

# 7 Proven Strategies to Monetize Your Podcast in 30 Days or Less

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# Business

- [ Hold Questions Until End - Better For Recording

- [ Meetup

- 7a - Marriot Lobby - Strong Coffee - Very Strong Coffee

- [ Links, Slides, etc.

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- Password - imthedia

# The Day It All Changed

— [ Do You Remember ... Your First Computer?

— Remember when you made your first Podcast?

— [ Do you do this professionally?

— [ How my life changed ..

— [ Will this be your day?

# What We Will Cover

— [ A Bigger Picture

— [ WhoTheMedia.com?

— [ 7 Proven Methods That Build To a Model

— [ **The Model**

— [ Free Gifts

# A Bigger Picture

— [ 7 Proven Methods

— [ All 30 Days

— [ That Form a Model

— [ Get You Thinking Like the Media

# Media Generates \$\$

— [ **Producer**

— **The Rock Star**

— [ **Distributor**

— **The Record Label**

— [ **Pusher**

— **The Record Store**

# WhoTheMedia.com?

— [ Production, Distribution, Pushing

— All YOURS - Unless You Give Them Up

— [ Give Them Up

— ONLY When It Makes Sense

— [ WhoTheMedia.com?

— YouTheMedia.com

# ImTheMedia.com

— [ Demo

— [ All Are Welcome

— [ If You Are The Media

# Running the Numbers

— [ We Need a Metric to Compare It All

— [ We Gotta Know How We're Doin'

— [ You Gotta Test

— [ **YOU GOTTA KNOW WHAT YOU'RE WORTH**

— [ Effective CPM =

— Current ~ \$15 - \$30 - Let's Do Better

# Your Podcast Friends

— [ Affiliate Marketing

— [ Automated Systems

— [ Clicks

— [ Digital Sales

— [ Google AdSense

— [ PayPal

# #1 - Benefactor Revenue

Method - Ask For Money

Model - ITConversations v1 - \$1500 a Month

Means - PayPal and/or The Tip Script ;-)

CPM - 1 Out of 100 at 5\$ = \$50 CPM - Leo Shareholders

Suggestion - Marketing 101 - Tell Them How Much

Workshop - Tell Your Neighbor

# #2 - Newsletter Revenue

Method - Money In The Mailings

Model - BigSeminarLive.com / DeltaParkProject.com

Means - <http://www.PodcastTools.com/mailing>

CPM - 1 Out of 100 Buy at \$10 = \$100 CPM

Suggestion #1 - Reason to Subscribe

Suggestion #2 - **Regular Update / Know Endgame**

# #3 - Merchandising

Method - Physical and Virtual Merchandising

Model - [AskaNinja.com](http://AskaNinja.com) / [CtrlAltChicken.com](http://CtrlAltChicken.com)

Means - Start with [CafePress.com](http://CafePress.com) - Move After Proof

CPM - 1 Out of 100 Buy Shirt \$5 Delta = \$50 CPM

Suggestion #1 - Outside of the Box Works Well

# #4 - Premium Podcasting

Method - Charge for Content

Model - ScreenCastsOnline.com / AffiliateGuyPodcast.com

Means - Wordcast.Audible.Com / PremiumPodcasting.com

CPM - Convert 1 in 1,000 - \$47 CPM (Re-occurring)

Suggestion #1 - **Sell Benefit / Not Price**

Suggestion #2 - Over Deliver

# Monetization Rule #1

— [ Podcasts Don't Make Real Money - Clicks Make Real Money

# #5 - Commissioned Sales

Method - Affiliate Marketing

Model - PodcastTools.com / MillionaireMindVideoPodcast.com

Means - PodcastOffer.com (Functional But Not Pretty)

CPM - MMVP - \$60 CPM In Like Clicks

Suggestion #1 - Links In Shownotes

Suggestion #2 - **Domain Name Links**

# #6 - Web Clicks

Method - AdSense / Affiliate Programs

Model - InternetMarketingPodcastNetwork.com

Means - Transcripts / Boards / Comments / User Generated

**CPM - \$5 CPM Visit 10 Pages = \$50 CPM**

Suggestion #1 - Make Site Worth Coming To (RSS Too)

Suggestion #2 - Spider Food = New Customers (HitTail.com)

# #7 - Sell Your Own Product

Method - Sell It All Online / Digital = Keep > Profits

Model - PodcastelaBolsa.com / AskANinja.com

Means - PayPal.com/AutomateSales.com

CPM - **\$ 156 for Jose**

Suggestion #1 - Jose Lesson = Audience Is Digital

Suggestion #2 - Your Ad Insertion Might Be Your Own

# Reselling Versus Selling

— [ GoDaddy CPA Deals - 1 Time A

— [ 1PlaceForEverything.com - % of Every A For Life

— One Customer > **\$ 1000 In Two Years**

# MediaMogulModel.com

— [ Creative TipJar System For Benefactors / Play PBS

— [ Commissioned And/Or Personal Products As Ad Insertion

— [ Merchandising And Premium Content Customers

— [ Regular Email Newsletter With Affiliate Links

— [ Site With Adsense and Affiliate Links and Spider Food

— [ Know Your Value - **Only Partner If Worth It**

# Free Gifts

- [ **ImTheMedia.com**

- Logo, Website, Template, CC License and ...

- [ **Tip Script (\$97)**

- Register ImTheMedia.com By Next Friday

- [ **Profitable Podcasting Interview**

- <http://www.ProfitablePodcasting.com/>

# What's Next?

— [ **Be The Media**

— [ Meetup

— [ Produce - Get On My Show

— [ I'm The Media - Register Yourself ;-)

# Thank You

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— [ 7a Meetup?