



PROFITABLE PODCASTING Content Creation Checklist

It would be easy to fall into the mental trap of thinking you need to build a large audience before you can monetize or generate revenue from your podcast. But it's not true. You don't need a million downloads of your podcast. You don't need 1,000 ratings and reviews on iTunes. You just don't.

In fact, the more niche you go with your audience – the faster you will monetize.

By focusing on a real estate niche, you will build your audience faster, great guests will knock on your door, and prospective partners will seek you out because you serve the same niche in a non-competitive way. So don't be afraid to go niche.

Three things to consider as the foundation for your monetization strategy:

1. What's Your Point-of-View?

- What makes your approach to real estate unique?
- Are you focused on selling financing, multi-family, commercial, single family, college housing, or something different?
- What are your beliefs around the segment you serve?
- Who do you serve and whom do you not want to serve?

Blend all of this together and you will have your point-of-view. POV gives you the ability to attract an audience, prospects, partners, sponsors and other monetization opportunities. Module 4 will help you map out your POV.

2. Consistently Create High-Quality “Cornerstone Content”

You will get better over time but you will never improve and give yourself an opportunity to monetize if you don't start and open yourself up to feedback from your audience. Get out there. Be consistent. Air a new episode daily or weekly – but be consistent and apply the advice you receive from listeners. Listening to their feedback will pay big dividends down the road.

3. Select a Monetization Strategy

Trojan Horse: if you have a list of prospects you would really like to do business with – then you ought to invite each of them to be a guest on your podcast. We call this your “Dream 50”. As the host of a top-rated podcast, you're no longer someone looking for the next deal. You're now a journalist representing an audience. And that audience could be attractive to your prospects, too. Your invitation to join you on your show opens the door to a new relationship that may never have started otherwise.

Trident of Sales: this may be the ideal strategy if your goal is to build an audience (even if it is niche) so you can promote your courses, paid seats at your workshops, your coaching programs, and even paid sponsorships you might sell to third-party brands who may also want to sell through to your audience.