



THE PODCAST MASTERCLASS

I. Intro

John went from no online presence (clueless) > launch

How did he do it, and what can you do if you're starting at "ground zero"?

- Invest in a mentor
- Join a mastermind
- Become a member of online communities

II. Creating Your Podcast

A. How do I find my topic / know what to podcast about?

Over the next 5 days write out:

Passions	Expertise

Ask your friends and family:

What am I best at?

- 1.
- 2.
- 3.
- 4.
- 5.

Where is your Zone of Genius?
(the overlap between your passions & your expertise)

My Zone of Genius is:

Someone else is already doing it?

That's proof of concept.

- Do it different
- Add your personality
- Add your USP (unique selling points)

B. Defining your Avatar

Who is your 1 perfect listener?

- **Not just a demographic...**
- What's their name, age, where do they live?
- What do they love doing?
- What do they hate doing?
- What do they struggle with?
- What are their biggest pain points?
- What will you provide them with that will help?

My avatar:

C. Equipment

Required Equipment:

Computer

Microphone

- Logitech Clear chat headset (\$_____)
- ****ATR-2100 (\$_____)****
- HeilPR-40 (\$_____)

Recording & Editing software

- ****Adobe Audition****
- Audacity
- Garageband (MAC)

Skype (for your interviews / calls)

- **Recorders:**
 - eCamm Call Recorder (MAC)
 - Pamela (PC)

**For all of our equipment recommendations: [EOFire.com/equipment](https://eofire.com/equipment)

D. The 8-step Process

1. Record (& edit)
2. Add intro / outro
3. Export MP3
4. Tag MP3
5. Upload
6. Schedule
7. Publish
8. Submit to iTunes

III. Top 5 Ways to Grow Your Podcast

1. Leverage the major directories, which are:

- iTunes

2. Maximize New & Noteworthy in iTunes

- New & Noteworthy lasts for _____ weeks
- Perfect launch plan:
 - o Episode 000
 - o Launch w/ 3 episodes (including 000)
 - o

3. Leverage the audience of your guests

How do I land big guests?

- Start building relationships (attend conferences they'll be attending/speaking at so you can meet them in person)
- Leverage existing guests to get "bigger" guests (i.e. I've already interviewed X, Y & Z)
- Get them to buy-in to your mission: what will them coming on the show do for your audience?
- Check out the speaker pages of conferences and reach out
- Check out new releases on Amazon (Authors): They are likely looking for ways to promote their book

4. Leverage existing communities online

- Facebook
- LinkedIn
- Google+
- MeetUp.com

5. Social Media

- Set up a scheduler
 - o HootSuite
 - o Meet Edgar
 - o Social Oomph

IV. Top 5 Ways to Monetize Your Podcast

1. Products

Ask your audience:

- What are your struggles?
- What are your pain points?
- ****LISTEN TO YOUR AUDIENCE****

Resource: Our Income Reports: [EOFire.com/income](https://eofire.com/income)

2. Sponsorships

3. Affiliates

What products and services could you recommend to your audience that will help them take the next step on their journey?

Resource: [EOFire.com/resources](https://eofire.com/resources)

4. A Membership Mastermind Tribe / Community

Resource: [FireNationElite.com](https://firenationelite.com)

5. Coaching

Resource: [EOFire.com/mentor](https://eofire.com/mentor)

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