



# THE PODCAST GUIDE

CREATE, GROW & MONETIZE YOUR PODCAST

BY WORLD RENOWNED FIRESTARTER **JOHN LEE DUMAS**

Created for *atomic*

# THE PODCAST GUIDE:

Create, Grow & Monetize Your Podcast

## *Introduction*

Hello, hello, fellow and future podcasters. My name is John Lee Dumas, the creator of Entrepreneur on Fire – the hit iTunes podcast series where I interview the top entrepreneurs on the planet. My friends, this is my tutorial on creating a podcast show.

In this tutorial, I am going to tell you exactly why podcasts are so powerful as well as telling you how to create and launch your own Podcast for your own business.

by John Lee Dumas

From Entrepreneur on Fire



*It's time to ignite!*



# WE'LL START AT THE BEGINNING - WHAT IS A PODCAST?



A podcast is an audio file that is either downloaded or streamed onto any device, on demand. Now, in the past files have been download only due to lack of streaming capabilities. However, with the capabilities nowadays such as WIFI and 4G, files can now be streamed directly to your devices with no memory or download usage whatsoever! Whether it be a desktop computer, laptop, tablet or smartphone, anybody can listen to a podcast directly from the source!

This is a powerful thing because I must reiterate, these podcasts are **on demand**. This isn't the same as tuning into the radio and listening to what comes on, you can choose to listen to what you want, whenever you want!

So, why is it worth podcasting in the first place?! There are a number of reasons podcasting is fantastic thing to do...

# WHY PODCAST?



## *Firstly...*

Firstly...a podcast gives you a voice and an opportunity to inspire and motivate the world. Guys, what have you become an expert on? What can you share with people that is going to change their lives? People want to know this stuff and this is your opportunity to share your message with the world (if you don't know what your message is yet - don't worry, this tutorial will have you covered). If you can inspire people with your message and your passion, you have an unbelievable opportunity to create a ripple effect that can change the world.

Let's not underestimate the effect podcasts can have on the world, let's not overestimate it either; I'm not suggesting you're going to be able to dispose of world hunger or poverty with your content but this ripple effect is real and you can genuinely begin to change the world in your own, positive way.

## Secondly...

Secondly...a podcast can allow you to gain access to the rock stars in your industry - and gain your own authority and credibility whilst doing so! Now my friends, perception is reality. People will see you interviewing and having these conversations with these rock stars in your field and building amazing relationships with them - and their authority will rub off on you.

You may not be at that level yet, but you are on your way there, and the more you talk to these people the more leverage and scalability you'll acquire. The platform you build will then give you that ability to really go forward and shout from the roof tops that this is the level you are in your field.

## Thirdly...

Thirdly...a podcast will allow you to grow your audience. It really is amazing how easily you can leverage massive directories such as iTunes and SoundCloud, to find and grow a huge audience. Your content isn't just a flash in the pan like a radio show, your content is going to be evergreen, something listeners can go back to and always be meaningful.

With 525 million active iTunes users the opportunities are massive, the percentage of people who know what podcasts are is continuing to grow. And with the smartphone it is allowing your content to be in arm's reach of people at all times and access is just getting easier.

# FINDING YOUR PODCAST TOPIC - A 5 DAY EXERCISE



Finding a podcast topic is something that holds many podcasters back for far too long! This five day exercise will help you find your podcast topic and find what I call your 'zone of genius'.

On a piece of paper, draw a line down the middle to split the page into two parts: on the left hand side write your passions, things that excite you and excited you as a child, things that really light that fire inside of you. On the right hand side, write down your expertise. These are things that you excel at, skill sets you have acquired in the past and things that other people would praise your ability on. Do this for 5 days.

As part of the exercise, go to your family and your friends and ask what they think your skill sets are, things they would come to you for advice or help on! These can also be things you would like to acquire as a skill set and things you would be willing to dedicate your hard work, time and money on.

Now, each day of this exercise will bring out different passions and expertise and you won't necessarily like what you have written on day one, nor day two. However, on the third, fourth and finally the fifth day of this exercise, your piece of paper will look infinitely different to those first couple of days. This is what happens when you flex that creative muscle my friends.

Look at day one on your paper, then look at day five. You will begin to notice an overlap of passions and skill sets and things will start to match up and overlap. This is what we call, our 'zone of genius'. Even after people find which topic they want to launch a podcast on, they Google it, find someone else is already doing it and feel defeated.

But don't go back to the drawing board, as finding someone else who is already doing it proves your concept works. Now all you need to make yours different is your USP (your unique selling point), and your personality. I wasn't the first to do what I do, but I changed it up and added my personal stamp to make it different.





An overlap of passions  
and skill sets we call our  
'zone of genius'.

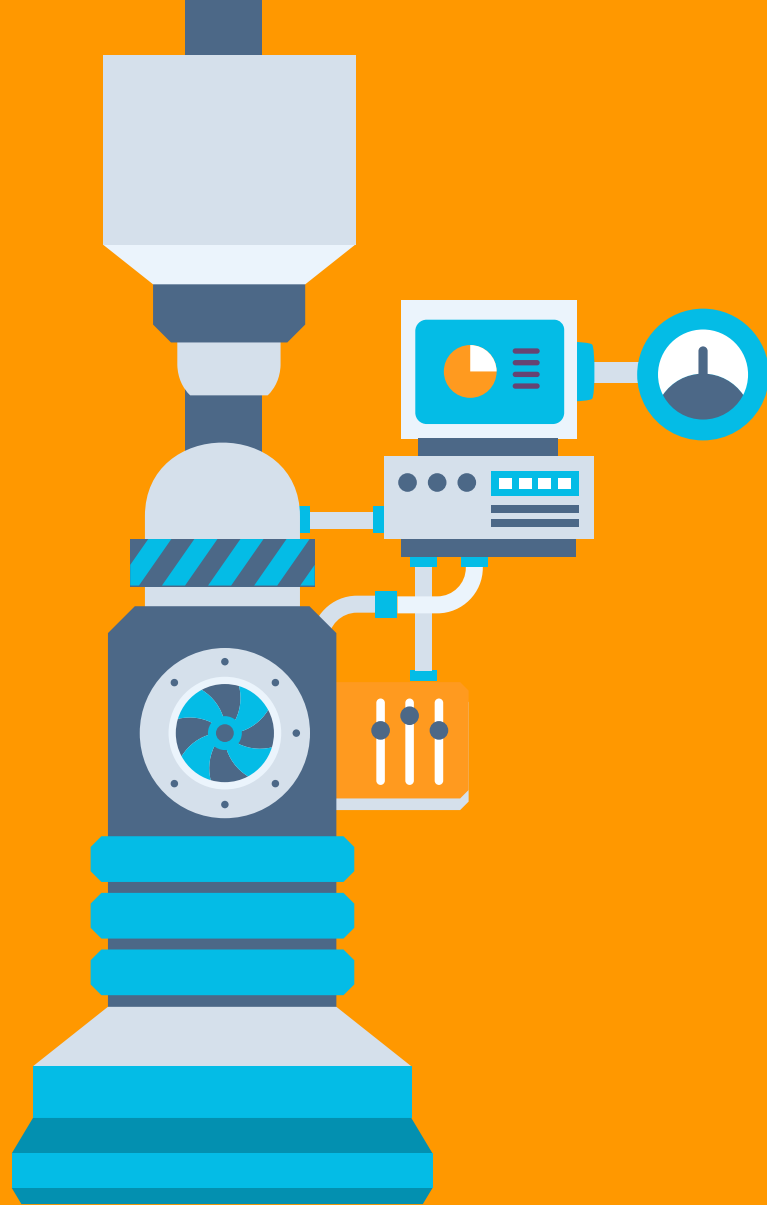
# CREATING YOUR AVATAR



My friends, let's talk about what an 'avatar' is. An avatar is simply that one perfect podcast listener. If you can create and craft that one perfect listener and their situation - that is your avatar. You need to know their name, job, age and situation as well as their struggles, obstacles and pains. These are all things you, the podcast host, need to craft because then you can start to think about the solutions you can provide to your avatar's obstacles and struggles.

Let's take a look at my avatar so you can hear what an avatar sounds like when it's really fleshed out.

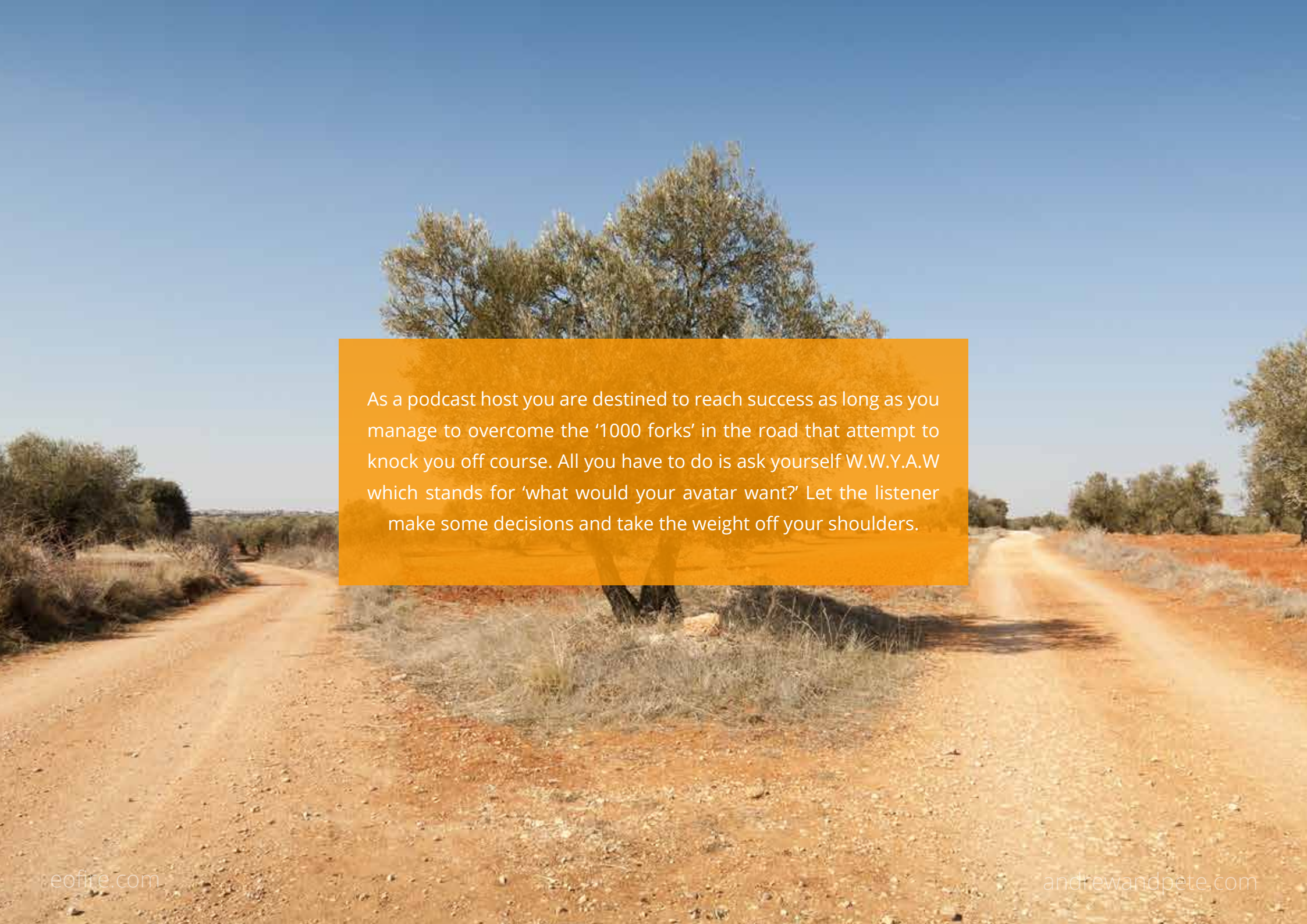
*Let's Meet Jimmy...*



*Create your  
own avatar!*

My avatar is called Jimmy, he is 34 years old, he has a wife and two kids, aged 3 and 5. He drives to work by himself every day which takes him 27 minutes. He commutes to a cubicle at a workplace in a job he does not like, that he gets no inspiration or passion from. He works for 9 hours and after that he jumps back into his car for a 32 minute commute home (there is a little traffic on the way back). Once home he plays with his kids, has dinner with his family, puts his kids to bed and hangs out with his wife.

Later on, he finds himself thinking 'why do I spend 80% of my waking life doing things that I don't enjoy (work, commuting), why do I only spend 10% on things I love (kids, wife) and then the other 10% wondering why I waste 80% of my life?' Jimmy is Entrepreneur on Fire's avatar because he needs to be listening to Entrepreneur on Fire every day when he drives to work, so he can listen to my guests share failures and lessons learnt. Again, he needs to listen on the way home so he can hear people's 'Aha' moments. So instead of filling his head with an endless cycle of negativity, he listens to the podcast so he can fill his head with the right kind of things. Jimmy is my avatar, I know exactly what he needs to hear and the way he needs to hear it and that's how I crafted Entrepreneur on Fire.

A wide-angle photograph of a dirt road in a dry, open landscape. The road is reddish-brown and leads towards a large, leafy tree in the center. The sky is clear and blue. The overall scene is bright and sunny.

As a podcast host you are destined to reach success as long as you manage to overcome the '1000 forks' in the road that attempt to knock you off course. All you have to do is ask yourself W.W.Y.A.W which stands for 'what would your avatar want?' Let the listener make some decisions and take the weight off your shoulders.

# NAMING YOUR PODCAST



Naming your podcast can be incredibly tough; here are few criteria your podcast name needs to have:

## Your Passion

When it comes to naming your podcast, you need to find a name that resonates with you and your avatar. This is your business, so I want you to be excited about it! You need to be passionate about the name as it is going to be the forefront of your business.

## Your Avatar

Your avatar needs to look at the name of your podcast and immediately show interest, want to know more and get what it's about. It really does need to resonate with you and your avatar.

## Memorable

Three words that will stand you in good stead when choosing a podcast name are: clear, simple and memorable. You want a name to really stand out and one that isn't generic sounding. But don't take it too far: it should also stand up on its own 2 legs without a tagline.

Also remember podcasts are typically audio only so you're going to have to distinguish between words that sound familiar such as 'here' and 'hear'.

## Search Engine Friendly

Another thing you need to be aware of is whether search engines will understand the words you use. Focus on things you want your search engines to associate with you. You want them to index you correctly don't you?!

## Domain Name

A final thing to think about is the domain name. A .com is always a desirable one, but is it really necessary? The answer is no. There are different domains out there, you just need to find the right one for you. Other options in my order of preference are .co .net .me and .org

## My Podcast Name

I feel my name fits all of the above descriptions, but one of the negatives of my name is the spelling of entrepreneur: it sounds great audibly but when it comes to writing it out or when people email me, it gets a little difficult. In my podcast I often say go to EOFire.com and that directs people to entrepreneuronfire.com without them having to type it out.



# PODCAST ARTWORK



‘Simple and Pop’ are two words that I use to describe how artwork should be... simple but also instantly popping out to viewers’ eyes; it needs to be clean and not too busy. I would recommend using bold colours to get attention drawn to your work instantly. However, no images in my opinion, especially not of yourself. As I say this is just my opinion and you may disagree.

The dimensions of your artwork are critical. This is due to the fact that if you want to be featured in iTunes, your artwork needs to be a minimum of 1400x1400px and a maximum of 2048x2048px, which is what I use for Entrepreneur on Fire. The reasons for this are simple: iTunes wants an image of high enough quality so that it looks good in their stores but not so big that their bandwidth is affected.

Bringing it back to your ideal avatar again, think about if they would understand the design. Do they get excited and rave about your artwork? You need to take time to develop your artwork and brand, and take it to your avatars to get some feedback and brutal criticism. Here’s a quote by Jason Fried that I like to stand by when creating artwork and feel you should too...





# TOP 5 REASONS PODCASTS NEVER LAUNCH

Now, my fellow and future podcasters, I'm going to explain to you some of the many reasons some podcasts don't even make it to launch.

## 1. Lack of FOCUS

People who listen to my show will know that this is my favourite acronym. FOCUS stands for 'Following One Course Until Success'. Too many people take their eyes off the prize and forget what they set out to do in the first place. So follow that one goal and don't stop following it until you have reached success. The reality is, there are what I call 'weapons of mass distraction' at every turn, and people allow the bright shiny object syndrome to swoop on in and clean their clock.

A good thing to remember to keep FOCUS is Parkinson's Law - which states that tasks will expand to the time YOU allot them. So if you say you're going to start a podcast but don't give yourself a time limit or any parameters, then don't be surprised if nothing happens for a few weeks or months or even years. Even if you can just set yourself an hour a day of time to work on your podcast, your goals will piece together much faster.

On a task by task basis, set a timer for 60 minutes and work with FOCUS for that 60 minutes. You'll step up your brain into another gear, get things done faster and be able to manage your time with precision. I personally use the "Pomodoro Technique" with the "Pomodoro Tomato Timer." I know a 'Tomato' timer sounds funny but just Google these terms and you will see what I mean.

## 2. Lack of Niching

A huge reason why podcasts never go live is a lack of niching. You CANNOT be afraid to niche down...niche down some more...and niche down once again until it hurts! You want your podcast to attract and resonate with raving fans and this will not happen with a broad topic. So remember my friends, if you try to resonate with ALL, you will resonate with NONE.

### 3. Unrealistic Expectations

Podcasting is exploding right now, it is incredible to see. But podcasting is a marathon not a sprint my friends, and we need to remember that. All the mistakes and failures I have encountered in my life have been because I have been sprinting towards success, and only when I stood back and looked for value, I found true success. It is a marathon not a sprint. Build your audience SLOWLY. I started with 7 downloads on my first day, so it was a slow and steady growth and YOU need to build YOUR audience slowly too.

Creating a podcast is not easy, it is a lot of hard work which means you need to be realistic with your expectations. Don't set expectations so high that you come tumbling back down to earth when you fail.

### 4. Unwillingness to Invest

I am not just talking about money. I am talking about unwillingness to invest time and energy, as well as money. These are all things you NEED to be able to invest if you are going to have success with your podcast. Most are unwilling to invest ANY of these three let alone one. You need to invest time, energy and money in mentors, in masterminds and in courses to improve you and your podcast. Those who are seeing my words right now, congratulations: you are already investing your time and your energy into this course and for that, I commend you.

# 5. The Imposter Syndrome

This is the number one doozy of them all. It affects every single human being on the planet.

We all have those doubts and those fears that haunt us in everything we do, and cause us to be unsatisfied with our achievements. However, this is just your Imposter Syndrome talking. So this is my challenge to you... to overcome the Imposter Syndrome... embrace it.

Embrace your Imposter Syndrome and embrace the fear, because you need to understand that you are not the only person who feels this way...everybody feels it at some point, even President Obama must wake up, look in the mirror and ask himself, "Who am I to be President of the United States?"

So you need to embrace it and work towards your goals, because here's the thing to understand... your competitors are feeling the exact same thing and it's holding them back too. So if you are the one who can break through this self doubt, you are the one who succeeds above them.

# MY 100K MISTAKE



I am now going to talk to you about my \$100,000 mistake. On August 15th 2012, I had over 40 interviews completed and was ready to go. I had my website up, my social media was rocking and everything was ready to roll. Then came the delay. I was adamant that I was going to do a 7 day a week podcast but woke up on the launch day paralyzed with fear, worrying whether my energy, time and money was going to pay off.

I began to come up with BS excuses as to why I wasn't going to launch and convinced everyone that it was a good idea to delay. I then delayed 3 times... 3 times!



Then came my kick in the butt. On September 22nd my mentor saw what I was doing and told me I was either to launch my podcast or be fired as a mentee.

The only thing that scared me more than launching, was losing my mentor, so I launched.

Now guys, the result in delaying was a delay in EVERYTHING. That unnecessary 5 week delay pushed back everything. My first \$100,000 month came in October 2013, which would have been September 2013 had it not been for that delay; it lost me \$100,000. This is all due to the Imposter Syndrome mentioned previously.



Do Not Delay!

# EQUIPMENT YOU'LL NEED TO LAUNCH A PODCAST

The problem these days with podcasting equipment is that people are far too keen to go overboard! There is no need whatsoever to splash out on all the top gear. So I'm going to tell you what equipment I would recommend and why keeping your set up simple will benefit you when producing your podcast!

To start with, you'll need a computer, any device will do, whether it is a Mac, a PC, a laptop or a tablet. Then you just need a microphone as well as recording and editing software.

# Microphones

I have come up with three examples: a low cost, a medium and a more expensive example.

First of all we have the low cost Logitech ClearChat which comes at an affordable price of \$29.99. I insist this is the minimum that my guests should have before they appear on my shows and if not I would consider cancelling the interview. This mic will take you from an audio quality of 2 (the equivalent talking into a Mac Air) to an audio quality of 7.

Secondly there is the ATR-2100 at \$49.99, which is a superb microphone. I would highly recommend it for recording your show. It's easily transportable and has an incredible audio quality, taking it up from a 7 which the Logitech ClearChat produces to an 8.5.

Thirdly there is the more expensive option in the Heil PR-40 which comes at a cost of \$327. This microphone is on another level to the others and is absolutely top class. However, is it necessary? The answer is, no. You don't need to go all out and spend silly money, but if you have the money to invest in making your podcast the best it can be, then go for it!

# Recording and Editing Software

Here are three different recording and editing software types available:

The first is the Cadillac of software, Adobe Audition, costing \$20 per month via the Adobe Creative Cloud. I would recommend this incredible investment, which allows you to do some amazing things post production with your podcast.

Secondly there is Audacity. Audacity is free software available for MAC and PC, simply a great product for its price, which is free!

Finally, there is GarageBand – Only for MAC which comes pre-installed. It isn't my favourite but if it works for you then there is absolutely no problem with it. However, I would opt for the first two given the choice.

You can also opt to perform interviews via Skype. For this I would advise you go for the 'eCamm Call Recorder' for MAC only, costing \$29, or 'Pamela', which is also \$29. Pamela works incredibly well with PC to record both video and audio.



## Travelling Equipment

Now, you may want to do Podcasts on the road too - I've personally done podcasts in numerous locations including restaurants and even on a plane. So for podcasts on the go use 'The Roland Digital Recorder'. This guy allows you to record wonderful podcast interviews in a really powerful compact way. When you match up the digital recorder of Roland with the ATR-2100 microphone you'll get a great sounding podcast recording.

If you want to find all the equipment mentioned in this tutorial just head on over to:  
[EOFire.com/equipment](http://EOFire.com/equipment)

# WHAT IS A MEDIA HOST AND WHY DO YOU NEED ONE?



A media host is a server that hosts all your audio or video files. It provides an RSS feed that you're going to need to submit to the major directories (e.g. iTunes). These media hosts also allow you to add titles, descriptions and tags, as well as edit, release and schedule your podcast.

A media host gives you unlimited bandwidth, meaning it lets an unlimited number of people listen to your show. If you don't use a separate media host and just use your Wordpress site - the more people that listen to your podcast, the more bogged down your site will get, as the downloads take up your bandwidth. Whereas a separate server doesn't cause that and most of them also come at a fixed price. Also included in the price is usually support and security.

There are a few options you can pick from. Soundcloud and Blubrry are good and both have a fixed price. Amazon s3 is another good option for video podcasts and is paid for on a monthly rate.

# MY NUMBER ONE MEDIA HOST RECOMMENDATION

My number one recommendation though and the one I use is Libsyn.com. They have been experts since 2005 - run by podcasters for podcasters. They are always looking to improve and provide excellent support. The site shows how many downloads you get on an hourly basis each day, as well as how many downloads you have ever got. It even shows downloads on a demographic basis. Prices are great, they range from \$5 to \$75 - I don't even need the top option and I create a podcast each day!



# THE 8 STEP PROCESS I USE WHEN I **PUBLISH** MY PODCAST

Now we've talked about all the technical aspects to launching a podcast, I want to take you through the exact 8 stages I go through when recording and publishing a podcast - it only takes 2 minutes and 42 seconds (after I have recorded it that is)!

Note: In this section I am using Adobe Audition and Libsyn, so unless you are currently using them too, feel free to skip to the next section if you aren't quite at this stage yet.

**Record** In Adobe Audition - name a new track and record your podcast.

**Add Intro** Add your intro (which is the same on all podcasts) to the start of the podcast.

**Add your Outro** (which again is the same on all podcasts) to the end of your recorded podcast.

**Tag Your Podcast** This is where you add things like Artist, Artwork, Description etc. to the audio file.

## Upload to Media Partner

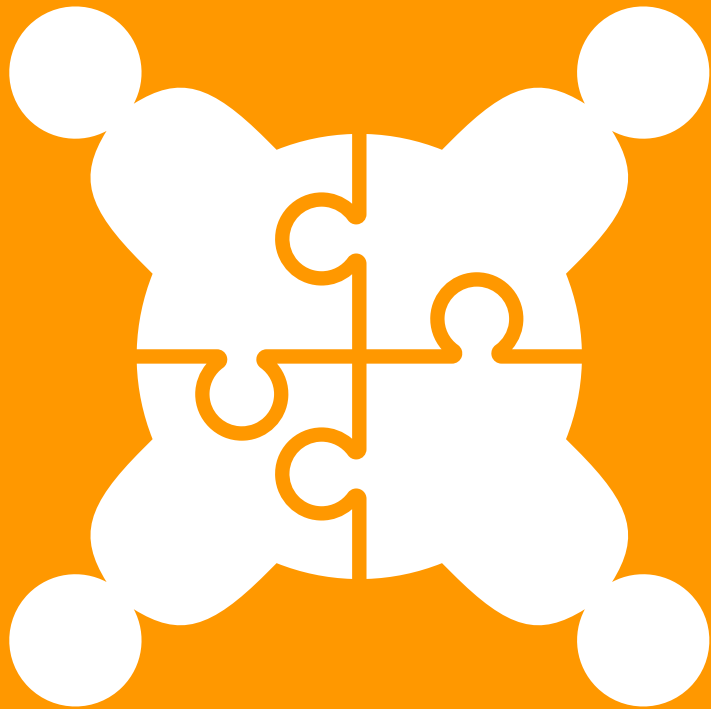
In Libsyn go to 'Content' and 'Add new episode'. Once it loads click 'Add media file', select 'Upload from hard drive' and select your MP3 file you just created; your file should now start to upload. Underneath the upload add the title and the description. There is a 'Clear format' tab: select that and then click 'Clear formatting' (this is because iTunes doesn't like formatting). Underneath the description box there is a section including options for thumbnails, blog thumbnails and category: these are general settings which should be set when you first use Libsyn so once these are set they don't need to be touched.

**Schedule** In the Schedule/Release expiration area click on the 'Basic release expiration' tab. Set a date for it to be published, in the download availability option set it to never expire and select the option 'Media files are always available.'

**Publish** Press the publish button and check to make sure it was published correctly in the side tab under 'Scheduled for release'. Make sure everything's set correctly and edit if needs be. Under the tab 'Destinations' copy the Libsyn classic feed link.

**Submit** In iTunes click 'Submit podcast' and when it opens up, paste the link into the box and click 'Continue'. There you have it, my friends. It really is that quick and simple (with Libsyn this is done automatically after you have it set up with RSS feeds).

# 3 IMPORTANT THINGS TO TAKE YOUR PODCAST TO **THE NEXT LEVEL**



## A Mentor

Finding a mentor can be a really great way of taking your podcast (and yourself) to the next level.

Your mentor needs to be somebody currently at that level you want to be at in your field. Not just successful, but someone who is there right now because they've been on the same journey and have encountered the same pitfalls. This person will know exactly what you're trying to achieve and will be able to help you on your way to achieving those goals.

When searching for a mentor, look at your industry, the path that you are on and who is ahead of you in that space. The mentor needs to know that they will be getting something in return and that their time and energy won't be wasted. Reach out to other people in your industry and ask for advice on finding a mentor, ask them who they think would be a right fit and communicate with them to find your perfect mentor.



# A Community

Something a bit bigger than a mentor or mastermind is a community. Anything over 100 people I class as a community - somewhere you can really crowdsurf and gain valuable feedback on your podcast. In a mastermind you just get a few opinions which don't necessarily reflect the majority, whereas in a community you get a wide range of views enabling you to find a common viewpoint.

There are free and paid for communities. There are some good free communities but until you find the right one they can be a bit of a gamble. Think of it like gambling with fake money: people have nothing to lose so they go all in. Sometimes you don't get true value.

On the other hand, you can find some really good groups on Facebook and LinkedIn. Lurk about these groups to find out what works best for you and then become an active member by giving advice, guidance and support and others will give it back.

Another platform is Meetup.com: this site helps you find mostly free meet ups where you can engage with people face to face (which is always important in business). Once you become a valuable member of that group, email the group leader for an interview. When that podcast goes live, no doubt that leader, who is the most respected member, will share it with the whole group and that will grow your audience.

A paid for community is something like Podcasters Paradise. It is an investment that allows you to join over 1600 engaged and supportive podcasters. You know you will be getting value because people are putting time and money into it and many will be like you. It is by far the number one community for podcasters in the world. When you sign up you also get an accountability partner and if you hit it off with that partner, boom! There's the start of your mastermind.



# INTERVIEW OR TOPIC BASED? THE PROS AND CONS



In this section, I am going to talk to you guys about whether you should aim towards an interview or a topic based podcast. Here's a few pros and cons of each.

# PROS OF INTERVIEW BASED PODCAST



One pro of an interview based podcast is that your guest brings the content. You don't necessarily need to go out and find specific content for your show as the person you will be interviewing will bring it themselves. This means there isn't as much preparation as there would be with other types of podcasts, which in turn allows you to increase your podcasting frequency.

The pro of relationship building is extremely underestimated. The reason my podcast, Entrepreneur on Fire, has been as successful as it has, is because I have built over 800 relationships with top entrepreneurs. This is a huge pro of the interview.

The interview also dramatically improves your speaking skills. You may be bad at first but the only way to improve is by practicing, practicing and practicing some more. Remember, "if you want to be... do." Be willing to be bad because that is the only way to get good. Doing it everyday will only make you improve.

As well as bringing content of their own, your guests will also bring their own audience on top of yours, giving you a much broader listenership to your podcast. I started from scratch, but the guests I brought on already had an audience.

# CONS OF INTERVIEW BASED PODCAST



Now onto the cons of interviewing: finding guests is the first I would like to mention. Finding guests for your podcasts can be a difficult thing to do. However, there are ways to help you in your search for top quality guests such as conferences, social media, the internet and via guests you have already interviewed! Ask previous guests if they know anybody they think may be suitable for your show. This can be a good thing to do, as the guests who have already appeared on your show will know exactly what it is all about and what it takes to become an interviewee on your podcast.

Scheduling is another con of the interview. Scheduling can be a very tricky thing to get right but this is where I introduce the game changer, the tool called Schedule Once! Schedule Once is superb for organising online meetings with your guests and keeping organised.

# CONS OF INTERVIEW BASED PODCAST



It could also get repetitive for listeners if you go around asking the same questions to the same people. You need to find an interview flow that makes your interviewing style and your podcast episodes unique every time.

A final con to the interview is that on some occasions, guests might stink. Yes, I said stink! We are all human and some of your guests may not be as good as you were hoping. But don't worry too much, just because you didn't like an interview doesn't mean your audience won't.

# PROS OF TOPIC BASED PODCAST



Topic based podcasting is your agenda, you set the pace, topic and schedule. This is key; you can choose what you want to talk about, when you want to talk about it and exactly how you curate your own content.

If you have the gift of the gab you don't have to find interviewees and rely on others... YOU are the person who is the subject matter expert and people tune in to hear your views, not other people's. It allows you build authority and credibility in the niche that you want to have authority and credibility in.

Finally, you don't have to be responsible for other people, you don't have to organise two people's schedules, or make sure their audio quality is up to scratch, it is just you!

# CONS OF TOPIC BASED PODCAST



Onto the cons now. Firstly it is YOU who needs to curate content. This can be a lot of work and you need to know how to be responsible for your own show because you are the only person that is realistically responsible.

You are also 100% responsible for the podcast's growth - without the help of others you can't ask people to promote your podcast as easily because people will ask 'what's in it for me?'

Finally, you need to keep a topic based podcast fresh if you want to keep subscribers coming back again and again. I see it in solo podcasts out there now, where you can turn on any episode and you know what phrases the host is going to use. Without an interview you are limited to your own knowledge and perspectives, and by relying on your own knowledge you may not be giving your listeners the full story; there's always people out there that know more.

# BONUS IDEA: CO-HOST A PODCAST



Co-hosting is cool. It adds a new perspective which is always fun and it gives you the opportunity to have that back and forth relationship with your co-host which people always enjoy. The co-host can also bring different topics and different things you can explore together, as well as still allowing for guest opportunities. It also allows for double the promotion - two people, two fan bases and two platforms to promote your podcast.

However, you do need to share a vision as co-hosts and there does need to be a leader who takes charge in some situations. Remember, change does happen, views do change and you need to be prepared for paths to diverge. Investing time, money and effort into something that could potentially come crashing down does need to be talked about.

# FREQUENCY AND LENGTH



Here, I am going to tell you about the frequency and length of your podcast. We'll start with frequency, how often your show is released. This comes down to whatever is going to work for you going forward, remembering consistency is key to improve your podcast. Your frequency could be daily, 5x a week, 3x a week, 2x a week, once a week, twice a month or once a month. Anything other than these frequencies would be a haphazard attempt in my eyes and would be a big no-no.

In my opinion, I think a once a week podcast is the minimum you should do. If you can't commit one day a week then maybe the time isn't the right time to launch a podcast, as I think you wouldn't be getting in front of your listeners enough.





# LENGTH

Now, when it comes to the length of your podcast, you have the choice of 5 minutes and under, 8-15 minutes (a common middle ranged show), 25-40 minutes and an hour plus.

For examples of 5 minute shows, search “Quick and Dirty Tips” in iTunes; they have become very popular and successful.

The \$100MBA show runs in the 8-15 minute gap. In this show they give 1 in depth skill in a nice, bite-size block.

Entrepreneur on Fire runs between 25 to 40 minutes, the perfect time for a commute to work or a work out.

Pat Flynn runs his podcast for an hour plus and people listen to the whole thing because of its great content.

**So the length of the show doesn't dictate its success.**

Lets go back to W.W.Y.A.W.?  
Once again find out what your avatar would want and go from there.

# HOW TO FIND GUESTS



A really important factor of running podcasts is finding guests. My favourite way to do this is going to events. This is a very powerful thing as you can listen to guests at these networking events and conferences, then ask them to be a guest on your podcast. Just ask the question! To find these opportunities, a simple Google search will suffice.

Another great way of finding guests is by looking at either online or physical copies of magazines. These are chocked full of potential guests that you can invite onto your show and is a neat way of making connections.

Thirdly there is Amazon. Authors absolutely love publicity and Amazon is chocked full of authors. Go to the new releases section because it is the best place to go to find out whether a particular author is going to be a worthwhile guest on your show. Trust me, authors really do love publicity and will do anything to find that next bit of publicity for their new books.

You could also ask past guests to help you find new guests for your podcast. At the end of every interview I tell the guest they rocked it (if they did) and ask if they know anybody that may be suitable for my show. It really does create a new market of potential guests. The powerful thing about this is your guests know the show and they are going to recommend people who are suitable.

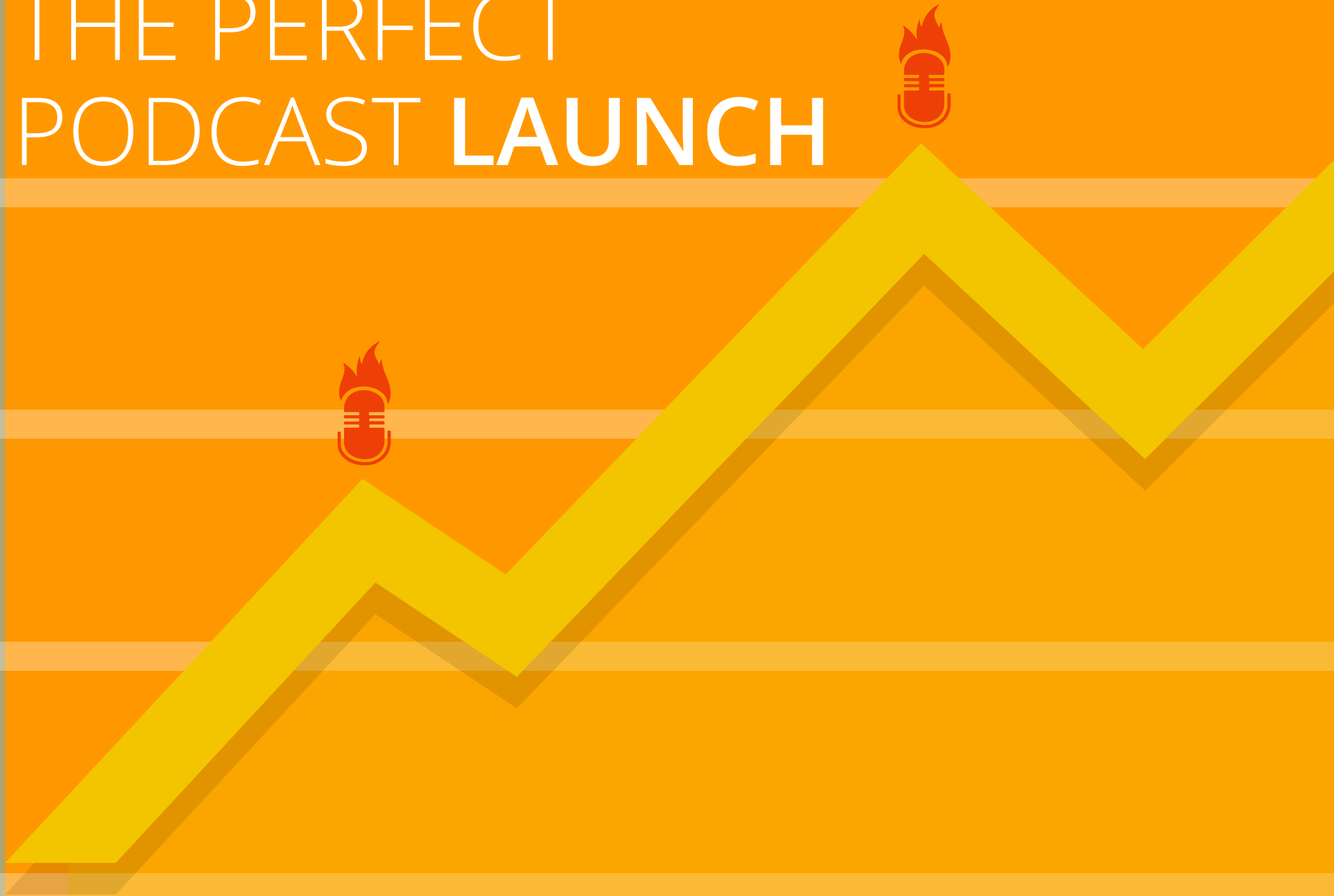
# THE PERFECT PODCAST LAUNCH

30

20

10

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# THE PERFECT PODCAST LAUNCH

## New and Noteworthy



Perpetual Traffic by  
Digital Marketer | Pa...  
Keith Krance, Ralph B...



KickStars |  
Crowdfunding...  
Michael Ogden and P...



ProBlogger  
Blog Tips t...  
Darren Rowse



## New & Noteworthy

Within your first 8 weeks of launching, iTunes ranks you in the New & Noteworthy section. So you have these 56 days to launch with a BANG. You need to make your launch into an event by spreading the word as much as you can and building momentum by letting as many people as possible know about your show.

## Don't Launch With Just One Show

If you launch with just one show all people can do is listen to that one show. But what if you launch with 3 shows? That means all those people who show up (due to the momentum and promotion of your launch) are able to download multiple shows of yours. This is a total game changer as 100 views on one show automatically becomes 300 views. Remember, people want consistency and to know that they are going to be able to keep up with the show without being over or underwhelmed. But don't try launching with 10 or 20 shows, people don't have time and will feel there is too much content and leave.

## Have an Episode 000

Episode 000 is an 'About Me' episode. Any website worth a grain of salt has an about me page, because everybody wants to know who they are listening to or whose content they are looking at or watching. Similarly, having an Episode 000 gives your initial listeners a chance to form a more intimate bond with you and begin to know, like and trust you. It also gives you the chance to share the details of your podcast, such as frequency and length, with your listenership so they know what to expect.

## Ask People to Subscribe, Rate and Review

Subscribe, rate and review are three incredibly important words that need to be rolling off your lips the day you begin your podcast. If you can let people know how to do these things, it will give you a huge boost in the success of your podcast. However, don't ask for these during your show. I think when looking at it carefully, it is a waste of time, as your audience are rarely in a position to do any of these things whilst listening, so what's the point of asking them? Instead, use email or other correspondence, as here you can give direct links to subscribe to your podcast as well as asking people nicely (again with a link) to rate and review. Always remember to show gratitude for these things as they really are game changers in terms of your growth!

# 4 BIGGEST POST LAUNCH MISTAKES



## Poor Audio Quality

One of the biggest post launch mistakes I can think of is audio quality. You need to realise you are literally inside the ear of your listener and the audio quality CANNOT stink! You can't have echoey and tinny audio. It stops you from forming a relationship with your listenership and listeners will not settle for less than top quality audio! It doesn't have to cost lots to have great audio quality.

## Lack of Consistency

Another thing that is a huge mistake post launch, is a lack of consistency or trust. This is completely dependent on you. Picture this - you have been releasing a podcast every Wednesday and you have listeners who absolutely love your content and begin to like and trust you. One Wednesday, they go to the iTunes store and find your podcast is not there and are left feeling disappointed, which in turn allows your listener the chance to question their trust in your show. Don't lose that trust, stay 100% consistent and your fans will stick with you!



## Keeping up MOMENTUM

New & Noteworthy is a fun time for any podcaster. You are ranked higher and have more downloads than you would if you weren't New & Noteworthy - so use those exciting juices to build your momentum. After 8 weeks your fun will end. You will drop off New & Noteworthy and join the rest of the podcasters. This is when the hard work starts. Don't be disheartened because your ranking has dropped or your downloads have fallen - use this as your new foundation to climb back up the rankings. If one day you have 250 listeners and the next 50, don't look at it as a fail as there are still 50 people behind those numbers! Do cool, crazy and different stuff to build on that momentum you created at the start.

## Not Knowing Your Avatar

You need to really know who your avatar is. 99% of people launch their podcasts without knowing their avatar inside out. Until you truly know who your avatar is, you will waste time, energy and money on hitting those 1000 forks in the road we mentioned earlier on. As well as this, grow with your avatar and engage with your listenership to find out where they are in their podcast journey and what they want from future content. Stay in touch with your listenership to go forward with your show!

# TOP 5 WAYS TO **GROW** YOUR PODCAST AUDIENCE

## 1. Leverage Podcast Directories

There is Soundcloud and Stitcher Radio but the big boy is iTunes. iTunes has 525 million active users monthly and this is where 80% of my downloads come from. The big question is, are people finding your content? iTunes allows you to rank highly with the keywords you use - so if you're interested in knitting, gardening or fashion use keywords in your title that will get you found. Another very powerful tool is that 315 million people access iTunes using their iPhones. The podcast application is a download you don't even have a choice over, meaning all these people have access to your content at arm's reach. This really is going to be a game changer when it comes to find-ability.

Then there is Apple Carplay. An innovative invention that is going to be in the dashboard of all cars coming off the lot from 2015 onwards. You turn on your ignition and can automatically tap that podcast button, which is delivered straight to your car's speakers immediately! Forget about radio, everyone will be listening to podcasts!

## 2. Maximise New & Noteworthy

Maximising 'New & Noteworthy' is so incredibly important. You must take advantage of the organic growth opportunities within those first 8 weeks and take note of that 'perfect podcast launch' section.

## 3. Leverage the Audience of Your Guests

Another thing that is very important is leveraging the audience of your guests. Take advantage of the large, engaged, passionate followings of other podcasters and rock stars in your field. My first email when an interview goes live is to that guest, showing my appreciation and asking them to share their incredible interview with their audiences.



# TOP 5 WAYS TO MONETIZING YOUR PODCAST

Monetizing your podcast is something we all need to do if we want to continue to share our mission and turn it into a business. The number one money question I get is 'how do you monetize to the tune of £200,000 a month?' Well, here are the top 5 ways I used from September 2014.

## 5. Coaching

Every month for two years I had four 1:1 mentees which brought in \$8000 a month. I look back incredibly fondly on my mentoring time and it really was the first way I began to monetize my podcast. As the podcast host, you gain credibility and authority as a host - they will see you interviewing these rock stars and give your listeners the perception that you are one of them too. They will want to grab onto some of your magic and be mentored by someone they know, like and trust - and that somebody is going to be you.

## 4. Fire Nation Elite

This is a paid membership mastermind. Fire Nation Elite was created to serve people wanting to grow and become part of a limited community, so there's no time wasters in there. This brings in around \$11,417 a month. As a podcast host you can create your own community and monetize off your credibility.

## 3. Affiliates

Affiliates are a great way to monetize your podcast and can bring in around \$20,000 a month. For instance, LeadPages, OptinMonster and Fizzle are all affiliates I would highly recommend and use myself. Whenever I talk about products on my podcast I always refer people back to my resources page and if people sign up through my affiliates link I get paid. You can do this too.

## 2. Sponsorships

Sponsorships bring me over \$60,000 a month. That is every single month for 2014 and we are already selling out for 2015 and beyond. Sponsors love podcasts - the return on their investment is outstanding because sponsors know listeners trust the podcast they listen to and will trust anything you recommend.





# 1. Products

By far, the number one way to monetize a podcast is through products. Podcasters Paradise is our prime example, our flagship product. It generated us \$132,000 alone just in the month of September, so build your own products that you can promote with your podcast.

# Conclusion

Guys, there you have it! Congratulations, you have made it through my Podcast Guide. You have what you need now to go launch your podcast, get your voice heard and build your business through this amazing podcasting revolution.

Thank you for your time...and get prepared to IGNITE!

John Lee Dumas





by John Lee Dumas,  
From Entrepreneur On Fire

[www.eofire.com](http://www.eofire.com)

John Lee Dumas is the Founder and Host of EntrepreneurOnFire, a top-ranked podcast named "Best of iTunes 2013". John interviews today's most inspiring and successful Entrepreneurs 7 days a week and has been featured in Forbes, TIME and Inc. Magazine.

# A STROLL THROUGH PARADISE - PODCASTERS PARADISE

WITH JOHN LEE DUMAS



Podcasters Paradise is the perfect place to grow with your podcast and over 1600 members have chosen to join because of this. It is broken into 3 components: video tutorials, accountability and monthly webinars.

# PODCASTERS PARADISE

WITH JOHN LEE DUMAS

## Video Tutorials

There are over 200 video tutorials which come in three different levels. For beginners - those looking to create and launch their podcast, step one to step done. Intermediate tutorials for those looking to grow their audience. And of course expert videos to teach you how to monetize and create multiple streams of income. Your level will be determined by how far you have come with your podcast and how much expertise you have on the subject as a whole.

## Accountability

The second component is our accountability and community. Nothing can beat the power of these and we have a little thing called the accountability tab, where you fill out a short form and are matched up with an accountability partner within 72 hours. Accountability can be the difference between success and failure. Your partner will be on a similar point in their journey as you. You guys can set up to meet on a weekly basis or have check in calls to keep you on track.

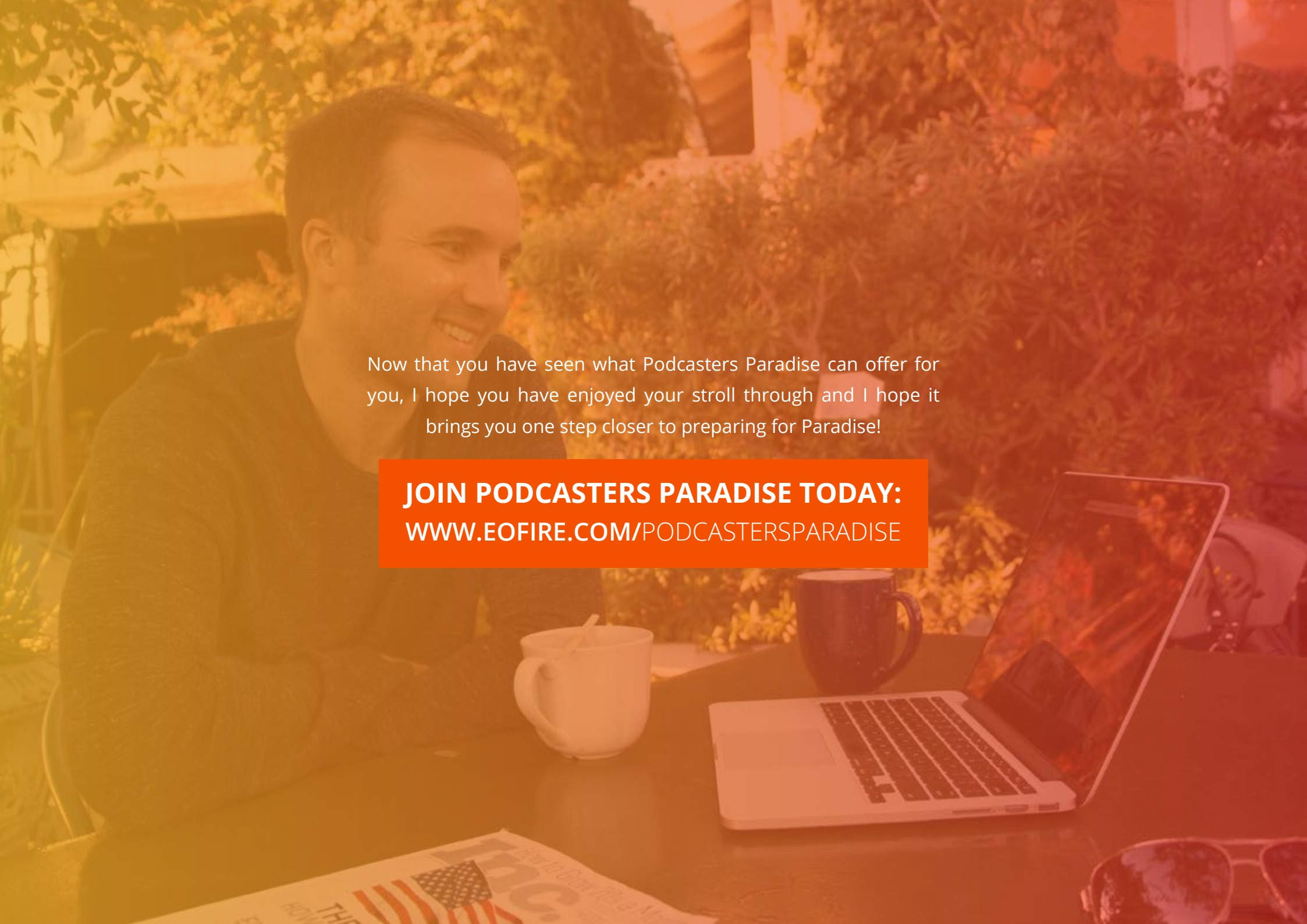
Within this component we have another part, a private Facebook Group that is an incredibly engaged, thriving community. This allows you to jump 24/7 into this community and ask for support and guidance, give feedback and share. This is simply the number one place for podcasters looking to create, grow and monetize their show. This group will allow you to exchange honest iTunes and Stitcher Radio reviews - a great way to increase your rating and growing your show. You can also request to co-mingle audiences by appearing on other people's shows and vice versa.

## Monthly Webinars

Component number three is a monthly webinar. Each month we invite top podcasters to talk about what is working for them in the podcasting world - exclusively for Paradise. It includes monthly Q&A sessions between myself and you guys in Paradise.

**GROW YOUR BUSINESS NOW:**  
[WWW.EOFIRE.COM/PODCASTERSPARADISE](http://WWW.EOFIRE.COM/PODCASTERSPARADISE)



A man with short dark hair is sitting at a dark table in what appears to be a cafe or office setting. He is smiling and looking towards a laptop. On the table, there is a white mug with a spoon, a dark mug, and a pair of sunglasses. In the foreground, there is a newspaper with an American flag and the word 'THIS' visible. The background is filled with green foliage. The entire image has a warm, orange-red color overlay.

Now that you have seen what Podcasters Paradise can offer for you, I hope you have enjoyed your stroll through and I hope it brings you one step closer to preparing for Paradise!

**JOIN PODCASTERS PARADISE TODAY:**  
**[WWW.EOFIRE.COM/PODCASTERSPARADISE](http://WWW.EOFIRE.COM/PODCASTERSPARADISE)**



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Andrew and Pete for 'atomic'

[www.andrewandpete.com](http://www.andrewandpete.com)

Founders of *atomic*, Andrew and Pete love working with smaller companies to help them with their marketing. High energy speakers and marketing consultants, always looking for exciting new ways to help you stand out from the crowd.



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