

# Podcast Startup Mindset & Costs - "G" Lister & Rising

**"G" Lister**



**& RISING**

# Podcast Startup Mindset - “G” Lister & Rising

Are you excited about starting a podcast, but scared to take the first step?

Have you started a podcast and “podfaded”?

I got excited about podcasting 12 years ago.

I started my podcast only 3 years ago.

9 years of missed opportunity...

- lives that could have been impacted,
- insights that could have been shared,
- money that could have been made.

# Podcast Startup Mindset - “G” Lister & Rising

My insecurities about needing to be an “A” Lister as quickly as possible kept me from taking action.

I’ve heard the same story from countless friends and peers.

With a few simple insights, you can learn to enjoy the journey and every step of the way. You might not make it to the “A” level. I still haven’t, but I’m having a heckuva time, impacting lots of lives and making money.

# Podcast Startup Mindset - “G” Lister & Rising

The “H” listers & below are still trying to figure out if they want to get involved.

If you’re ready to get started, take on the challenge and claim your letter.

Welcome, “G” Lister

# Questions to Consider (1) - Your Self-Labels

Where do you see yourself right now?

Is there a label attached to that? (i.e. “A” Lister, “C” Lister, “Z” Lister)

How is that label helping you or hurting you?

What is that label either inspiring you to do or preventing you from trying?

**Please Share In Chat & I'll Call on People for Us to Discuss**

**THANK YOU**

# Questions to Consider (2) - Predict Your Future

Where will you likely be with your WORK/MESSAGE in 5 years if you do nothing?

Where will you likely be in 5 years if you release 1 episode per MONTH?

Where will you likely be in 5 years if you release 1 episode per WEEK?

Would you be willing to invest 1-4 hours for each episode you create?

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**THANK YOU**

# Questions to Consider (3) - Work, Life Work or Both?

Are you using this to Make Money, Make an Impact or Both?

How MUCH money MUST you make from your podcast / related work?

How SOON must you see a financial return on your investment?

How much can you EASILY afford to invest (in time & money) forever?

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# 3 Common Paths to Positive Impact & Growth

	STUDENT / INTERVIEWER	INTERVIEWER / STARTUP	EXPERT / INTERVIEWER
TOPIC (not podcast) EXPERIENCE	Brand New	“Rookie” (1-5 Years-ish)	“Expert” (5+ Yrs / High Level)
MAIN GOAL FOR PODCAST	Serve the Audience	Serve the Audience	Serve the Audience
PATH	Interview Others Who Know More than You	Interview Other Experts & Share Your Expertise	Share Your Expertise & Interview Other Experts
FOCUS	Share the Other’s Work to Serve Audience & Learn	Share Other Expert’s Work & Your Ideas to Serve Audience	Share Your & Other Expert’s Work to Serve Audience
SUPPLEMENT	Mini-Episodes Where You Share Your Journey	Start Positioning Yourself as a “Rising” Expert on Topic	Share Other Expert’s Work to Serve Audience &
YOUR GAIN	Connections Wisdom Exposure See If You Like the WORK	Connections Wisdom Positioning Leads & Sales	Expert Positioning Leads & Sales Affiliate Partners Deal Flow
MONETIZE	Affiliate Sales	Affiliate Sales + Your Work	Your Work + Affiliate Sales
ALWAYS	Build Your List	Build Your List	Build Your List
PIVOT	Discovery Calls to Serve, Connect & Create Offerings	Discovery Calls to Learn, Connect & Create Offerings	Discovery Calls to Courses, Coaching, Masterminds



# Questions to Consider (4) - Long Term Commitment

Do you think you'd like to do Audio Only or Video?

How aggressively do you plan to repurpose & share content / work social media?

What level of TIME commitment could you afford FOREVER? (Think raising kids)

What level of MONEY commitment could you afford FOREVER? (Think basic necessities)

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**THANK YOU**

# Podcast Startup Essential Costs

UPDATE COMING SOON

	LOWEST POSSIBLE	MINIMALIST	BROKE SQUIRREL	CONVERTING EXPERT
RECORDING TOOLS				
Microphone	Snowball / ATR (\$50-\$90)		Best Mic	
Camera	Logitech HD Webcam		Best Camera	
Accessories	1 Simple Light (if Video)		Lots of Pretty Lights	
PUBLISHING TOOLS				
Podcast Host	Libsyn with Stats (\$7/mo)			
Video Host	YouTube (Free)			
MARKETING TOOLS				
Website / Blog	Wordpress + Hosting			
AUTOMATION TOOLS				
Appt Scheduler	Calendly Free Version	Calendly or Acuity	Calendly or Acuity	Calendly or Acuity
SOCIAL MEDIA TOOLS				
Posting Software	Manual or Free			
GUIDANCE	YouTube, Podcasts, PodFam	ONE Good Course	LOTS of Courses	1 GREAT Course
GUEST MATCHING	PodMatch, Awesome Guests, Research		Multiple Paid Services	
REPURPOSING	DIY	Repurpose.io	Everything	VA / RepurposeHouse