

PROFITABLE PODCASTING

Monetization Checklist

There are two ingredients you should keep front and center as you create your cornerstone content to ensure it is worthy of monetization.

1. Your content needs to be valuable and helpful to your audience.

Does your content provide helpful, practical, and tactical advice and recommendations that when someone finishes listening, reading, or watching that they can go implement something? So much so that it attracts new people into your audience so your nation of true fans grows over time. Even if you're serving a niche market – you still want your audience to grow within your niche.

2. Don't be a "one-trick pony"

Meaning, it is important that you share your content across multiple channels — not just iTunes — so you are seen as a true thought leader in your space and not a "podcaster". You accomplish this by leveraging your podcast episodes to create multiple "media properties". Having multiple "properties" gives your audience the impression that you're "everywhere" when in reality you took one piece of cornerstone content and "sliced and diced" it into smaller pieces...which increases your reach and makes you "sponsorable."

Chapter 16 of Profitable Podcasting includes a detailed recipe for how to become sponsorable and attract annual sponsorships of \$10,000 to \$100,000.

Creating each podcast episode is just the beginning. So let's take this a bit deeper.

For example, you should summarize the highlights from each episode into a blog post or "show notes" for your audience. And then use those same highlights as content for LinkedIn, Facebook, Twitter, Instagram, and other social channels.



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You could also take the transcripts from three of your best episodes with influential thought leaders and create an eBook with an introductory letter from you on the inside cover.

The eBook is an additional asset your audience will find helpful – and – you now have an asset a sponsor may want to be part of for a fee. We have seen eBook sponsorships sell for \$10,000 to \$12,000 for a single eBook.

Or, say you teach workshops and you attract attendees from around the country. At your next workshop, record all of the teaching sessions on video, the behind-the-scenes side conversations, the Q&A, and all the social functions if there is a dinner or reception.

Record all of it.

Then transcribe the files using Rev.com or Temi.com. Then convert the transcripts into bullet points, or a long-form script depending on how you like to record your podcast episodes, and then record several episodes based on the workshop content. Yes, give away your best stuff for free. Your audience will hear portions of what they missed so they know they have to attend next time. But you didn't have to create the episodes from scratch — the content was already created as a result of your workshop.

You might also take the transcripts and use them to create content for a webinar that you offer to your audience as part of the promotional strategy the next time you offer the workshop. Or, perhaps the transcripts could be transformed into book chapters and the book becomes sponsorable.

All of these monetization and additional content opportunities become possible if you approach your content creation with the goal of being helpful and serving your audience.

Thanks again for joining us for this course. It is an honor to have you here and we look forward to answering any questions you have along the way.

You can reach me anytime at stephen@predictiveroi.com.

Onward with gusto!

Stephen