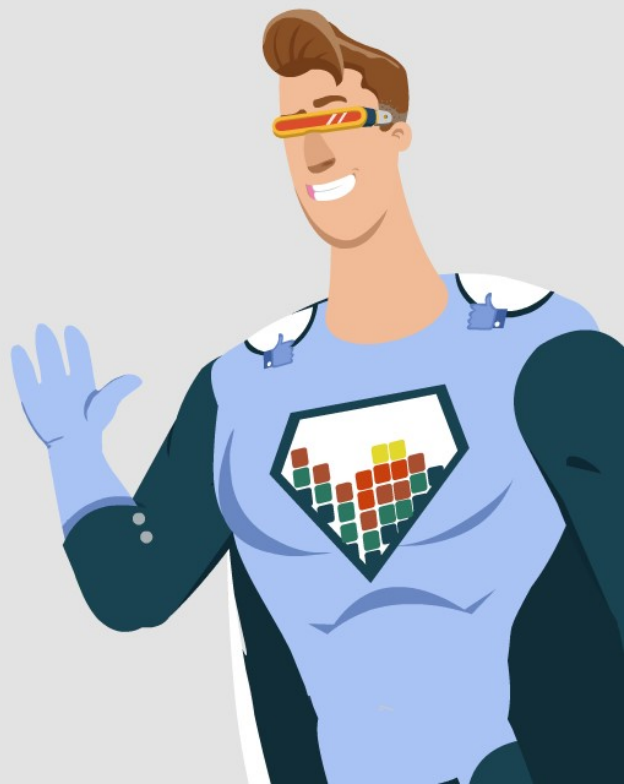


How to Create a **Premium Podcast**

and Deliver Patrons-Only
Content Using a WordPress
Membership Site

- 1) AUDIO PLAYER ON A PAGE
- 2) DOWNLOADABLE MP3 LINKS
- 3) PREMIUM PODCAST
- 4) MOBILE APP



- › what you can do with your audio content
- › how to monetize it
- › packaging it as a paid online course
- › use it as a lead magnet
- › bonus for your patrons or members

Ravi Jayagopal



Co-Founder & Co-Developer
DigitalAccessPass.com

Podcast Host
SubscribeMe.fm

Creator
CoolCastPlayer.com

Creator
PodcastReviews.me

Ravi Jayagopal



**SUBSCRIBE
ME**

**Membership Sites
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Download the Slides at

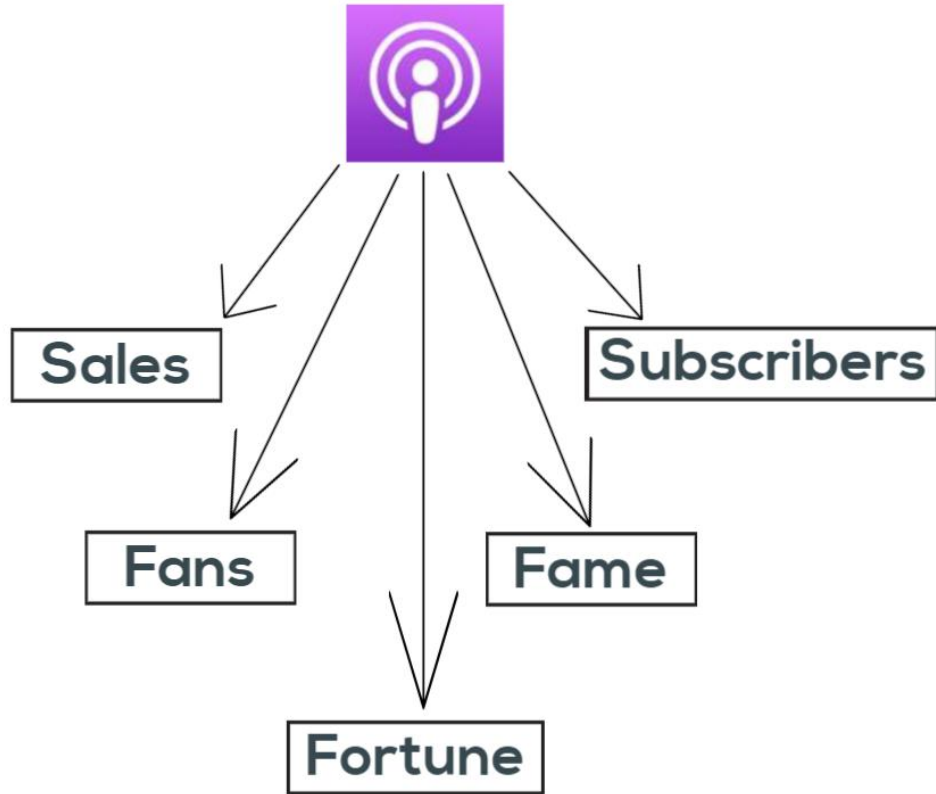
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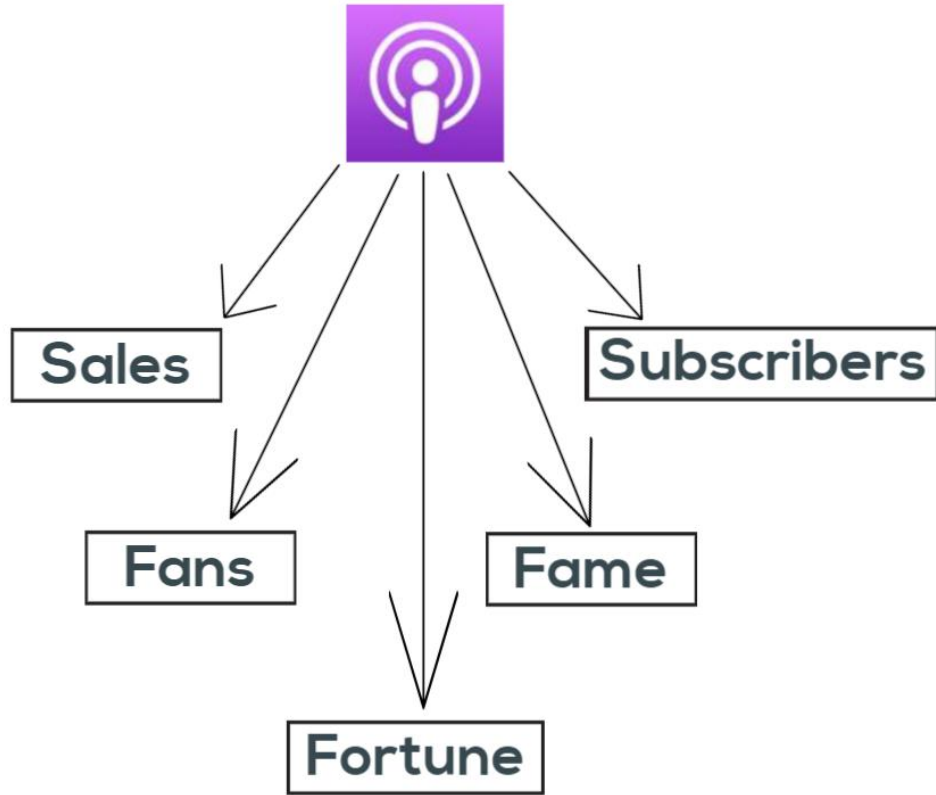
PodFantasy

PodReality

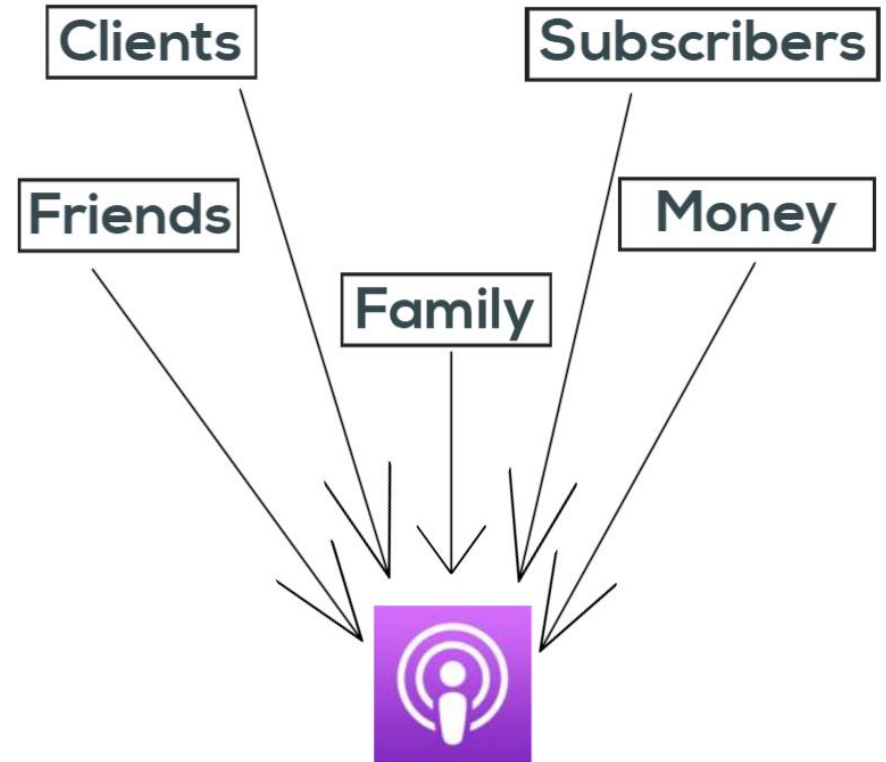
PodFantasy



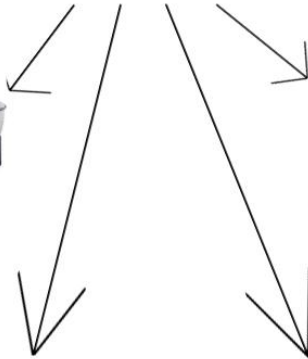
PodFantasy



PodReality



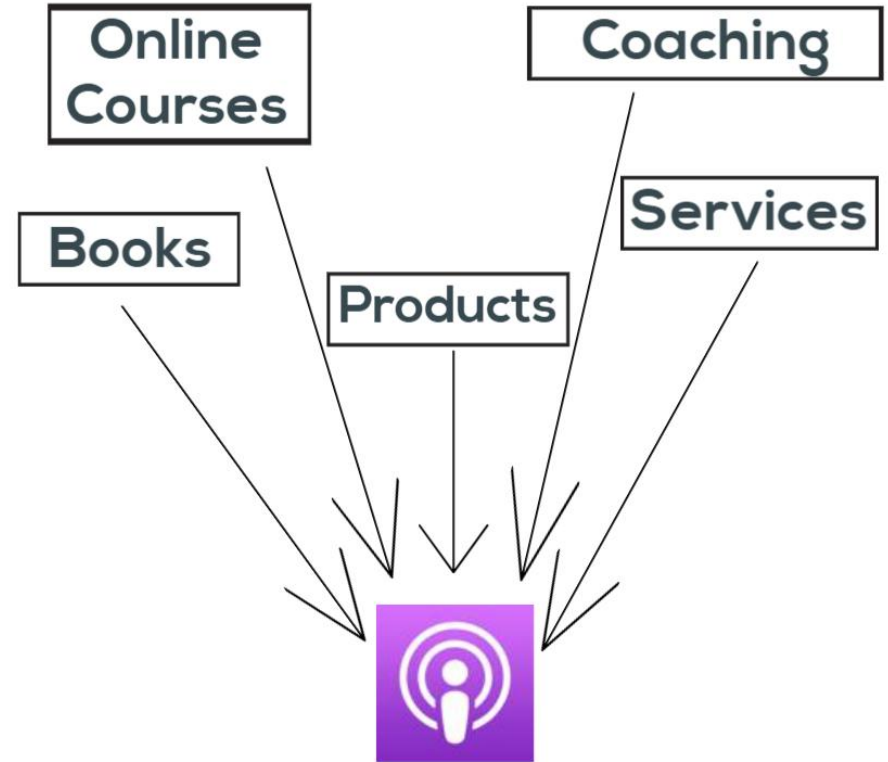
PodFantasy



PodFantasy



PodReality



PodFantasy



PodFantasy



PodReality



A quick disclaimer...

It's totally OK if you are happy with your show right now, don't wish to make any money with your podcast, don't care about investing in ways to grow it, or if you're already making enough from donations and sponsors.

A quick disclaimer...

It's totally OK if you are happy with your show right now, don't wish to make any money with your podcast, don't care about investing in ways to grow it, or if you're already making enough from donations and sponsors.

This presentation is for you, if you love podcasting SO MUCH, that you would love to do it full time if you could. You want it to pay the bills so you can do it more.

Myth #1

"You can earn a full-time living selling ads on your podcast as long as you build up a large enough audience."

**Podcasting is
NOT a business
model.**

**Podcasting – like Blogging –
at its core, is an
"Audience-building Platform.
a.k.a "Content Marketing tool.**

**Just like it is ridiculously hard
to create a full-time living with a
blog that ONLY generates income
via Ads alone...**

**Creating a Podcast with the
intention of making money solely
via Sponsorship, is just as hard...
probably way harder!**

Even the big-name podcasters
who may have inspired you to
start your own podcast, don't
make money JUST with
Sponsorship alone. They sell...

Books,
Digital Products,
Online courses,
Physical products,
Coaching,
Consulting,
In-person seminars, etc.

SEPT. 2017

\$ 220,158.54

SEPT. 2017

\$ 220,158.54

Guess how
much of that
was from
Sponsors?



At first glance, you might think...
"Wow, a Podcaster making 220K!"

SEPT. 2017

\$ 220,158.54

Guess how
much of that
was from
Sponsors?



At first glance, you might think...
"Wow, a Podcaster making 220K!"

\$3,771.20

SEPT. 2017

\$ 220,158.54

A daily podcast. 5 times a week.
20 episodes a month. Tens of
thousands of downloads/ep.

SEPT. 2017

\$ 220,158.54

Only 1.7% of his
business income was
from Sponsors

\$ 220,158.54

Online Course : 139,462.00

Affiliate Earnings: 51,877.40

Software & Apps: 16,645.91

Niche Sites: 4,427.40

Book Sales: 3,974.63

Podcast Sponsorship: 3,771.20

Donations: 0.00

Blog, Niche Sites, Email Lists, Webinars, JV's

LET ME HELP YOU BUILD A PASSIVE INCOME-DRIVEN ONLINE BUSINESS

Hi, I'm Pat Flynn! I'm here to show you through my own experiments exactly how you can stop trading time for money and start building a business that works for you. I'm here to show you how it works.

[LEARN MORE](#)

**Wanting to make a
substantial income
from Sponsorship alone
is not a realistic goal for
most of us.**

And that includes me!

Myth #2

"You can earn a great income using donations from your listeners."

Possible, but not Probable
for most podcasters.

Listen Read Watch

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RADIOLAB
TEAM!



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Radiolab Podcast Articles

Oliver Sipple

Thursday, September 21, 2017 - 10:31 PM



00:03:06 / 01:06:15



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Radiolab Podcast Articles



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Stream

1.6 million¹
weekly radio listeners

57 million²
annual streaming
sessions

135 million³
annual on-demand
listens

435,000
app downloads

100
live events at
The Greene Space
each year

7.7 million
annual YouTube views

5.5 million⁴
weekly listeners on 4
nationally broadcast
programs

**Most podcasters are
seeing less than 1% of
their audience
donating voluntarily.**

**1% of 5 million listeners donating
\$8/mo = \$400,000/month**

Libsyn.com, one of the biggest podcasts hosts, reported these stats on their podcast "The Feed".

[All Episodes](#) / 105 Stats Follow Up and Apple Podcasts Feed Tags

105 Stats Follow Up and Apple Podcasts Feed Tags



Sep 30, 2017

50%: LESS than 194
80%: LESS than 1700
90%: LESS than 5000

**"Here's this PRODUCT I have created, or
SERVICE I'm offering, here's what this stuff is
WORTH, here's how MY KNOWLEDGE,
expertise and experience can HELP YOU...**

**I've packaged it all in to this ONLINE COURSE
and when you BUY it, you will get this BENEFIT,
and that benefit, and you'll save TIME, MONEY,
ENERGY, or be ENTERTAINED, etc.**

**There is NO better way
to make MORE money
with a SMALL audience
than to sell YOUR OWN
Products & Services**

All you need is "1000 true fans".

**And Podcasting is the best way to
find them.**

**You don't need tens of thousands
of downloads.**

**Just find your 1,000 true fans, and
you can create a great business
behind your show.**

What Can You Do With Audio?



Single Audio Episode



Single Audio Episode

Audio Book



Single Audio Episode

Audio Book

Audio from Video/Webinar



Single Audio Episode

Audio Book

Audio from Video/Webinar

Public Podcast



Single Audio Episode

Audio Book

Audio from Video/Webinar

Public Podcast

Premium Podcast



Single Audio Episode

Audio Book

Audio from Video/Webinar

Public Podcast

Premium Podcast

Audio without Ads



Single Audio Episode

Audio Book

Audio from Video/Webinar

Public Podcast

Premium Podcast

Audio without Ads

Bonus Audio Content



Single Audio Episode

Audio Book

Audio from Video/Webinar

Public Podcast

Premium Podcast

Audio without Ads

Bonus Audio Content

Audio Blog or News Report



Single Audio Episode

Audio Book

Audio from Video/Webinar

Public Podcast

Premium Podcast

Audio without Ads

Bonus Audio Content

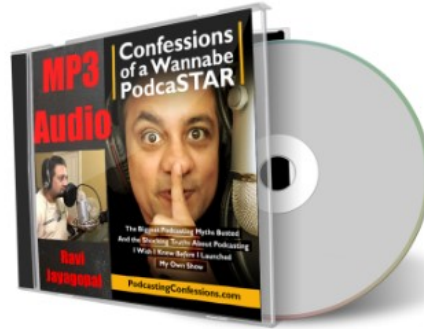
Audio Blog or News Report

Curated Interviews





Audio Book



1. Listen on this page.

(or)

2. Subscribe to the podcast and take it with you on the go.

(or)

3. Download to your device

You can listen to all of the episodes from this page as well.

I'm releasing my audio book as a podcast, so that you can subscribe to it like a podcast, download episodes (chapters) to your mobile device, and then listen to it when you're away from your computer. And you will get all latest episodes downloaded to your mobile device within minutes of it going live. You never have to come back to this page again, or even log in to the member's area. Once you've subscribed to the podcast, you will get all future episodes almost instantaneously (between a few minutes and a couple of hours after release).

That is the power of podcasting. And what better way for me to demonstrate it, than publishing my audio book about podcasting, as an actual podcast! (Wow, pretty meta, huh? 😊)

And finally, there are download links to the Audio MP3 files, so you can download the episodes to your device/computer.

1. Listen On This Page



Podcasting Confessions Feed Player

Confessions of a Wannabe PodcaSTAR - The Podcast

<http://PodcastingConfessions.com>

Jan 02	Podcasts Are Not Viral, Bring Your Own Listeners - Episode #3	11 minutes 15 seconds	
Dec 29	Podcasting Is Not A Business Model - Episode 2	9 minutes 44 seconds	
Dec 26	Confessions of a Wannabe PodcaSTAR - Episode 1	9 minutes 5 seconds	

CoolCastPlayer.com

2. Subscribe On Your Favorite Podcast App

Below, you'll find the podcast feed link (RSS) for the podcast. Copy the link below, and you can add it to your favorite podcast app, and listen to it the way you currently listen to all of your other podcasts.

The link below is specially created just for you. It has your personalized key at the end of it – please do not share your personal link with anyone else.

```
http://SubscribeMe.fm/academy/category/confessions/feed/?key=12345
```

Further below, you can find instructions on how to add the above RSS feed link to your favorite podcast app.

3. Download the episodes (Right-click & Save-As to download)

DOWNLOAD: Confessions of a Wannabe PodcaSTAR – Episode #1

DOWNLOAD: Podcasting Is Not A Business Model – Episode #2

DOWNLOAD: Podcasts Are Not Viral, Bring Your Own Listeners – Episode #3

Player on a Page



Add New Post

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Permalink: <http://www.webmasterinabox.net/audio-post/> Edit

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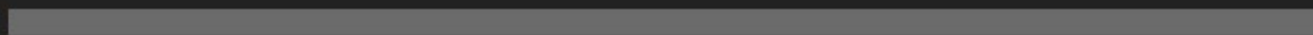
close tags



`https://s3.amazonaws.com/wcp/test.mp3`



00:00



00:00





Podcast: [Play in new window](#) | [Download](#)



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19: Why Most Entrepreneurs Will Fail - And How To

02/12/2016



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00:00:00



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 The Miesha Tate Show by Swell Story Media
Jamie Little: FOX Reporter for NASCAR, Supercr   
02/04/2016

00:00:00  00:00:00

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CoolCastPlayer.com

Driving Radio Show by Horse Radio Network
Episode 241 – David Saunders, Carriage Re:
02-17-2016

00:00:00 00:00:00

TWITTER GOOGLE EMBED IOS APP ANDROID APP

DRIVING

RADIO SHOW
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FACEBOOK TWITTER GOOGLE EMBED SUBSCRIBEMEBOOK.COM

Feb 19	20: Binge-Marketing & D-List Superstars: How to find marketing partners & affiliates	19 minutes 16 seconds	
Feb 12	19: Why Most Entrepreneurs Will Fail - And How To Get The Most Out Of A Conference	23 minutes 42 seconds	
Feb 05	18: Don't Go For The Blonde & The Art of Finding a JV Partner	15 minutes 22 seconds	
Jan 29	17: Part 2: Why you should NOT use a 3rd-party marketplace to host your online course	22 minutes 29 seconds	
Jan 20	16: Digital Sharecropping, 3rd-Party Marketplaces like Udemy.com	17 minutes 21 seconds	
Jan 08	15: Udemy vs. Self-Hosted WordPress Site vs. 3rd-Party Hosted Membership Site	18 minutes 15 seconds	
Dec 30	14: Launch One-Time Product First or a Recurring Subscription?	17 minutes 31 seconds	
Dec 25	13: Why You Should NOT Drip Content In Your Membership Site Or Online Course	16 minutes 49 seconds	
Dec 20	E12: To Drip or Not To Drip Content: That Is The Question	20 minutes 1 seconds	

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A Podcast About Making,
Marketing & Monetizing Your
Content With Membership Sites,
Online Courses & Recurring
Subscriptions



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Ravi Jayagopal

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▶	Dec 13	Why (Most) Webinars and Live Videos Suck (and What You Can Do About It) - Ep #66	26m18s	...
▶	Nov 29	Podcast Discoverability Issue and Apple's Apathy Towards Podcasting - Ep #65	24m8s	...
▶	Nov 09	My "Brilliant-5, Blah-95" Rule For Making or Marketing Anything - Ep #64	19m45s	...
▶	Oct 10	Behind The Scenes of My Online Course - Ep #63	23m28s	...
▶	Sep 16	Start with the Pricing Table - Ep #62	20m31s	...
▶	Sep 02	\$99 One-time Better Than \$9/mo Recurring? - Ep #61	36m	...
▶	Aug 09	Podcasting is So Dang Hard, So Start One Today - Ep #60	40m38s	...
▶	Jul 17	How Long Should Videos In Your Online Course Be? - Ep #59	17m33s	...
▶	Jun 21	The Art of Viral Marketing - Ep #58	47m26s	...

Simple Podcast Press
Hani Mourra

Smart Podcast Player
Pat Flynn

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Yours Truly

Downloadable MP3 Links



3. Download the episodes (Right-click & Save-As to download)

DOWNLOAD: Confessions of a Wannabe PodcaSTAR – Episode #1

DOWNLOAD: Podcasting Is Not A Business Model – Episode #2

DOWNLOAD: Podcasts Are Not Viral, Bring Your Own Listeners – Episode #3

Premium Podcast



2. Subscribe On Your Favorite Podcast App

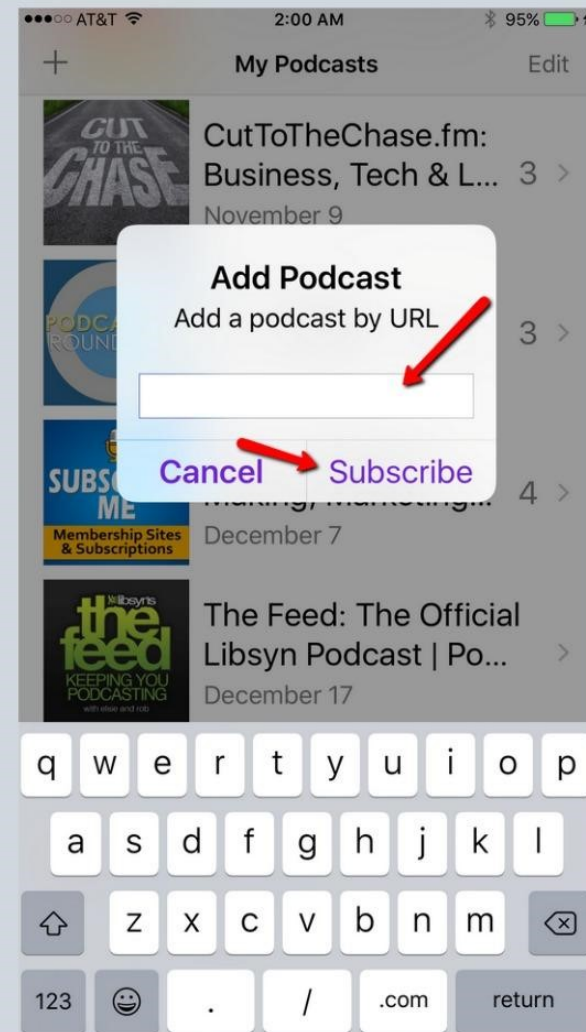
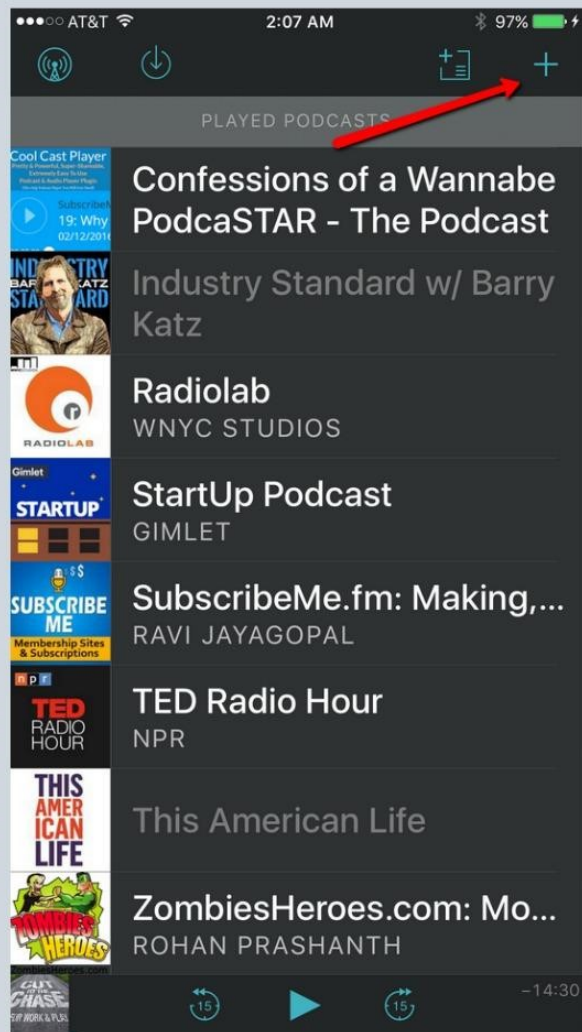
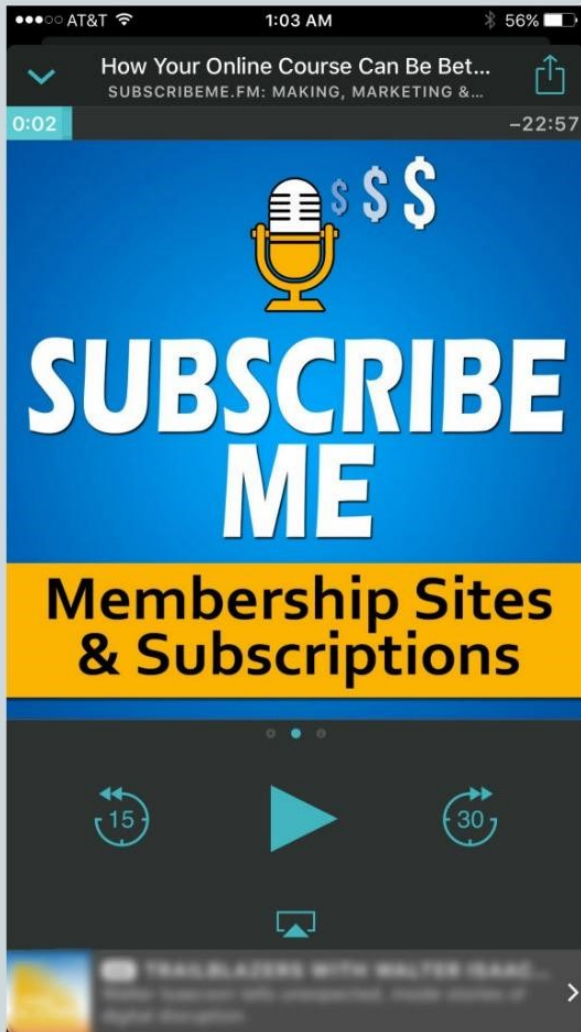
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The link below is specially created just for you. It has your personalized key at the end of it – please do not share your personal link with anyone else.

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Premium Podcast

1. WordPress

2. PowerPress

3. Membership Plugin (DAP)

4. Media Host (S3 or Libsyn)

5. Mobile App Platform (Good Barber)

a) Upload your media files to Amazon S3 or your media host

b) Install & configure PowerPress

c) Configure your Membership Plugin to protect the feed, autom

4. Mobile App

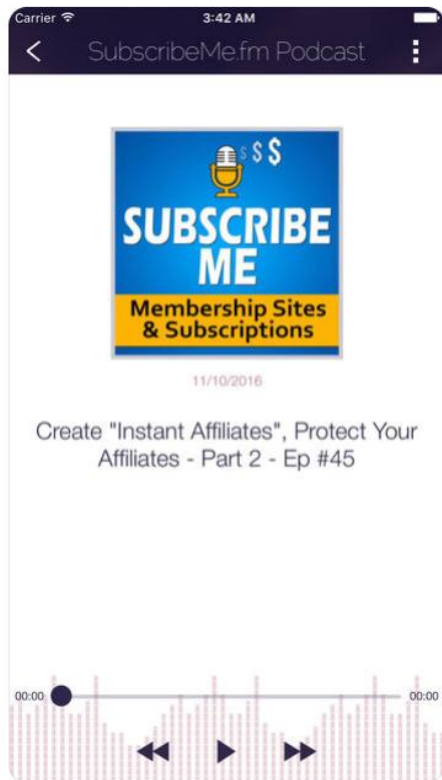




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Business

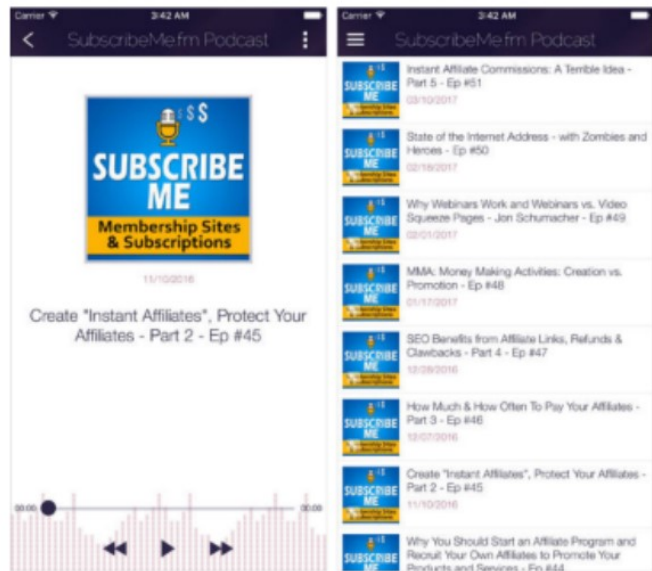
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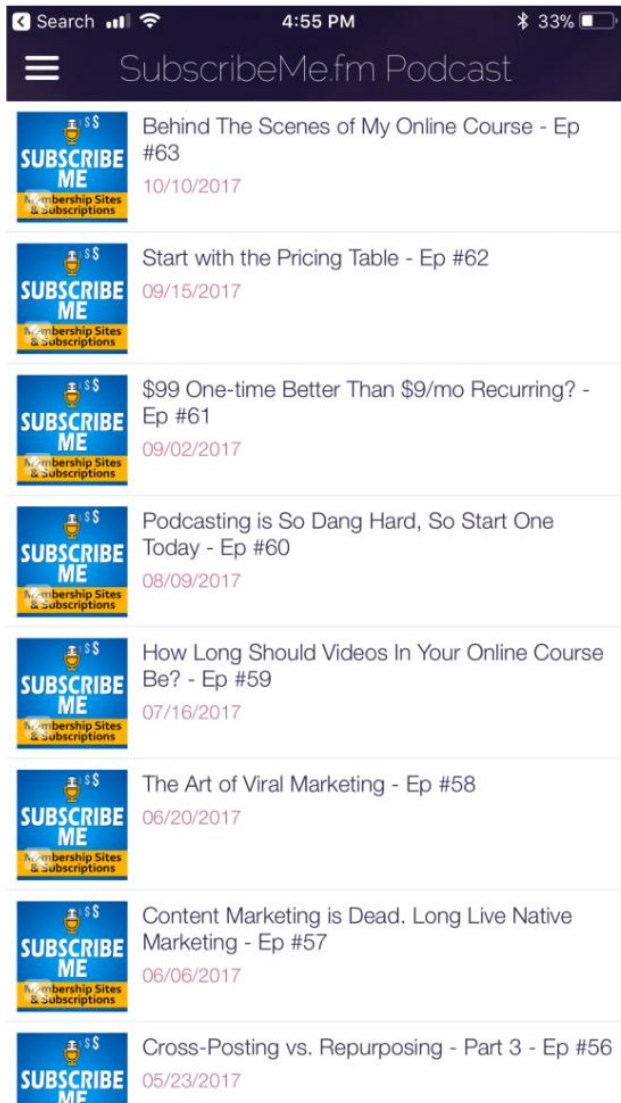


4 Ways To Create a Mobile App

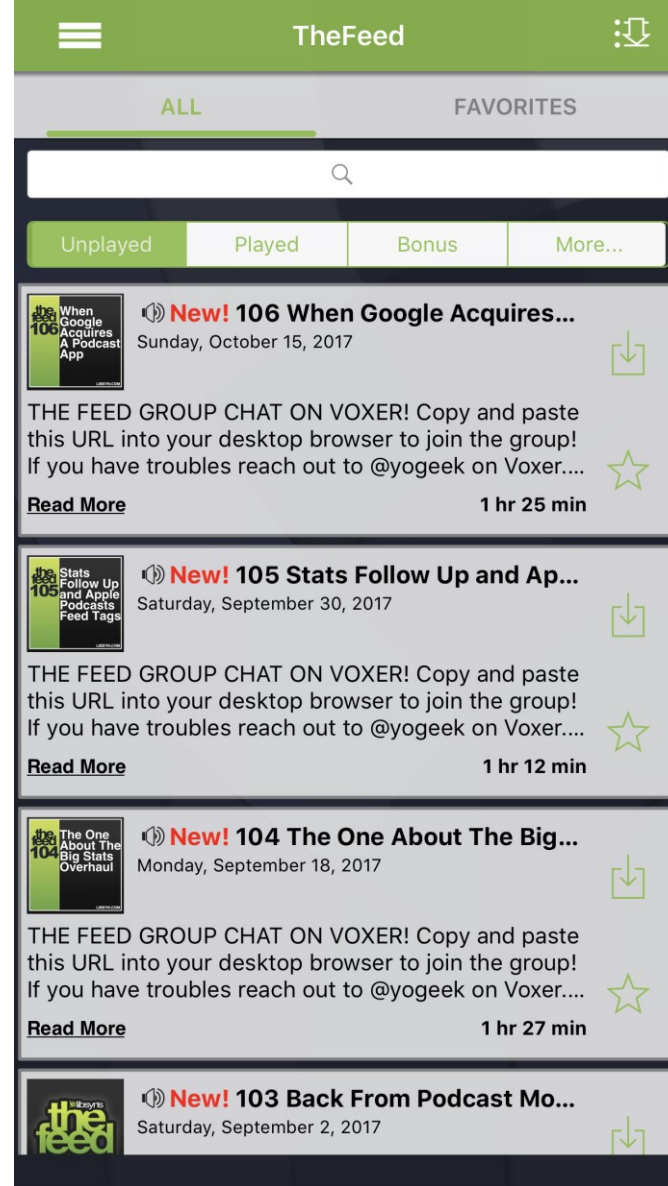


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Libsyn.com Mobile App Add-on

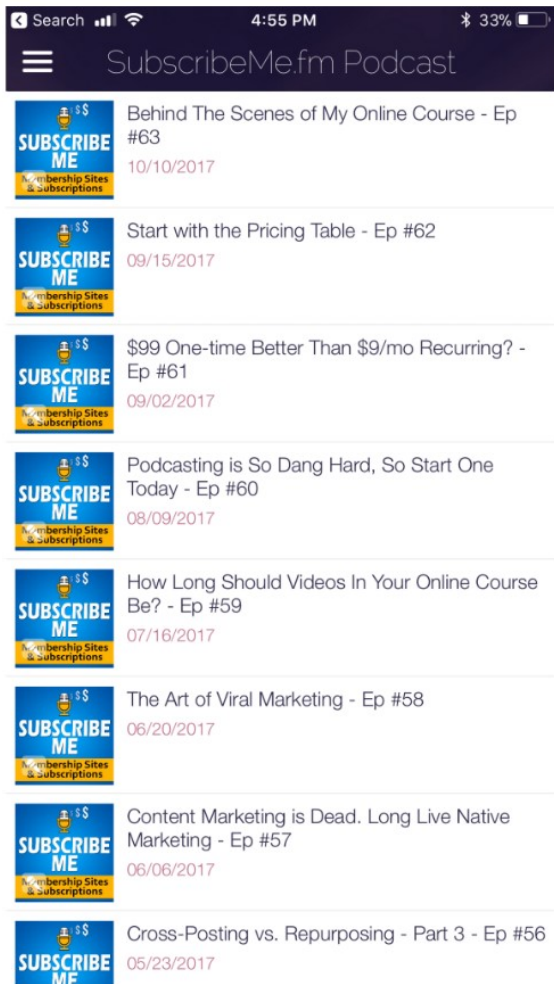


Libsyn Fees

- 1) Host with Libsyn
- 2) > \$20/mo. tier
- 3) \$50 one-time setup
- 4) \$10/mo. recurring
- 5) Has to be a Free app

Apple Developer: \$99/yr

Google Developer: \$25 one-time



Online App-Builder Platform

GoodBarber.com

BuildFire.com

Shoutem.com



Behind The Scenes of My Online Course - Ep #63
10/10/2017



Start with the Pricing Table - Ep #62
09/15/2017



\$99 One-time Better Than \$9/mo Recurring? - Ep #61
09/02/2017



Podcasting is So Dang Hard, So Start One Today - Ep #60
08/09/2017



How Long Should Videos In Your Online Course Be? - Ep #59
07/16/2017



The Art of Viral Marketing - Ep #58
06/20/2017

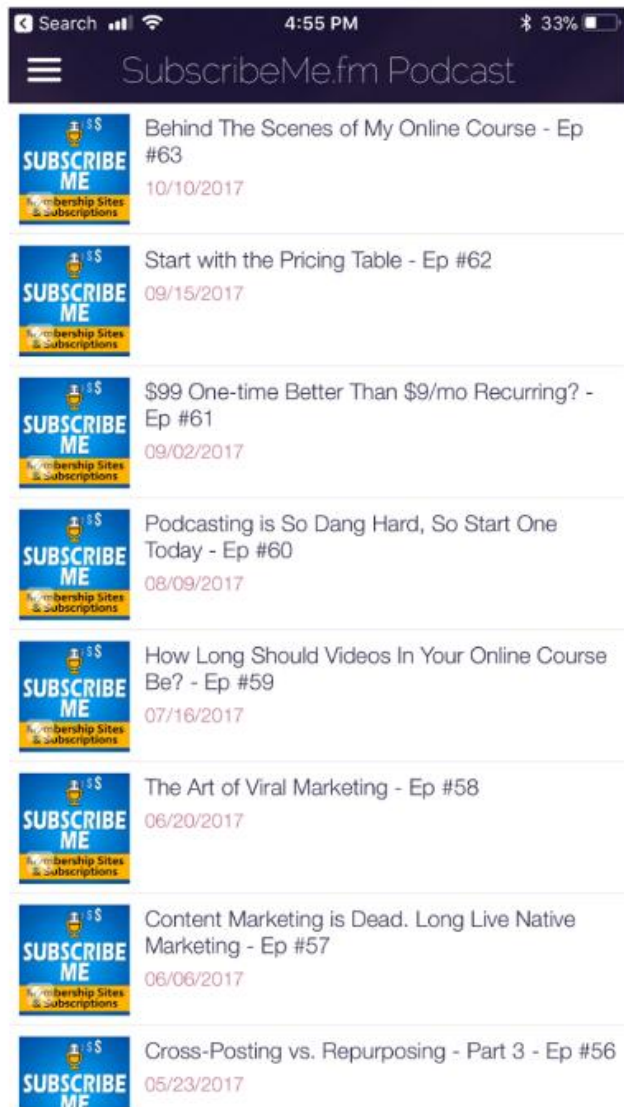


Content Marketing is Dead. Long Live Native Marketing - Ep #57
06/06/2017



Cross-Posting vs. Repurposing - Part 3 - Ep #56
05/23/2017

Hiring a Developer



Programming it Yourself

Where to Host Your Audio Files



- DO NOT use your regular web host
- DO NOT use Dropbox, Google Drive, etc
- USE your current podcast host
(upload as stand-alone file)
- USE Amazon S3

MAN SPIDER

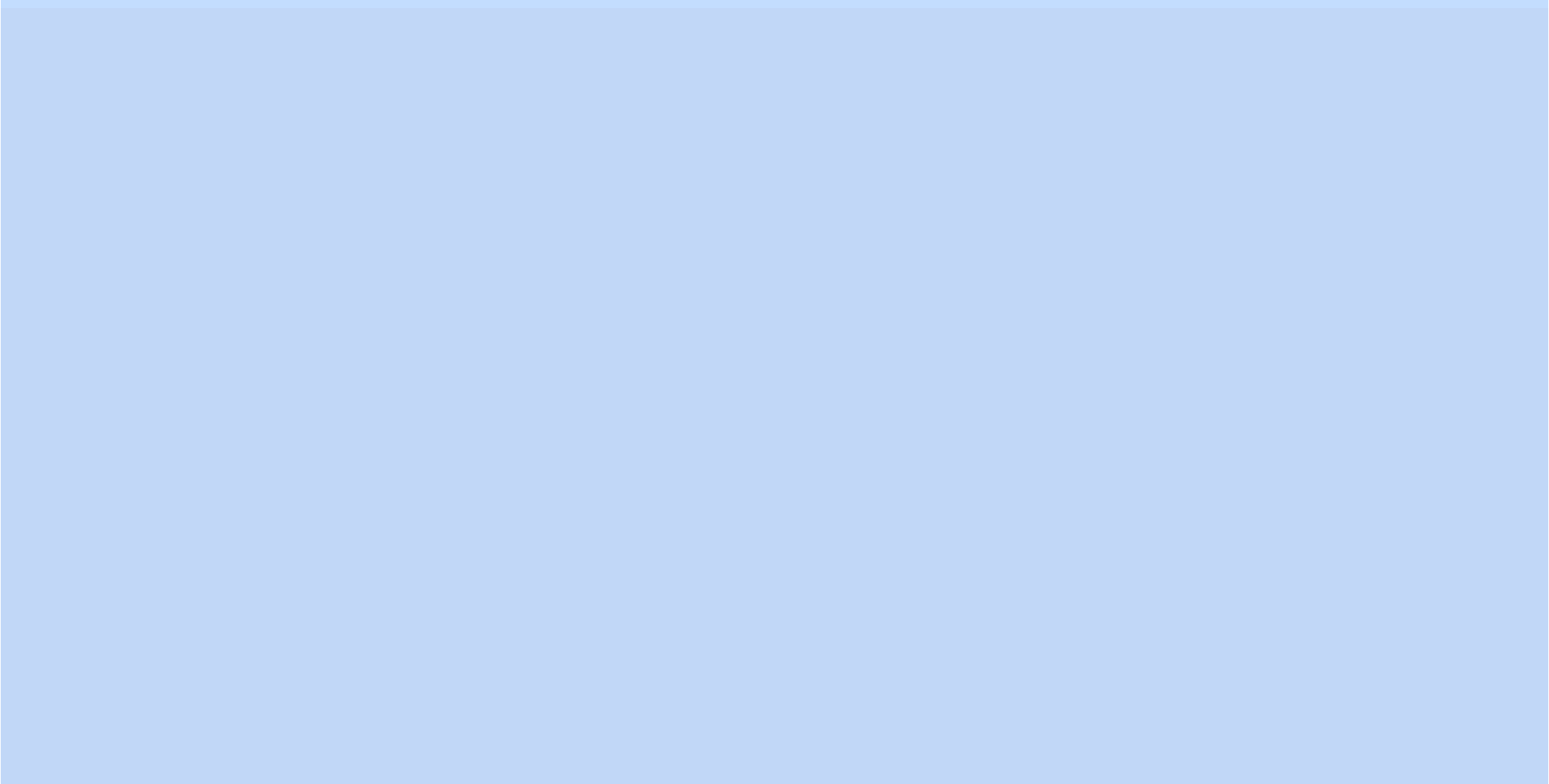




“To have
Great Power
You need to take on
Great Responsibility”

Uncle Ravi > Uncle Ben

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site



3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

Easy to get started

|

Some work to get started

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

Easy to get started
Nothing to install

Some work to get started
Installation of WordPress & Plugins

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

Easy to get started
Nothing to install
No Website Security & Maintenance

Some work to get started
Installation of WordPress & Plugins
Security & Maintenance Overhead

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

Easy to get started
Nothing to install
No Website Security & Maintenance
No Monthly Fees

Some work to get started
Installation of WordPress & Plugins
Security & Maintenance Overhead
Monthly Fees

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

Easy to get started
Nothing to install
No Website Security & Maintenance
No Monthly Fees
You pay: 5% processing fee

Some work to get started
Installation of WordPress & Plugins
Security & Maintenance Overhead
Monthly Fees
You pay: 2.9% fee (avg) + \$0.30

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Your user pays: 5% + \$0.30 fee

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Monthly Fees
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Your user pays: ZERO fees

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No Website Security & Maintenance
No Monthly Fees
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Your user pays: 5% + \$0.30 fee
Limited control over Look & Feel

Some work to get started
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Your user pays: ZERO fees
Complete control over Look & Feel

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Limited control over Look & Feel
Limited types of Products

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Unlimited types of Products & Services

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Limited types of Products
Per-Creation Payments

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Unlimited types of Products & Services
Charging Per-Creation Not Possible

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Limited types of Products
Per-Creation Payments
Payments controlled by Patreon

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Payments controlled by Patreon
Withdrawal fee

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Your user pays: ZERO fees
Complete control over Look & Feel
Unlimited types of Products & Services
Charging Per-Creation Not Possible
Payments controlled by you
No withdrawal fee

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

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Limited types of Products
Per-Creation Payments
Payments controlled by Patreon
Withdrawal fee
"Charge Upfront" issue

Some work to get started
Installation of WordPress & Plugins
Security & Maintenance Overhead
Monthly Fees
You pay: 2.9% fee (avg) + \$0.30
Your user pays: ZERO fees
Complete control over Look & Feel
Unlimited types of Products & Services
Charging Per-Creation Not Possible
Payments controlled by you
No withdrawal fee
No such issue

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

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Withdrawal fee
"Charge Upfront" issue
Grouped payments

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No withdrawal fee
No such issue
No grouped payments

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

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- Limited types of Products
- Per-Creation Payments
- Payments controlled by Patreon
- Withdrawal fee
- "Charge Upfront" issue
- Grouped payments
- Cannot offer Upsells

- Some work to get started
- Installation of WordPress & Plugins
- Security & Maintenance Overhead
- Monthly Fees
- You pay: 2.9% fee (avg) + \$0.30
- Your user pays: ZERO fees
- Complete control over Look & Feel
- Unlimited types of Products & Services
- Charging Per-Creation Not Possible
- Payments controlled by you
- No withdrawal fee
- No such issue
- No grouped payments
- Offer Upsells

3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

- Easy to get started
- Nothing to install
- No Website Security & Maintenance
- No Monthly Fees
- You pay: 5% processing fee
- Your user pays: 5% + \$0.30 fee
- Limited control over Look & Feel
- Limited types of Products
- Per-Creation Payments
- Payments controlled by Patreon
- Withdrawal fee
- "Charge Upfront" issue
- Grouped payments
- Cannot offer Upsells
- Cannot recruit your own Affiliates

- Some work to get started
- Installation of WordPress & Plugins
- Security & Maintenance Overhead
- Monthly Fees
- You pay: 2.9% fee (avg) + \$0.30
- Your user pays: ZERO fees
- Complete control over Look & Feel
- Unlimited types of Products & Services
- Charging Per-Creation Not Possible
- Payments controlled by you
- No withdrawal fee
- No such issue
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3rd Party/MyLibsyn/Patreon vs. Your WordPress Site

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- Building asset on 3rd party platform

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- Limited Functionality & Media

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- Recruit your own Affiliates
- Unlimited Email Marketing
- Personalized Feed requires setup
- Personalized Feed is secure (DAP)
- SEO options are great
- Building asset on own platform
- Unlimited payment options
- Extensible and Customizable

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- Limited payment options
- Limited Functionality & Media
- Earnings & Third-Party Name adds credibility

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- SEO options are great
- Building asset on own platform
- Unlimited payment options
- Extensible and Customizable
- Earnings & Credibility harder to prove

Your own web site becomes your
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- Podcasting is not a business model.
- Sales > (Sponsors + Donations)
- You can be your #1 sponsor
- Without a crowd, there's no crowd-funding
- Build on your own website
- Own The Platform
- Build a List
- Sell Products & Services
- So many ways to leverage a membership site
- Premium Podcast on your own WordPress Site
- DOGPOO vs. DOSAA
- Use your Podcast to attract your 1,000 True Fans

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