



Expand Your Reach with Podcasting

Dispel the Myths and Discover the Truth

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Podcasting is a highly effective tool to grow your business (and your income) by increasing visibility, connections, credibility, potential clients and opportunities!

I began sharing my message on live internet radio networks several years ago before transitioning to pre-recorded shows through podcasting because of the ease and flexibility it offered.

Podcasting allows me to reach people all over the world at the listener's convenience. Different time zones are no longer an issue. I love the freedom it gives me. Podcasts can be audio, video or both. You can host your own podcast or be a guest on other shows. All of these strategies will help you build your online presence quickly.

Podcasting not only grew my online presence, it opened up so many additional business opportunities. It is the best form of networking I have ever found.

In just two short years, my weekly podcasts have reached **1 MILLION** people in more than 50 countries!

I have developed relationships with amazing people from all over the world through podcasting. People that I truly consider experts in their fields. Now we are friends and I collaborate with many of them. A whole new world of opportunity has opened up for me and I can for you too!

Begin expanding your reach with this free report. Feel free to reach out to me at bonnie@bonniegroessl.com with any questions.

Share Your Message!

~ Bonnie



If you are a coach, consultant, or provide a product or service, you probably love helping people but may have trouble attracting new clients. Perhaps your ideal clients can't find you or they don't even know that you have what they want.

How do people find you now?

In this day and age, most people search online. Do they find you easily there?

If the only thing that comes up is your personal Facebook page or your time in a local 5K race, you may not have a good online presence. That probably means your ideal client can't find you and doesn't know you can help them with the problem that keeps them up at night.

If your business is bringing in enough money just by word of mouth, that's great! But that's not typically the case for most people. Besides, people still will go online to look you up whether you rely on word of mouth or not.

You can leverage the power of publishing to build your platform, credibility and online presence. When I refer to publishing, I am primarily talking about podcasting or publishing a book. This free report will focus on podcasting.

Podcasting Myths



Podcasting Myth #1 – You Will Make Immediate Money from Sponsors

First, I want to clear up a major misconception that people have about podcasting. Many people want to start a podcast to make money. They believe it's easy to make money right out of the gate from sponsors.

While that may work for a few people based on their audience, they are the exception rather than the rule. In most cases, **a podcast is not your business.**

Podcasting is the best tool I have found to grow your business (and your income) by increasing visibility, connections, potential clients, opportunities and credibility. Having a call to action is a necessary part of your podcast so you can grow your email list and build a tribe of raving fans.

Building your online presence makes you money indirectly. Sharing your message makes it easy for your ideal clients to find you. As they listen to your show, they begin to know, like and trust you. You begin to build a relationship with them so they feel like they know you before you ever interact with them.

If you are interested in starting your own podcast, I teach a masterclass, "Expand Your Reach with Podcasting - How to Design and Launch Your Professional Podcast in 30 Days or Less." Click here for details <http://expandyourreachnow.com/>



Podcasting Myth #2 – It Takes a Lot of Time

People often think that a podcast needs to be an hour long and published frequently, like old-time radio.

The truth is that podcasts can be any length ... even a few minutes! There is no rule.

In this busy time we live in, I think shorter is better. Most of my students in the “Expand Your Reach with Podcasting” class launch podcasts lasting 5 to 15 minutes. With the right strategy, you can batch recordings and save even more time.

Think about it: Do you like to listen to people ramble on before getting to the point? Or would you rather get quality content in a concise manner?

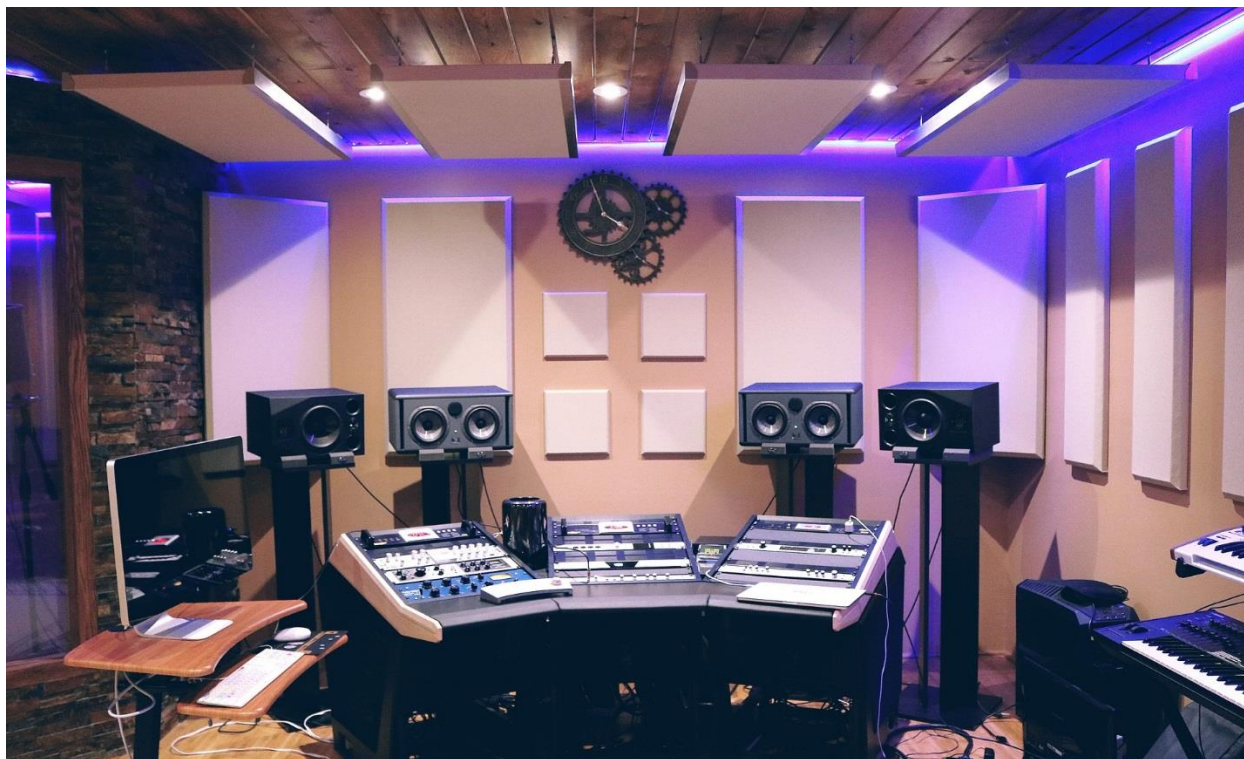
It's the quality of your content, not the quantity that matters. Repurposing the same content from a blog, podcast and social media is an efficient use of your time and has a greater impact.

Podcasting Tip: *If you have a topic that will span over several shows, you can record them all in one session. You can leave a space in your recording at the end of each show where you can edit later and add a short closing for that episode. Breaking apart a longer recording and making several podcasts from it is a smoother way to record a topic rather than talking about it intermittently. It flows better, is easier to do, and suddenly you have several episodes done and ready to upload!*

The more podcasting platforms (or directories) you publish on, the better. Having your content appear on more “internet real estate” is a benefit and gives you better visibility. If you are creating your own podcast, I recommend submitting to several directories. You can search the internet for the most popular Podcast Directories to submit to.

Here are some of my personal favorites: iTunes, Stitcher, iHeart Radio, SoundCloud, TuneIn Radio and Google Play. You can also convert your podcast to a video that can be uploaded to your YouTube channel. Use your show art and .mp3 file to create the video file.

If you want to be a podcast guest, take a look at how many directories that target show is on and what kind of an audience or reach it has. (More about being a guest on page 10)



Podcasting Myth # 3 – Recording and Editing Equipment Is Expensive

People think it costs a lot of money for the equipment and software necessary to record, edit and host a show, but it really doesn't.

You don't need a professional studio or the very best recording equipment money can buy to produce a quality show. Remember, it's the quality of the content and the message you have to share that matters most.

You do need a decent microphone and a few other things, but you can create and launch a professional podcast for less than \$50.

Click here for my free report covering this topic:

<https://mandbglobalsolutions.leadpages.co/5-tools-for-podcasting/>

Really ... Less than 50 bucks!

That includes professional cover art and voiceover introduction, which adds credibility and professionalism to your podcast.



Podcasting Myth #4 – Creating a Show is Difficult and a Lot of Work

There are tools available today that make it super easy to send your podcasts to numerous directories (or platforms) with virtually no work at all. **You can set it up once and make it happen automatically.**

My favorite hosting platform is Libsyn. It will send your show to other directories and social media for you. You can check it out here: <https://www.libsyn.com/>

You can get double your show's online exposure with a video podcast. Simply post the audio track to iTunes and other directories, and the video to YouTube, and voila! The key is knowing what to do and how to do it to make it easy-peasy.

If you are not sure if you want to publish your own podcast, you may want to begin by being a **guest on other podcasts** and benefit from that show's platform to grow your online presence.

Here are a few things to think about before approaching podcast hosts:

- Identify your ideal client and niche
- Identify the ideal audience and the core message you have to share
- Do some searching online for podcasts that fit your ideal audience and message

- Take a look at the podcast's reach and visibility (directories, ratings and stats, if available)
- Listen to a few shows to become familiar with the host and the interview style, and take note of the other guests they have had on the show
- Create your media kit:
 - Headshot (high resolution jpg)
 - Short bio
 - Some bullet points listing the topics you can speak to
 - An opt-in link to a free gift you can offer their listeners if they like
 - Your contact information, website, social media, etc.
- Create a short pitch message to the host.
 - Show proof that you've done your homework and explain why you are reaching out to them.
 - Tell them what you like about their show and how you can bring value to their audience.
 - Tell them how you will promote your appearance and add a link to your media kit.
 - Keep the email or message as short as possible
- Reach out to potential hosts via email. You can also call or use social media
 - The host's contact information should be on the show page with the podcast



Podcasting Myth # 5 – You Need a Fancy Website

The first thing people think of when building an online presence is a website. I suggest a simple website to start so people can contact you online. But a website does you no good if no one ever finds it. There are more than a billion websites on the web today, with 300 to 500 new websites launching every hour of every day! You can also use your Facebook business page as a simple website to begin with.

All you really need to get started is a website that says a bit about you and what you do, and offers a way for you to collect the names and email addresses of people who are interested in what you have or can do for them. You will need an opt-in to grow your community and collect email addresses. This is accomplished by having people enter their name and email in exchange for something valuable you have to offer them.

Once people are on your email list, you can begin building your community. **Nurturing your list enables you to cultivate a tribe of raving fans.**

The challenge comes in getting people to see your website so they can see who you are and what you can do for them. A website that people can find is one way to begin building your tribe. You can direct people to this website and the free gift from a podcast you host. Most times, the podcast host will be happy to allow you to share your website and gift at the conclusion of your interview.



Additional Tips: Podcasting to Grow Your Online Presence

How does podcasting help people find your website? First, let me say your podcast needs to have quality content for your specific audience. That means you need to know who your ideal audience is and what they want. What problem, pain or fear do you solve with our message through your podcast?

Choice points when thinking about launching a podcast:

- Do you want to do solo shows, interview guests or both?
- Do you want to do audio or video or both?
- Approximately how long do you want your show to be? (Remember, there is no time requirement.)
- How often do you want to do a podcast? (Consistency matters more than the frequency.)

Tips to Grow Your Business with Podcasting:

- Always have a call to action (CTA) and a way for people to connect with you.
- Apply to be on as many podcast platforms (directories) as you can.
- Use free social media to promote your shows.
- If you have guests, ask them to promote the shows as well.
- Use titles, descriptions and show notes with good keywords.



I hope you have found this free report helpful. These are the types of things I teach in depth in the “Expand Your Reach with Podcasting” master class. You can also check out the “5-Day Podcast Guest Challenge” there as well. Click here for details

<http://expandyourreachnow.com/>

I would love to connect! I invite you to join the Facebook group (Entrepreneur Mastery) at

<https://www.facebook.com/groups/EntrepreneurMastery/>

Do you want to have more than enough ideal clients every month?

I am happy to offer you a FREE no-obligation call to help you identify the best next steps (even if you don’t know where to start).

Just choose the FREE 30 Minute Clarity and Strategy Session. This is NOT a sales call, just 30 minutes of my expertise for free, you can ask me anything 😊

Schedule a time to chat here <http://meetme.so/BonnieGroessl>

Share Your Message!

Bonnie

www.bonniegroessl.com