audacity



GarageBand



Record interviews via Skype

eCamm Call Recorder
MAC



\$29

Pamela
PC



Is tech holding you **back**?





Your studio?



The EO Fire Studio

8-Step Podcasting Process

8-Step Podcasting Process

1. Record

8-Step Podcasting Process

1. Record

2. Add intro/outro

8-Step Podcasting Process

1. Record

2. Add intro

3. Export

8-Step Podcasting Process

1. Record

2. Add intro

3. Export

4. Tag MP3

8-Step Podcasting Process

1. Record

5. Upload

2. Add intro

3. Export

4. Tag MP3

8-Step Podcasting Process

1. Record

2. Add intro

3. Export

4. Tag MP3

5. Upload

6. Schedule

8-Step Podcasting Process

1. Record

2. Add intro

3. Export

4. Tag MP3

5. Upload

6. Schedule

7. Publish

8-Step Podcasting Process

1. Record

2. Add intro

3. Export

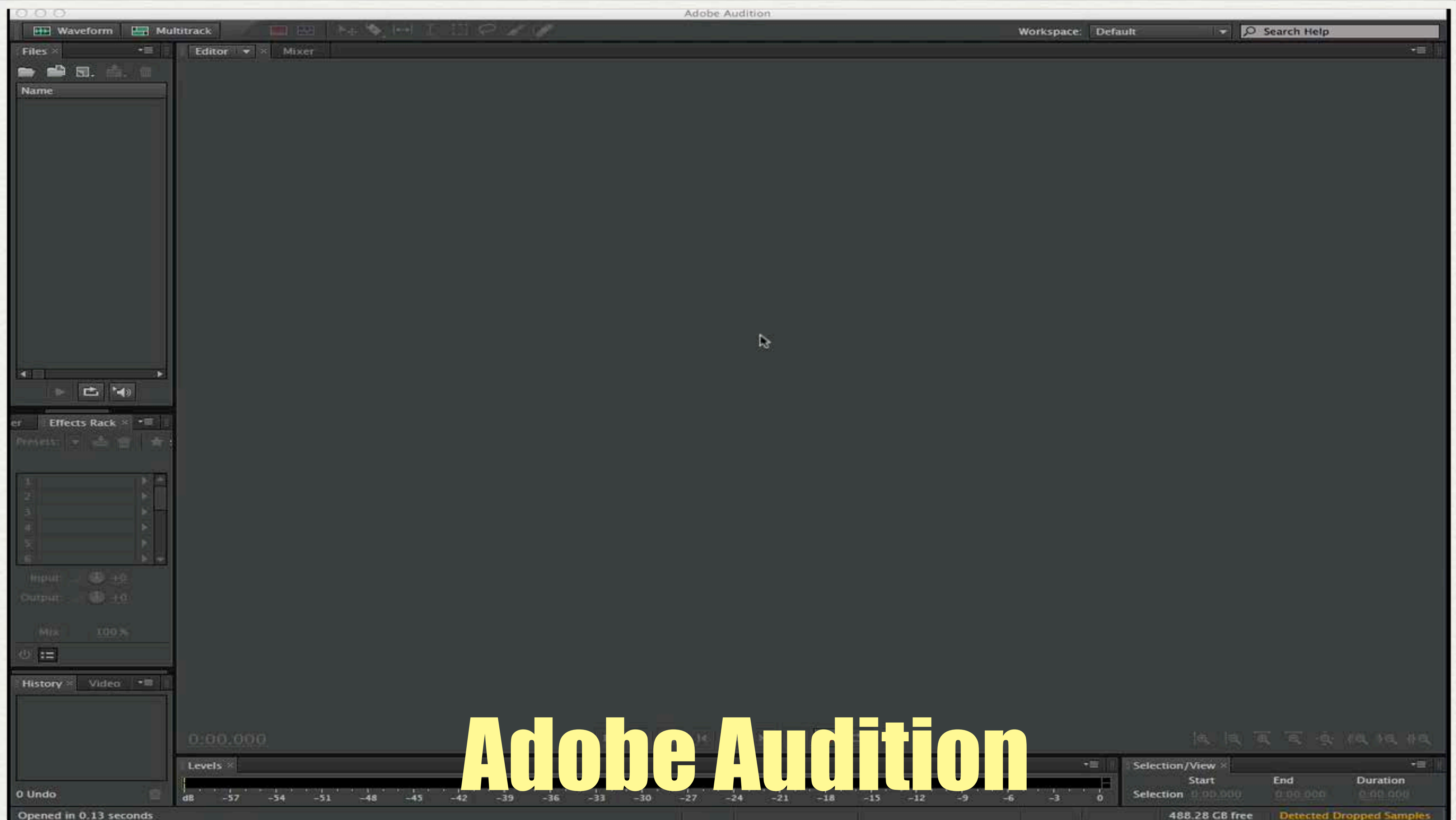
4. Tag MP3

5. Upload

6. Schedule

7. Publish

8. Submit iTunes



Adobe Audition



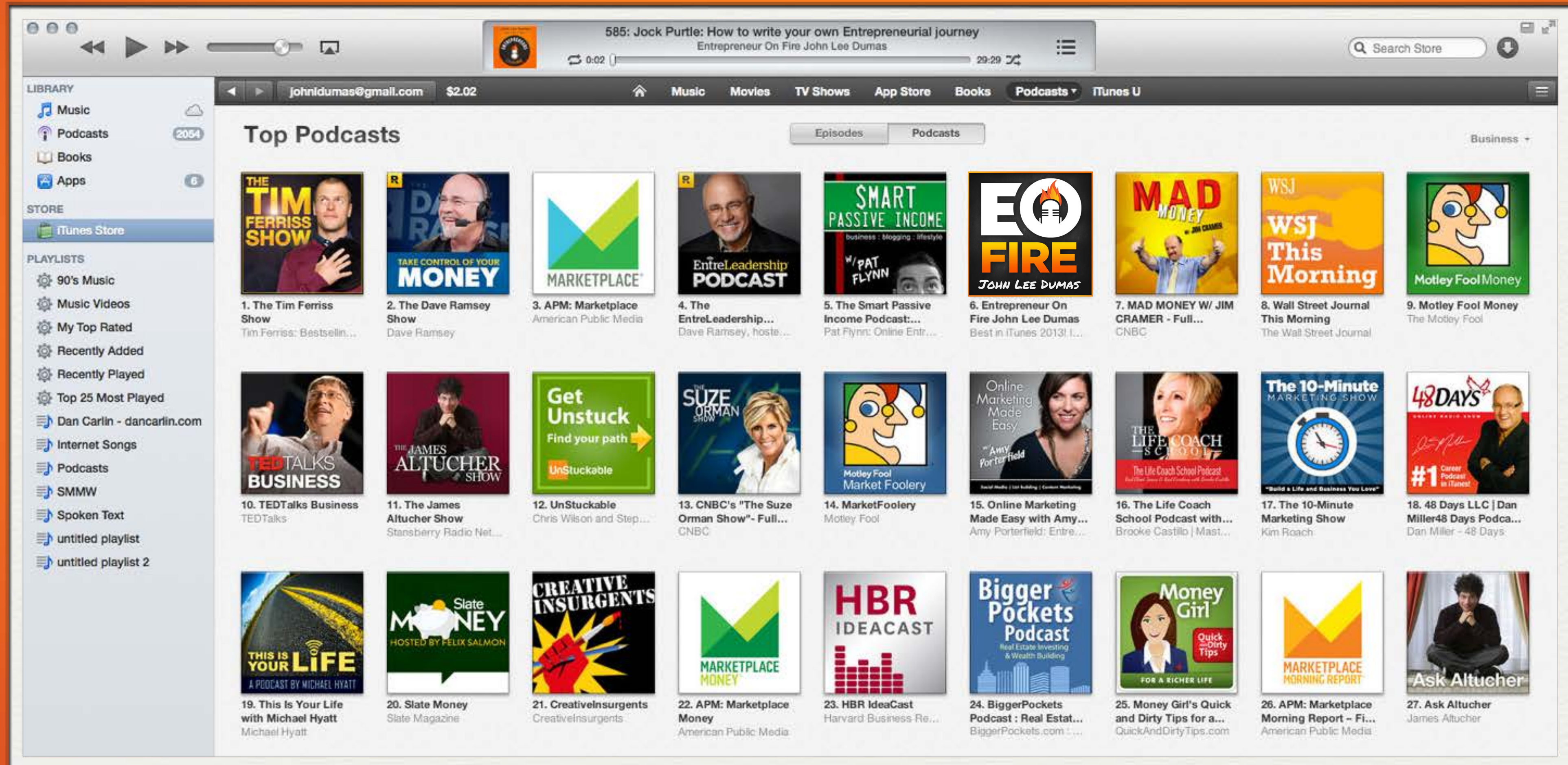
Grow your audience

Top 5 Tactics

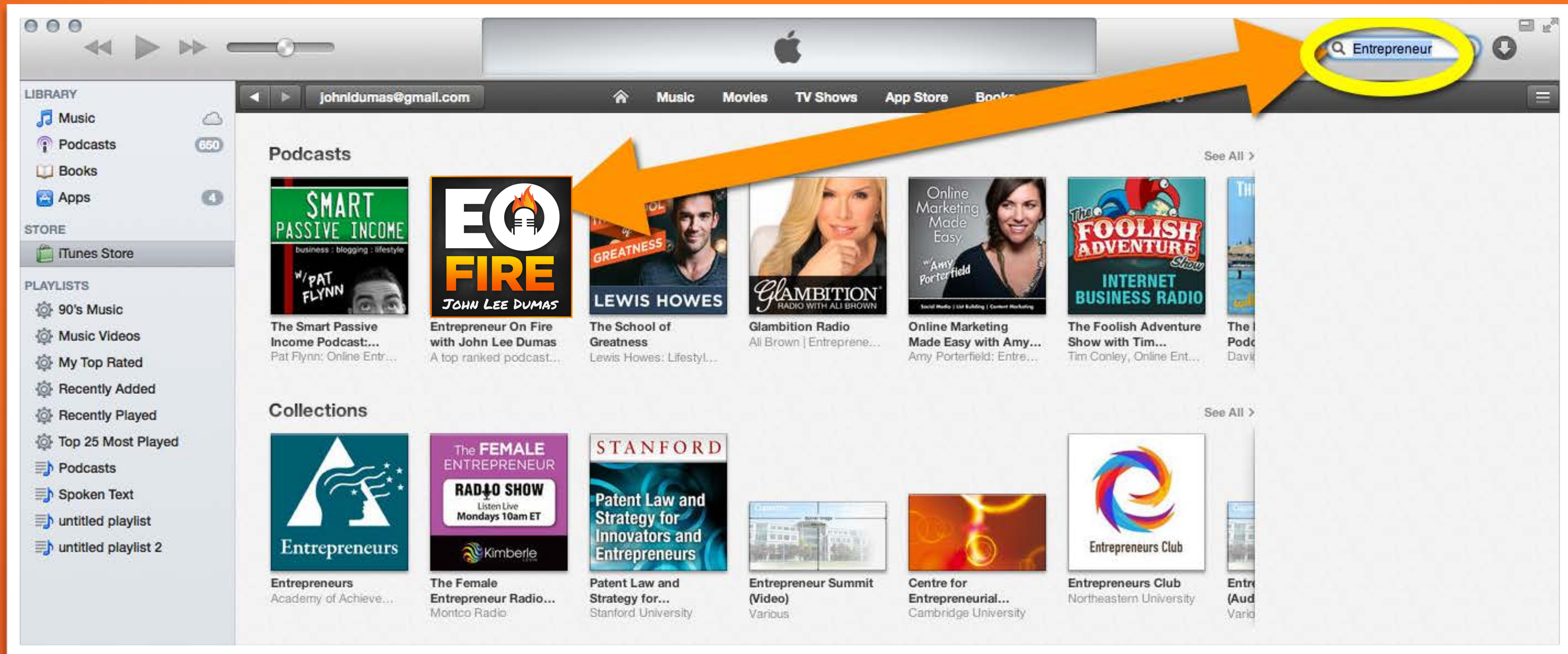
#1: Leverage Podcast directories



525 Million active users



45m people search iTunes Every month



315 million access iTunes on their iPhone





















Apple CarPlay



#2: Maximize New & Noteworthy



















New & Noteworthy

See All >

 The MissionPreneur Show Mario Brown	 The Craft of Marketing: Content... Hosted by Seth Price...	 Everyday MBA – Success Tips You... Kevin Craine	 Blurred Radio Blurred Radio	 Thriving Launch Kamala Chambers an...	 Better System Trader Andrew Swanscott ch...	 Minute with Mark Mark Hoverson	 SeizeYourBusiness.... SeizeYourBusiness.com	 Traction NextView Ventures
 Talking Code Coderly	 Extra Paycheck Podcast Alex Sol: Blogger, Onl...	 Design The Life You Want Shimeka Williams	 Transitioning Vets: Job and Life Coaching F... Transitioning Vets: To...	 Take & Talk Pics with Rob Krueger Rob Krueger	 Nomad Capitalist Live The Nomad Capitalist	 The Dentalpreneur Podcast w/ Dr. Mar... Author, speaker, dent...	 Obstacle Me podcast Obstacle, Me	 Your CDO Radio Marketing, Operat... Keith Boswell is you

What's Hot

See All >

 Brian Preston's "Money Guy" Blog Brian Preston, CPA, C...	 The Clark Howard Podcast PodcastOne	 Bulletproof Radio Dave Asprey	 In the Loop with Andy Andrews Andy Andrews, hoste...	 The EntreLeadership Podcast Dave Ramsey, hosted...	 Core Intuition Daniel Jalkut and Man...	 Andy Stanley Leadership Podcast Andy Stanley	 Tech News Today (MP3) TWIT	 The John Batchelor Show The John Batche...
 Entrepreneur On Fire with John Lee Dumas John Lee Dumas chat...	 The Look & Sound of Leadership Essential Communica...	 Wall Street Unplugged with Frank Curzio - Interviews w/ Jim Cra...	 Startups For the Rest of Us Rob Walling and Mike...	 The School of Greatness with Lewis Lewis Howes: Lifestyl...	 The Ultimate Real Estate Investing Sean Terry Real Esta...	 Sales Gravy: Jeb Blount Jeb Blount Author of...	 Career Tools Michael Auzenne and ...	 APM: Marketplace In-One American Public

Perfect **launch plan** in Paradise



Perfect **launch plan** in Paradise

 Episode 000



Perfect **launch plan** in Paradise

 **Episode 000**

 **Launch w/ 3 shows**



Perfect **launch plan** in Paradise

 Episode 000

 Launch w/ 3 shows

 Subscribe/rate & review



#3: Leverage the audience of your guests



First email EVERY morning

Your interview is **LIVE** and will be listened to by thousands of Fire Nation faithful today! Thanks again for **rockin** the interview.

I'd be grateful if you would consider sharing with your audience.

Share with one click:



Click to share on Twitter



Click to share on Google+



Click to share on Facebook



Click to share on LinkedIn

Direct listen link: <http://EOFire.com/itunes/>

Shownotes page: <http://www.EntrepreneurOnFire.com/podcast/XXX/>

iTunes Link: <http://EOFire.com/itunes/>

Stitcher Link: <http://www.EntrepreneurOnFire.com/stitcher/>

Thanks again! I appreciate you :-)

#4: Leverage existing communities



Pat Flynnn PRO Tip

**Email the group
leader for an
interview!**



#5: Social Media



Twitter Embed



FB Embed



*****BONUS*****



P.I.F.F.

#1 Community



Kate Erickson

December 19 at 11:21pm

Spread the love for other podcasters in Paradise!
If you'd like to participate, post your show's link in the comments section here. This post is only for those who are willing to take the time to listen to others' shows and leave an HONEST rating & review.
NOTE: leave link to your show in the comments. Individual, separate posts asking for ratings / reviews will be deleted per group guidelines.
Added bonus: request access to our shared doc so you can keep track of the podcasts you've reviewed! <http://bit.ly/1ntIVfe>



Unlike · Comment

👍 You, Darrin Bentley, Joel Louis, Darren Monroe and 22 others like this.

💬 View previous comments

3 of 146



Eric Tivers Frank Conway thanks, I got you back.

December 21 at 2:35pm · Like · 👍 2



Tim Ferriss



Tim Ferriss

December 18 at 8:10pm

What's up, all? My first time here. Just sending a friendly hello 😊 - Tim Ferriss

Unlike · Comment

👍 You, Jason Benavides, Myles Saulibio, London R Porter and 248 others like this.

💬 View previous comments

53 of 152



Nicole Wipp How fun! Welcome, Tim!

December 19 at 8:57pm · Like



Melvin L. Varghese Hey Tim. Welcome to paradise!

December 19 at 9:20pm · Like



Darrin Bentley



New & Noteworthy

Featured ▾



Fearless Social: Social Marketing Evolved
Fearless Social



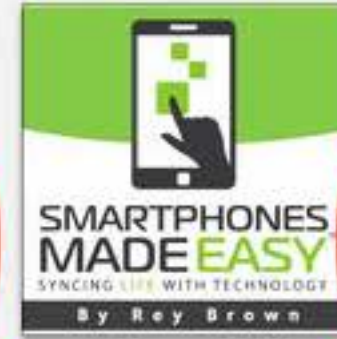
TriggerCast - Weekly Business Ammunition
DigitalTriggers.io | Bus...



Fearless Minds Podcast
Cole Hatter: Author, In...



Defeat the Drama at Work with Kirsten E....
Kirsten E. Ross MLIR



Smartphones Made Easy: Syncing Life w...
With Rey Brown & Oth...



Social Zoom Factor with Pam Moore
Pam Moore Forbes T...



The Entrepreneurs Library with Wade...
Wade Danielson inter...



The Nathan Barry Show
Nathan Barry: Author,...



Get Paid For Your Pad | Airbnb Hosting |...
Huzefa Kapadia and J...



Money Making Millennials:...
Jonah Wilson: Teenag...



Marketing Strategy Lab: Product Creatio...
Jason Edwards and J...



The Simon Granner Show
Simon Granner - Busi...



CLIQUE
Tena Pettis



Creative Warriors Podcast
Creative Warriors Pod...



Best Real Estate Investing Advice Ev...
Joe Fairless



Small Business Marketing Minute
Kevin Jordan



She Podcasts
Elsie Escobar and Je...



Second Half Comeback with DG...
D.G. Gregory



Kate's Take: The EntrepreneurOnFire...
Kate Erickson, Invest...



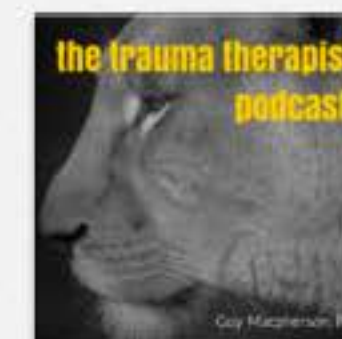
The Social DJ
Interviewing and bring...



Cherished Ideas Podcast: The Podca...
Simon Knapp: Entrepr...



Invisible Office Hours
Paul Jarvis and Jason...



The Trauma Therapist Podcast | Inspiring...
Guy Macpherson, PhD



GIVING WARRIORS
with Dominique...
***Conversations Insp...



RED - Real Entrepreneur...
RED Podcast



1 Simple Thing Podcast | Build a...
Dave Kirby



Entrepreneur Power Hour with Valerie...
Power-packed inter...



Life by your OWN Design
Amber Rose Allen/Lif...



Get the Right Bleep Done: Focus,...
Liz Brazier | Accounta...



The Doorpost Podcast // Inspiring...
Duane Barnhart



The Radical Personal Finance Podcast:...
Joshua J. Sheats, CF...



Music Lesson Business Academy
Darcy Thompson and...

Monetize

Podcasts



#1 \$ Question

How do you \$\$ to the tune
of **\$150,000+** a month?



#5: Coaching & Membership masterminds

Success Story

🔥 \$13,500 from 1 ep

🔥 2 clients in 3 weeks

🔥 International



Women
TAKING THE LEAD

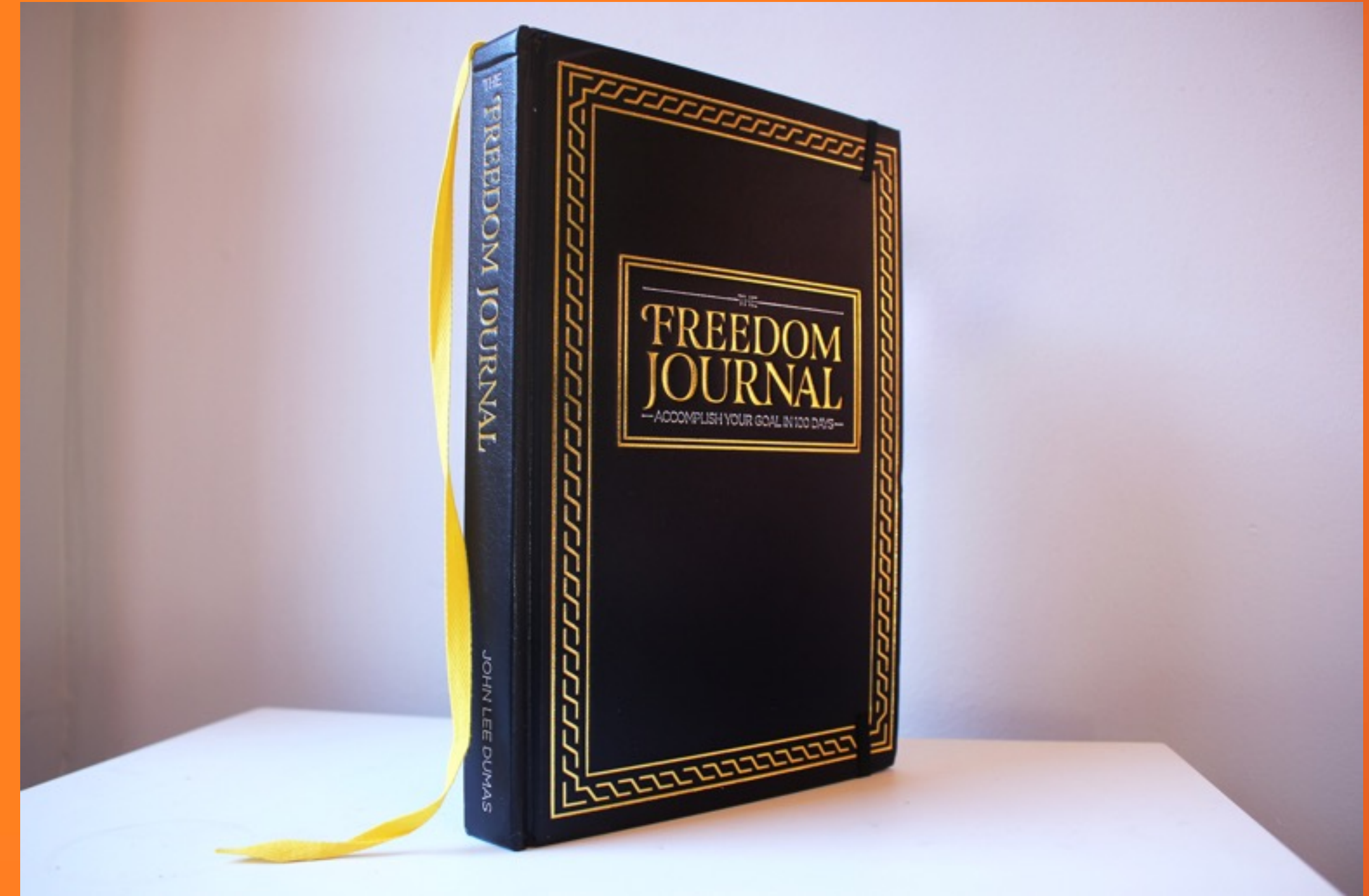
For women who want to lead
with confidence, integrity and
a sense of humor.

Hosted by Jodi Flynn



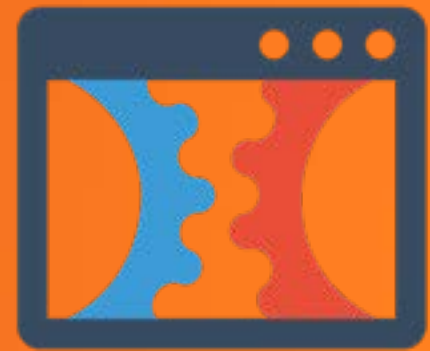
#4: Crowdfunding

\$453,803



TheFreedomJournal.com

#3: Affiliates: \$94,221



click funnels



EOFire.com/Resources



Gregg Clunis

(member since July 2014)



**2 Affiliate Relationships -
w/in 1 month of launch**

#2: Sponsorships: \$67,000

legalzoom®

 DesignCrowd

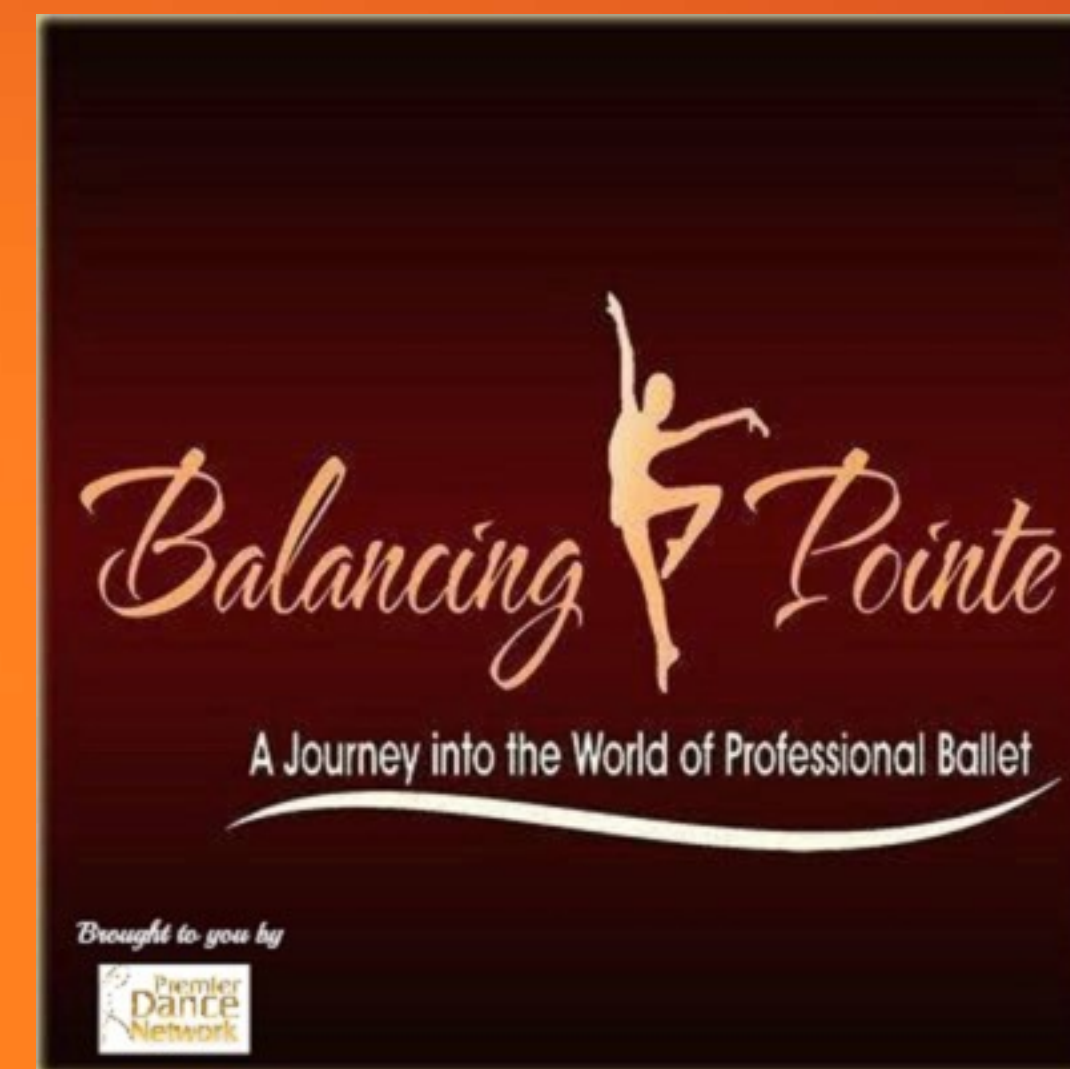
 ZipRecruiter





Kimberly Falker

(member since Oct 2013)



Has 3 podcasts in her network w/ sponsors

In Podcasters' Paradise



Sponsorship Price Chart

Price is based on **CPM** – cost per **1,000** impressions.

PRE-ROLL

- **15-second** promotion
- \$18 per 1,000 CPM

MID-ROLL

- **60-second** promotion
- \$25 per 1,000 CPM

EntrepreneurOnFire guarantees over 14,000 CPM per episode.

1 Sponsorship = 1 Pre-Roll & 1 Mid-Roll

$(\$18 \times 14 = \textbf{\$252}) + (\$25 \times 14 = \textbf{\$350}) = \textbf{\$602}$

Each sponsor receives premium “show notes” placement on the specific episode sponsored as well as a featured spot on the **EntrepreneurOnFire.com** website



In Podcasters' Paradise

How to find sponsors



Sponsorship Price Chart

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In Podcasters' Paradise

 How to find sponsors

 Email templates



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In Podcasters' Paradise

 How to find sponsors

 Email templates

 Contract that we use



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In Podcasters' Paradise

 How to find sponsors

 Email templates

 Contract that we use

 How to negotiate



Sponsorship Price Chart

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#1: Products

\$33,537



Justin Williams

(member since Oct 2013)



**Launched online course:
"House Flipping Formula"
w/in 5 months of launch**

June: \$225,579

Our Monthly Income Reports

Click the month to open the FULL report

2016

June 2016 Gross: **\$225,579** | Net: **\$160,356**

May 2016 Gross: **\$219,248** | Net: **\$152,386**

April 2016 Gross: **\$221,365** | Net: **\$141,837**

Mar 2016 Gross: **\$116,100** | Net: **\$63,695**

Feb 2016 Gross: **\$595,936** | Net: **\$375,461**

Jan 2016 Gross: **\$171,219** | Net: **\$107,465**

2016 Total Gross: **\$1,549,447** | Net: **\$1,001,200**

EOFire.com/income

Let's take a deep breath





What is



?

THE premier
Podcasting Community
in the World!

Over 200 video tutorials



Beginners

Create & Launch



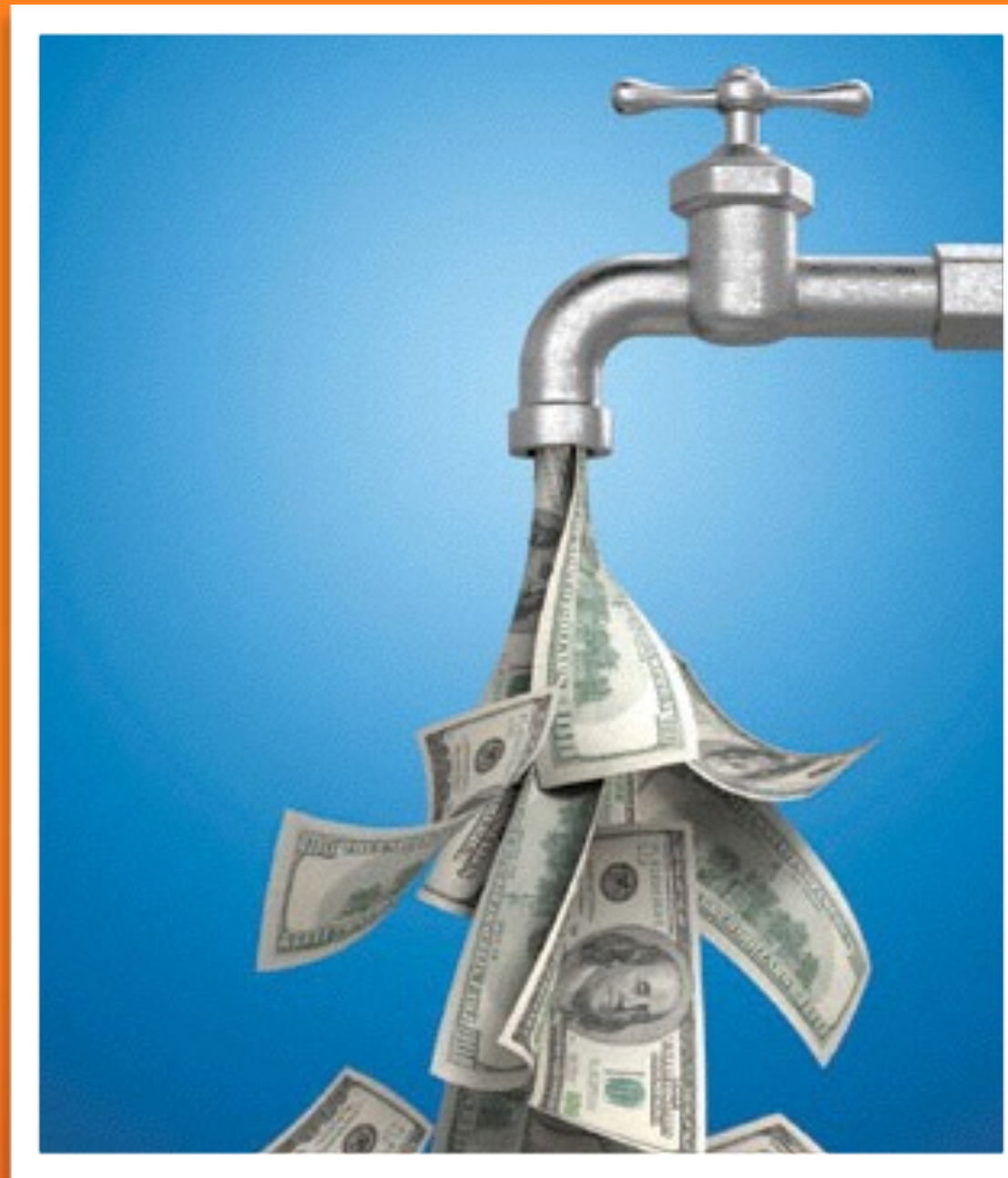


Intermediates

Grow your audience

Experts

Monetize & create multiple





Every Resource you'll need

 **Every Resource you'll need**

 **Guest connect**



Every Resource you'll need



Guest connect



Live Support



Every Resource you'll need



Guest connect



Live Support



FAQ

**Everything you need
to create, grow, &
monetize your
Podcast!**

Let's dive in!

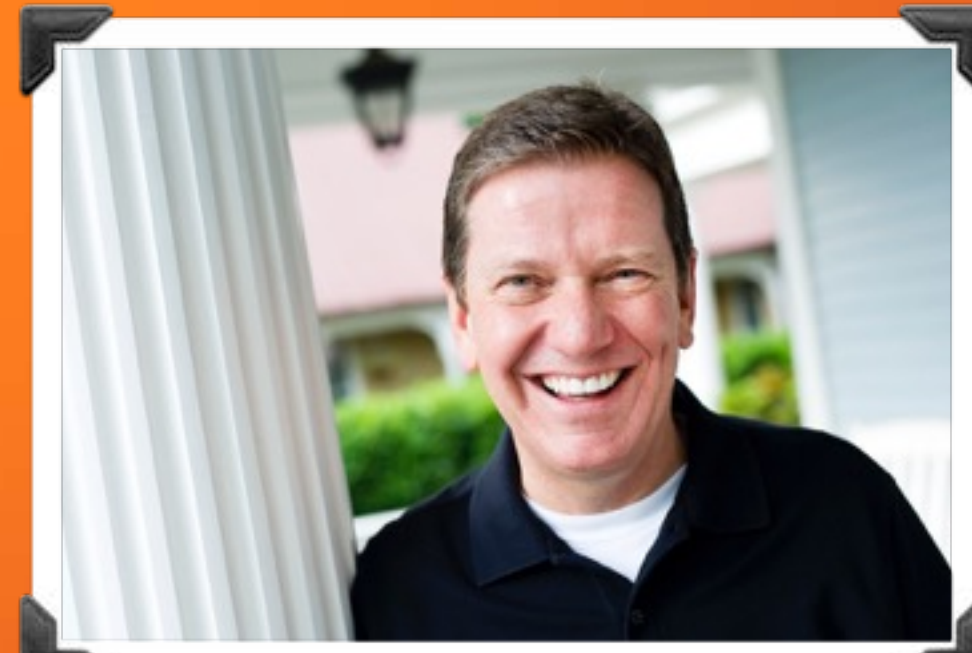


If you join today...



Action Takers Bonus

90 days of **FREE** access to our Monthly **LIVE Q&A** sessions



AND 90 days **FREE** access to our Private FB Group



Exchange honest

iTunes reviews

**Find guests for
your show**

Find opportunities
to be a guest

Exchange the
latest tips,
tools, tactics

Receive feedback
for logo, format,
overall feel

Hone your interview
skills by practicing
with others

& much, much more!

Let's check it out!

So what do you get?



EVERY step-by-step video
tutorial you'll need to
Create, grow, & monetize
YOUR podcast...



Every resource reco you'll need

 **Every resource reco you'll need**

 **Email templates**

 **Every resource reco you'll need**

 **Email templates**

 **Sample documents**

 **Every resource reco you'll need**

 **Email templates**

 **Sample documents**

 **Guest Connect**

 **Every resource reco you'll need**

 **Email templates**

 **Sample documents**

 **Guest Connect**

 **FAQ and support page**


PLUS

90 days of FREE

access to:

Our exclusive Facebook group

WELCOME PARADISERS!


Podcasters' Paradise
Closed Group

GROUP GUIDELINES

1. No self promotion
2. Give feedback or answer a question, THEN ask one
3. Use the search bar function, it works great!
4. Pay it Forward Friday is the place to share your show links - not in the feed

Joined ▾

➦ Share

✓ Notifications

⋮

DiscussionMembersEventsPhotosFiles

Write Post


Add Photo / Video

Ask Question

Add File

Write something...







PINNED POST

**Kate Erickson** with Farnoosh Torabi Dussinger and 3 others
August 9 at 8:52am · Edited

{DEADLINE: Thur. Aug 13th}: What do all of these incredible podcasters

MEMBERS2,058 members (19 new)

+ Add People to Group



Invite by Email

DESCRIPTIONEdit

The Podcasters' Paradise Private Facebook ...

Exclusive monthly webinars



Packaged altogether...



One-time payment of

\$1000

Lifetime Access!

12-payments of

\$100

Lifetime Access!

Live attendees

~~\$10000~~

~~\$100 x12~~

One-time payment of

\$750

\$250 savings & Lifetime Access!

12-payments of

\$75

\$300 savings & Lifetime Access!



NO questions asked

What you get in Paradise!

LIFETIME ACCESS TO:

What you get in Paradise!

LIFETIME ACCESS TO:

1. 200+ videos

What you get in Paradise!

LIFETIME ACCESS TO:

- 1. 200+ videos**
- 2. Guest Connect**

What you get in Paradise!

LIFETIME ACCESS TO:

- 1. 200+ videos**
- 2. Guest Connect**
- 3. Resources**

What you get in Paradise!

LIFETIME ACCESS TO:

1. 200+ videos

4. Templates

2. Guest Connect

3. Resources

What you get in Paradise!

LIFETIME ACCESS TO:

1. 200+ videos

4. Templates

2. Guest Connect

5. Live chat

3. Resources

What you get in Paradise!

LIFETIME ACCESS TO:

1. 200+ videos

4. Templates

2. Guest Connect

5. Live chat

3. Resources

6. Support & FAQ

****PLUS 90 day access to FB & Webinars!****

\$45/month if you remain after 90 days

1. 200+ videos

4. Templates

2. Guest Connect

5. Live chat

3. Resources

6. Support & FAQ

What Paradisers' are saying...



- Katie Krimitsos
Business Women Rock
Podcast

"I'm so incredibly humbled that the Business Women Rock Podcast took home THREE awards at the regional Talkie Awards! My entire podcast would not be possible without the love, education and support of this group! Thank you all so much to everyone who has given me so many great ideas and feedback! Love this community!"



Jim Duane

6 hrs

Support from the Paradisers has taken the Inside Winemaking Podcast to the #1 spot in the Food category in New and Noteworthy. I couldn't thank all you guys enough for the ratings and reviews you have provided. Such an awesome group!!

New & Noteworthy



“

ABSOLUTELY love Paradise! This has been a tremendous resource for me as an established podcast. GROW and MONTETIZE are my objectives and this is helping me to do just that. Really, really an incredible resource – from the community to the instructional videos and PDF templates – it has been outstanding, and I'm so glad I made the decision to join!

Scott Iardella Rdella Training



- Kathleen Gage
Power Up for Profits Podcast

"I have to say this is, by far, one of the best training programs I've invested in. The more I dig in, the more excited I get. By following John's model I was able to hit #4 in Education and Careers in a little over a week after launching my podcast. The secret to all of this is to dig in, implement and enjoy the results. Great job John Lee Dumas and Kate Erickson! Whoooo hooo!"



NO questions asked

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With John Lee Dumas

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