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3

I started this podcast in 2019, so
it's still relatively new

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About Podcast Masterclasses Tools One Percenters Community Contact

Australian Lure Fishing



Host: Greg "Doc Lures" Vinnall

About The ALF Podcast

By Greg "Doc Lures" Vinnall | Australian Lure Fishing

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About The Australian Lure Fishing Podcast

Heyo ALF community!

Greg "Doc Lures Vinnall here..... but feel free to call me "Doc"

I'm the founder and host of the Australian Lure Fishing Podcast, where I assemble a line-up of Australia's best lure fishermen and interview them to find out the secrets to their success.

Let's face it..... lure fishing can be frustrating sometimes. It can take a long time and lots of effort to figure out how to consistently catch fish on lures, especially if you try and do it on your own.

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With this system I have...

- Built Australia's most successful outdoors podcast
- Had over 2 million downloads in the first 3 years
- Built a list of over 70,000 regular listeners
- Generated hundreds of 5-star reviews
- Secured over \$695,000 in government funding
- Worked with many of Australia's "celebrity" fishermen
- Received valuable gifts, event tickets and speaking gigs
- Used the podcast to lobby for environmental outcomes
- Created 8 streams of income, generating 6-figures pa

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<p>James Haining1, 23/07/2019</p> <p>Gold Coast snapper with Nalaeed Issa</p> <p>Love the the pod cast!! Look forward to listening to every episode and have learnt a huge amount and the crabs and participants floating tips to use this weekend that is... more</p>	<p>Grindin12, 18/06/2019</p> <p>Best Aussie Fishing Podcast</p> <p>I love my podcasts and love my fishing. There's some good Aussie fishing podcasts out there like the "Bastard" "The Big Fish" but Greg has stepped it up. Great host, gr... more</p>	<p>Nathan Issa, 10/06/2019</p> <p>Awesome</p> <p>Listening the podcast, it's really refreshing to hear all the tactics of the guests. Gladly you hear about and let's you explore new opportunities. Love to hear a podcast is... more</p>
<p>★★★★★</p> <p>Scott Hunt1, 11/01/2019</p> <p>Fascinating podcast</p> <p>Great content. Purchase a better microphone though.</p>	<p>★★★★★</p> <p>Will J., 18/01/2019</p> <p>Great stories and content</p> <p>Has Greg, really enjoying the podcast and the frequency of new episodes. Keep up the good work.</p>	<p>★★★★★</p> <p>Pete Therry, 06/03/2019</p> <p>Aussie lure fishing</p> <p>Love the show. Very informative. Love lure fishing in general. Enjoy chasing Barramundi and Jacks but have to honestly have to chase them as I live out west. After listening is... more</p>
<p>★★★★★</p> <p>Brian Maclean, 06/02/2019</p> <p>Excellent</p> <p>Great podcast, informative content and knowledgeable guests, top job & tight lines!</p>	<p>★★★★★</p> <p>Phil "Sonny" Sonnet, 07/02/2019</p> <p>Just what the doctor ordered</p> <p>One of the very best sources of fishing information that drills down into the finer details of exactly how where and when to catch fish. Loving the frequency and co... more</p>	<p>★★★★★</p> <p>Dave - Snag'd Fishing, 25/02/2019</p> <p>Youtube for the Car</p> <p>Honestly, start listening to this podcast and stop listening to the radio! After listening to the podcast it makes me want to head straight for the water to try all the tips is... more</p>

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All of this for an ad spend of...
Under \$100!

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**And it takes only
a few hours a week**

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**By the end of today's training
you'll understand exactly how and
why you can do all of this and more,
really quickly**

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**In fact, we'll show you how you
can take your podcast from
concept to cash in just 30 days**

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Who are we
and why
should you
listen to us?



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Greg Vinall

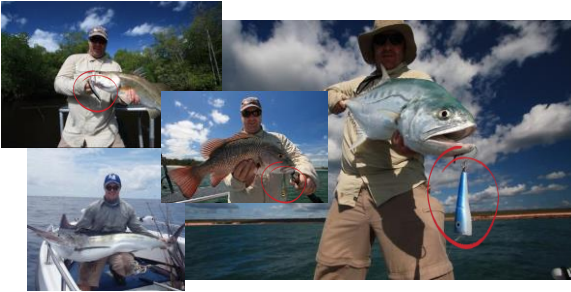
- Greg "Doc Lures" Vinall
- Addicted to fishing since the age of six, and lure-making since mid-teens
- PhD in Limnology
- Worked as an aquatic ecologist travelling around Australia
- Taught others how to make fishing lures via ebooks and membership sites
- Last 10 years, main income was from online business
- Set up the Australian Lure Fishing podcast in 2019

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Andrew Grant

- Former management consultant (with wife Daryl) working 7 days a week
- "Discovered" online marketing 15 years ago and built a multi-million-dollar online coaching and training business
- Worked with thousands of small businesses globally
- Created our dream lifestyle
- Always on the lookout for innovative, proven marketing tactics
- Met Greg in 2010

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Who do podcasts work for?

1. Those selling services, eg coaching, consulting
2. Those selling physical products, either from your own ecommerce store or a platform like Amazon or eBay
3. Those selling information products, eg online training courses, membership sites, webinars, events
4. Brick and mortar stores
5. Social media influencers
6. Authors and speakers
7. Those with a passion or hobby they want to monetise

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The great news is...a podcast will work if you're any of these!

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But besides helping
grow your business...

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...it's also a powerful way
to get access to celebrities

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<div><div>Australian Lure Fishing</div><div></div><div>250th Episode Special Rex Hunt</div></div>	<div><div>Australian Lure Fishing</div><div></div><div>Paul Worsteling</div></div>	<div><div>Australian Lure Fishing</div><div></div><div>Lee Rayner</div></div>	
<div><div>Australian Lure Fishing</div><div></div><div>Rob Paxevanos</div></div>	<div><div>Australian Lure Fishing</div><div></div><div>Kaj 'Bushy' Busch</div></div>	<div><div>Australian Lure Fishing</div><div></div><div>Guest: Steve "Starlo" Starling</div></div>	<div><div>Australian Lure Fishing</div><div></div><div>Michael Guest</div></div>

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Being seen along side celebrities
(and being promoted by them)
automatically positions YOU as a
highly respected, influential
thought leader

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And that
opens
doors!



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AND it's a great way to
attract sponsors

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Australian Bureau of Agricultural and Resource Economics and Sciences



Beating Industry Association

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Of course if you don't yet have a business, this system is great to help you create a side hustle!



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Poll: how often do you listen to podcasts?

- A. Never
- B. Rarely
- C. Monthly
- D. Weekly
- E. Daily



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Why podcasts are a great way to market your business

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Why podcasts work so well for marketing

- The number of Aussie podcast listeners is growing and is forecast to hit 9.5 million this year
- Only 3% of marketers use podcasts (but they all have a Facebook page!), so you have very little competition
- Podcast listeners often tune in when they wouldn't otherwise be online. Like when they're walking, working out or travelling. You're not competing for attention
- A whopping 89% of people listen to most or all of an episode, at an average of 38 minutes per episode

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Try getting the undivided attention of 89% of your followers or customers on Facebook for 38 minutes. Impossible!

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Compare Podcasts to YouTube,
where 79% of internet users have a
channel (37mill in total) and 20% of
video plays are exited in 10s!

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And of course, once you've
got their attention, and given
them value, they are ready to
join your list and to BUY

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BUT...

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Did you know that the average
podcast lasts for just 11
episodes?

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The main reason they stop is
that they have been poorly
planned at the outset

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They don't have
Greg's "secret sauce"...

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So they end up being too much work for too little return

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Are you excited to learn the RIGHT WAY to create and monetise a podcast?

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Here are Greg’s five steps to create a profitable podcast

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Five steps to create a profitable podcast

- Design** – Plan your podcast so it's a winner from the outset (including Greg's "secret sauce"!)
- Create initial content** – You only need 3 episodes to start
- Launch** – Release your podcast on multiple platforms
- Market** – Use clever strategies to grow your followers and your list...without using any paid marketing
- Monetise** – Generate multiple streams of income, as well as getting some amazing perks!

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Today we'll cover these steps in the following order...

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Today's agenda

Session 1: Design – choose your podcast topic, design the business so it's easy to monetise

Session 2: Monetise – quick ways to generate multiple streams of income, (goal is to quickly create a 5-figure income)

Session 3: Nuts and bolts – create your initial content and launch your podcast

Session 4: Grow – Use clever (and free) ways to grow your income (goal is to create 6-figures and more)

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Step One

Design your podcast

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Designing your podcast
involves...

(1). Choosing your topic, and

(2). Deciding your structure

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Let's break each of these
down...

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1. Choose your topic

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Start by choosing a topic people are passionate about, that has a growing market, and where content is evergreen

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1. Choose your topic


- Be clear about your ideal client, and make sure your topic appeals to them
- Use tools like Uber Suggest, Answer The Public and Google Trends to find a topic that has enough depth, and upward trend

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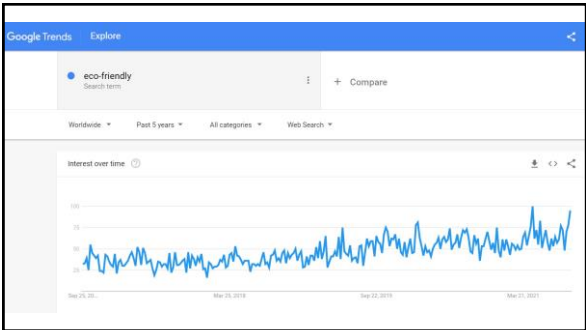
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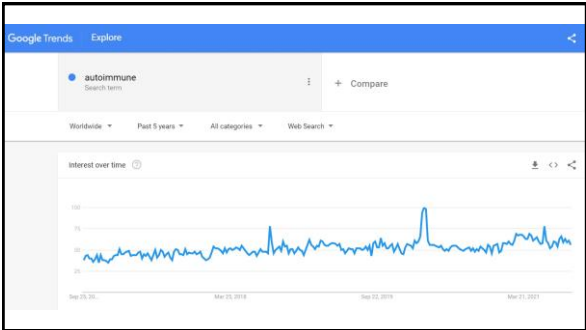
Greg Vinnall & Andrew Grant



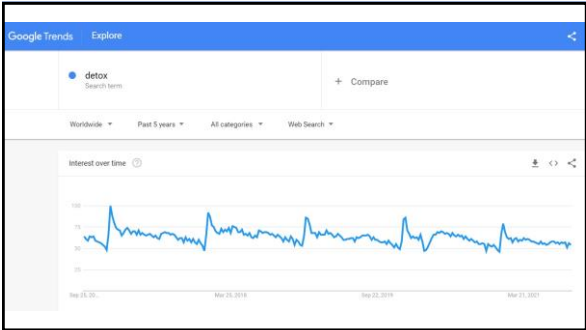
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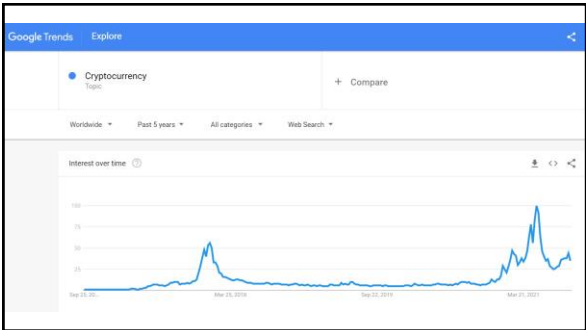
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1. Choose your topic

- Be clear about your ideal client, and make sure your topic appeals to them
- Use tools like Uber Suggest, Answer The Public and Google Trends to find a topic that has enough depth, and upward trend
- Choose a topic that's evergreen, so past episodes don't age
- Know what you're NOT covering – niche down
- DON'T just go with something you're passionate about – you need be passionate, you need a passionate audience, AND it needs to make money



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Here are some examples of successful podcasts in a range of niches...



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Examples of successful podcasts

- "The Sporkful" Foodies Podcast
- "Beer Smith Home Brewing"
- "Guitar Nerds"
- "The London Review Bookshop"
- "Screw The Nine To Five"
- "Feel Better, Live More"

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Don't fall into the trap of thinking you need millions of listeners for a successful podcast

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"Special interest" podcasts attract a small audience

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But that audience is laser targeted and very loyal

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It's more about quality than quantity, so don't get caught up in the "vanity numbers"

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Your number of listeners will be partly determined by whether you attract a local or a global audience

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One client I work with gets only 400 downloads a month, yet has received \$695,000 in government grants as a result

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Tell us if you already have a podcast topic idea!

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2. Decide on the structure

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This is Greg’s “secret sauce”

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The majority of your episodes should be guest interviews

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Why guest interviews?

- You never run out of content while you have guests to interview
- Your guests promote their episodes to their lists, growing your followers organically
- You grow your profile really quickly, as you are seen as an expert by interviewing people who are already respected in your niche
- Guests see you as a peer, and are likely to want to do business with you

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2. Decide on the structure

- Do mostly guest interviews, with the occasional “selfie”
- Stand-alone topics are better than “serial”, as listeners can start anywhere in the list
- For interviews, create a standard set of questions so that the interviews are easy to do and require very little research



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Interview questions for ALF podcast

- What's one thing we need to know about catching species X?
- Where should we look for species X?
- What are the best times to fish for species X?
- What tackle do we need for species X?
- If you could only have 3 lures to catch species X, what would they be?
- Share some tips for tough days when species X won't bite




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2. Decide on the structure

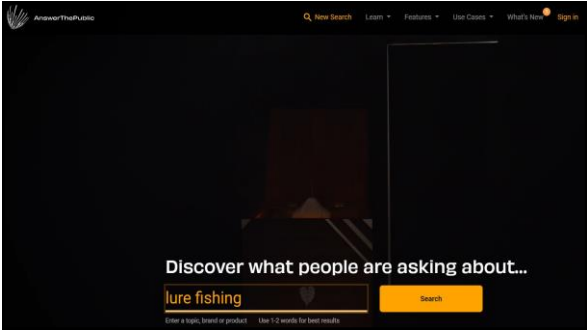
- Do mostly guest interviews, with the occasional “selfie”
- Stand-alone topics are better than “serial”, as listeners can start anywhere in the list
- For interviews, create a standard set of questions so that the interviews are easy to do and require very little research
- For selfies, use Answer The Public or Uber Suggest for topic ideas



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And I came up with the topic using Uber Suggest



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The screenshot shows the UberSuggest website interface. It features a sidebar with navigation options like 'Keyword Explorer', 'Competitive Analysis', and 'Export'. The main area displays a table of keywords with columns for 'Keyword ID', 'Keyword', 'Volume', 'CPC', 'Number of Results', and 'Competition'. The table lists various keywords related to 'Uber' and 'Ride Sharing'.

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The screenshot shows a keyword research tool interface. It features a sidebar with navigation options like 'Keyword Explorer', 'Competitive Analysis', and 'Export'. The main area displays a table of keywords with columns for 'Keyword ID', 'Keyword', 'Volume', 'CPC', 'Number of Results', and 'Competition'. The table lists various keywords related to 'Uber' and 'Ride Sharing'.

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2. Decide on the structure

- Do mostly guest interviews, with the occasional “selfie”
- Stand-alone topics are better than “serial”, as listeners can start anywhere in the list
- For interviews, create a standard set of questions so that the interviews are easy to do and require very little research
- For selfies, use Answer The Public or Uber Suggest for topic ideas
- For selfies, use the structure “problem-aggravate-solve”

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Problem-aggravate-solve structure


Example:

- **Problem** – I want to go lure fishing at night but don’t know how
- **Aggravate** – lure fishing at night is really different from lure fishing during the day. If you don’t know how to do it properly you’ll really miss out, as some of the biggest fish are caught at night using lures
- **Solve** – explain lure selection and fishing techniques for night fishing

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2. Decide on the structure

- Do mostly guest interviews, with the occasional “selfie”
- Stand-alone topics are better than “serial”, as listeners can start anywhere in the list
- For interviews, create a standard set of questions so that the interviews are easy to do and require very little research
- For selfies, use Answer The Public or Uber Suggest for topic ideas
- For selfies, use the structure “problem-aggravate-solve”
- Decide how many shows you want to do per week, and don’t be too ambitious – I do 3 x 30 minute shows per week, but one a week is fine, as long as you are consistent

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**This planning should take you
no more than a few days**

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**Next, think about ways to
monetise your podcast**

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Next session
**Three quick, easy ways to
monetise your podcast**

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Please be back on time

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Session Two
Three quick, easy ways to
monetise your podcast

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**Quick monetising
method #1**
Charge for premium content

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Charge for premium content


- Some of my listeners pay \$10 per month (or \$100 per year) for premium content
- This happened after I had requests to add a “donate” button to my website, for people to thank me for providing the content
- I easily create premium content by asking my guests 2-3 extra questions during their interviews (and I do an ad for the premium content in that spot for non-members)
- I get 2-3 people per day join the premium level, and they stay long term (that's over \$100,000 a year!)

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Charging a small amount for premium content can grow massively over time...

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SALT STRONG

PRODUCTS

FISHING TIPS

TACKLE

ABOUT

LOGIN

Search

JOIN THE INSIDER CLUB

HERE'S WHY OVER 25,000 SALTWATER FISHERMEN (JUST LIKE YOU) HAVE JOINED THE SALT STRONG “INSIDER” CLUB



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Google Sheets Demo

Create a google sheet that can quickly and easily power dynamic and interactive tools, or can be used to create a mobile app for your podcast

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Quick monetising method #2

Offer affiliate products

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Offer affiliate products

- Often your guests have products and services they can offer to your listeners
- Arrange an affiliate commission before the interview
- Add your own bonus products to make the deal special for your listeners

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I've accidentally emptied a warehouse of a particular product, just by mentioning it in an episode!

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Quick monetising method #3

Promote and sell your own products

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Promote and sell your own products

- Physical products
- Info products, eg ebooks, courses, subscriptions, audio books
- Services, eg consulting, treatments, coaching, etc
- Event tickets
- Retreats or tours
- Send people to your existing business
- High ticket products and programs
- Joint ventures

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Pro tip

Mentioning your products where they are relevant in the podcast works better than doing an ad

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AND...if you pick your guests right, they are already using the products!

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Here are some of the things I sell

- "Team Doc Lures" Subscription
- My own Books & eBooks
- Fishing Apps
- LURES!
- Courses (JV)
- Fishing Sunglasses

GETTING STARTED IN CUSTOM PRINTED CRANKBAITS

A WOODEN LURE MAKING GUIDE



Greg "Doc Lures" Vinall



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And here's a great example of a recent joint venture...

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100

I recently put up quick post about some free webinars for a barra fishing course that I created with one of my guests...

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I got almost 200 registrations in the first 12 hours!
And over 750 registrations in total

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Many of them contacted me, saying
“I don’t know what you’ve put
together, don’t care what it costs.
Where do I sign?”

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Here are the final results...

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Barra fishing webinar results

- Sent 6 emails to the list I've built from my podcast
- Ran 2 webinars over 10 days
- Made 68 sales at \$1,200 each
- That's an income of over \$80,000 – for NO ad spend!
- Plus – got 547 new emails on the database, as people shared the link
- ...And all for a product that we hadn't yet built!

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And now that I've created the system, I can approach other celebrities in my network to do the same thing...rinse and repeat!

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But besides making sales, I also use the ALF podcast to get amazing gifts and perks!

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Next session

Nuts and Bolts

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Please be back on time

How to

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for

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Session three

Nuts and Bolts

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In this session we cover the details of the more techie bits

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We'll cover...

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Nuts and bolts

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1. Inviting guests

2. Recording

3. Editing

4. Uploading

5. Launching and growing rapidly

6. Leveraging your content

7. Automating with AI

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1. Inviting guests to interview

- Start by asking people you know (who are in your niche), to gain some momentum
- Ask the people you interview for introductions to others you could interview
- Ask your Facebook followers who they would like you to interview (I get 50-60 suggestions whenever I ask this!)
- I've rarely been knocked back for an interview
- These days I even get people nominating guests they'd like to hear from

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Here's how I approach a potential guest...

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"I'm the host of XYZ podcast on <topic> and I know you're an expert in that area. Would you be interested in being interviewed?"

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Pro tip:

**Find people who have sponsors,
as they are being paid to find
promotional opportunities**

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**Another great source of guests
for me is Fishing Guides who
want to get exposure for their
businesses**

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**Using this method I've been able to
interview most of Australia's
"celebrity" fishermen...many of
them multiple times!**

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124



125



126

Here's the minimum equipment
you need...



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I've even used
the car as a
"sound booth",
so you don't
need high tech!



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3. Editing

- You can use free software to edit your audios, such as Audacity or Descript.
- If you don't want to do it yourself, you can outsource for as little as \$20 per episode
- The trick is to meet the accepted podcast audio standards without over-editing

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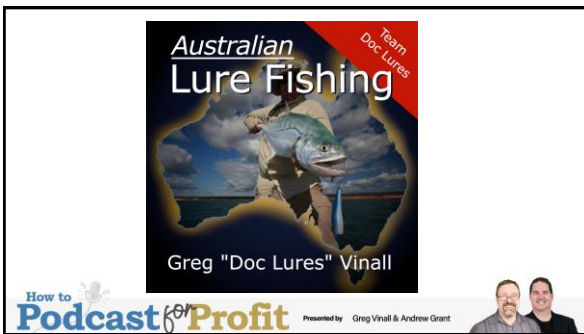


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**Besides your audio,
you also need cover art,
intros and outros**



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Once your audios are ready,
it's time to upload them

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4. Uploading

- Start by creating a Libsyn account
- Libsyn gives you a link to submit to other platforms, like Apple iTunes, Google Podcasts, Spotify and Stitcher Radio, Amazon
- Upload your episodes to Libsyn and they are automatically distributed to the other platforms

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Now all of this takes just a
few hours a week

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But if that still sounds like too much work, here's how you can automate it...

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How to automate your podcast

- Upload raw recordings to a shared drive, where they are collected by the editor and returned in polished final format
- Use email templates to send guests to a calendar to book interview times
- Get "guest hosts" and use a virtual studio so they can easily record podcast episodes
- Use an automated audio transcription service to create show notes

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5. Launch and grow rapidly

- Get your guests to promote their episodes to their audiences
- This makes it very quick and leveraged to grow...not to mention FREE!
- I message people the day before their episode goes live "Your podcast is going up tomorrow – don't forget to let people know. Here's the link to post..."
- I also send my guests an embed script to put on their website, that brings up a player so their clients can listen without leaving their website

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Had the pleasure of having a yarn with @australian_lure_fishing. Hope you enjoy.
<https://podcasts.apple.com/au/podcast/episode-205-lake-alderson-murray-cod...>

Like Comment Share

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Fishing Australia

Recent big fish, and beautiful information that can be all things Murray Cod. Thanks for the video, and the link to the video.

Like Comment Share

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Pro tip:

If a guest has a sponsor, I also send the promo link to them. When they promote I get even wider reach



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I've never had anyone say "no" to promoting their episode



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**ALL my guests have promoted
their episode on at least
Facebook and Instagram**

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**Now think about that for a
moment...what would it normally cost to
have the top celebrities and influencers
in your niche promote you?**

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**And I'm getting them to do it for
FREE!**

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As a result, I have spent no more than \$100 TOTAL on marketing my podcast...

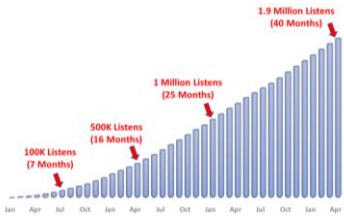
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6. Leveraging your content

Once you have your recording, you can use that content in a number of ways:

- Create "show notes" that get loaded on your website and are great for SEO
- Cut the interview into segments and use for social posts
- Use the content to create tools and resources that attract traffic
- Build unique tools and resources to monetise your podcast

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I create a “show notes” webpage for each episode using relevant key words, so each page ranks in Google for its topic

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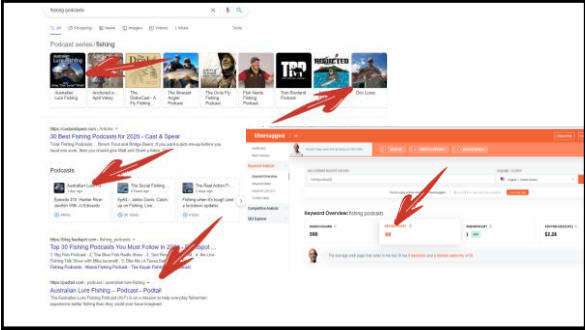
Posting on Libsyn’s website also helps you rank, as Google searches the first 90 seconds of Libsyn podcasts for keywords

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Using these methods I get tens of thousands of FREE visitors to my website every month!

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All Website Data

Pages

Jan 6, 2019 - Jul 23, 2021

Primary Dimension: Page

Page Title

Other

Plot Rows

Secondary dimension


Sort Type: Default

advanced

Page	Pageviews	Pageviews	Avg. Time on Page	Entrances	Bounc
	498,830	406,139	00:01:49	243,632	68.
	% of Total: 100.00% (498,830)	% of Total: 100.00% (406,139)	Avg for Visits: 00:01:49 (0.00%)	% of Total: 100.00% (243,632)	Avg for

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And here are some examples of repurposing the podcast for social posts...

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And here's how to use AI to automate many steps

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7. Automating with AI

- Use Descript to transcribe the interviews and create “show notes”
- Use ChatGPT to tidy up the transcript and fix the typos (important for Australian accents!)
- Use ChatGPT to summarise the transcript down to about 1,000 words and keyword optimize it
- Use Chat GPT to quickly create downloads to collect email addresses

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7. Automating with AI

- Use Chat GPT to find guests and to write a script inviting them to come on your show
- Use Chat GPT to draft an introduction to your episode
- Stand out from all the other content creators using AI..... by using AI

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AI Demo

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Questions?

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Biggest ah-ha?

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Next session

Supercharging your podcast to
create a 6-figure business

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Please be back on time

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Session 4

Supercharging your podcast to
create a 6-figure business

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Now that your podcast is generating a 6-figure income, it's time to grow it!

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Ways to supercharge your podcast

1. Build your list ("the money is in the list"!)
2. Get corporate advertising and sponsorships
3. Get government grants
4. Build podcasts for others
5. Sell your podcast

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Supercharge strategy #1

Build your list

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**Why use your podcast
to build a list?**

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**After listening to you for
30 minutes, people feel they
know you**

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**And if you've given them value
they see you as an
authority...as someone they
want to do business with**

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They are warm and ready to buy whatever you offer

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I use three list-building methods

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Method #1

Offer exclusive free content

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Remember, you don't get the
list of people who have
downloaded your podcast

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So I collect an email list by
offering a free gift, which I build
by asking every guest I
interview one question...

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"If you could only take three
lures, what would they be?"

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The collated answers have been downloaded over 2,500 times in return for name and email

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I get 5-12 opt ins per day, all from organic (free) traffic

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The opt in rate for this gift is a whopping 54%!

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Now I know that every email I collect makes me on average \$12 per email per year, thanks to all the monetising methods I use

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So that one free gift makes me an extra \$30,000 per year...for no extra cost, and all on autopilot!

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Method #2
Offer a prize in an episode

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Australian Lure Fishing
250 Episodes!

Win Blade 'N' Tails
ATC Virtuuous

Scroll To Bottom Of
Page To Enter

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Sponsor donates a \$500 prize and
I add 1500 subscribers and
almost 250 emails to my list!

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Method #3
Messenger Contest

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Dori Lures
OWNED BY

ENTER THE PONTIAC LURES TOY CONTEST-1
Don't forget to enter the draw to win a \$1000 bonus cash!

- ✓ Boston FJ 4000 XS Spin Boat
- ✓ Torrance, Alameda and New Rivers Boat
- ✓ 2004 20ft Power Pro Ultra Boat
- ✓ Boston US Boatload
- ✓ 12mm Boston Power Boat Handbobs
- ✓ 12mm Boston Power Boat Handbobs
- ✓ Boston 11' Boat Center
- ✓ 18mmx18" Top Tackle Bag

Click on the link to enter the draw. ONE lucky ALP winner is going to win!

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[illegible]

Messenger Contest results

- 657 leads in the first 3 weeks
- 337 new emails, worth \$12.30 pa each, \$4,637pa total
- Made 31 sales of subscription program, \$3,100 total
- Prize was fishing gear worth \$1,000 – provided by sponsors
- Total income \$7,737 from just one contest

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Supercharge strategy #2

Get corporate advertising and sponsorships

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Corporate advertising & sponsorships

- Advertising rates average \$25 - \$50 per 1,000 downloads
- Each episode typically has 2-3 ad breaks
- With just 20,000 downloads per month (which I achieved by month 7 with my system), that's \$1,000 - \$3,000 per month completely passive income

Tip: Ask sponsors for special deals (eg a discount coupon or bonus) for your listeners

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A word of warning on corporate advertising and sponsorships...

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Most podcasters mistakenly start with this strategy to monetise their podcast

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But to make a lot of money this way, you need a big following

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That means it takes a long time to work...and many podcasters run out of steam before they make it

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So it's best to start with the other monetising methods I've shown you first

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Supercharge strategy #3

Get government grants

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Get government grants

- Podcasts are a little-known secret to getting government grants
- That's because these days, when a government department gives out a grant they don't just want results...they want those results to get widely seen
- Having a relevant podcast with targeted listeners helps hugely
- I used podcasting to help a Waterways Health Group get grants totaling \$695,000 for a fish barrier project

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Supercharge strategy #4

Build podcasts for others

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Build podcasts for others

- Once you've created your own podcast, and you've learned the insider secrets and seen how lucrative it can be, a good next step is to create podcasts for others
- These days I regularly get requests to create podcasts for some of the celebrities and brands I work with
- \$50,000 - \$100,000K is the going rate to produce a corporate podcast...not too shabby for around 50hrs work!

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And finally when it comes to monetising your podcast...

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...if you could work a few hours a week on a project for the next 12 months...

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...getting paid along the way,
AND at the end cash out for
\$600,000...would you do it?

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Yes it is possible!
Again, it's about “starting with
the end in mind”

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Supercharge strategy #5
Sell your podcast

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Sell your podcast

- A good podcast with a regular listener base and consistent income, typically sells for about 5 times annual revenue
- So if your podcast is making \$10,000 per month (realistic by the end of your first year), you could expect to sell it for about \$600,000
- Joe Rogan, who gets over 190 million downloads a month, sold his podcast to Spotify in August 2020 for \$100 million

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We've just shared with you a system that...

- Turns you into an authority in your niche
- Gets you the undivided attention of millions of your ideal clients
- Builds a list of raving fans for free
- Gets celebrities and influencers in your niche to promote you (again for free)
- Comes with perks such as valuable gifts, event tickets and speaking gigs
- And that can be making money in just 30 days...

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...how awesome is that?

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Tell us...what's been your biggest ah-ha today?

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