



*Profit From
Podcasting*

*7 Steps To Amplify
Your Million Dollar Message*

melinda
wittstock

Podcasting is emerging as the most reliable channel to grow your community and engage your customers.

People buy from those they “know, like and trust” and podcasting is proving an intimate and captivating medium for business executives and thought leaders to meaningfully and authentically connect with their customers.

And yet too many podcasters get mired in the tactics and tools – forgetting that listeners and viewers desperately crave connection and a conversation that lifts them to new heights.

Like any business or marketing endeavor,

People make most decisions based on emotion – how something makes them feel. Podcasting is primed for emotional connection so long as a podcaster knows how to fuse that bond.

Here are my [7 Steps to Amplify Your Million Dollar Message](#) so you can connect authentically and emotionally with your true tribe in alignment with your highest purpose.



#1 KNOW YOUR WHY

*The most successful podcasts have **a mission** that resonates deeply with those they most want to attract.*

What is your mission?

Ideally your mission is bigger than you or your business – so you can attract and engage people around a cause or a calling that is transformational, even transcendental, in nature.

After all, Martin Luther King Jr. never said, “I have a plan”. He said, “I have a dream” and it was a dream big enough to galvanize millions.

People crave connection and belonging and they want to belong to a cause, a community, a calling, bigger than themselves.



#2 UNDERSTAND YOUR TRIBE

Podcasters succeed when they know exactly whom they are talking to when they turn on the microphone.

Who is your ideal listener?

What keeps them up at night? What challenges do they have? What are their interests? Their context? What do they most need in their lives?

And what can you provide them – consistently – in each of your podcast episodes that:

- + Solves a specific problem or challenge
- + Illuminates and sparks knowledge
- + Enables people to take meaningful action
- + Fosters connection and conversation
- + And above all, simply delivers measurable value of relevance

Like any business, your podcast needs a deep-dive into your avatar.

- + Who are they, specifically?
- + Where do they live, what do they do, how much money do they make?
What is their gender, their age, their level of education, and their occupation?
- + What shared interests do you have?
- + What do your target listeners read, view or listen to now?
- + Where can they be found on social and traditional media?

Once you are able to match your “why” or mission to that of your true avatar, you are half way there.

#3 CO-CREATE WITH YOUR COMMUNITY

*The best content is **conversation**.*

The best content is conversation.

Include your community and your customers in all aspects of content creation – from your launch onwards.

Experimenting with your format? Trying to decide your theme music? Not sure about the name of your podcast? Want input on your branding, logo, or tile art?

Test things out on your tribe and ask them what they think. They'll be flattered – and invested!

Then take it further:

- + If you have an interview format, ask them what guests they most want on your show
- + Ask them what questions they want you to ask your guests
- + Ask them for your feedback on episodes
- + Ask them what they learned – and what they want to learn

Be open to their suggestions. They will make you and your podcast better.

You can also get creative with contests that reward their engagement in your process – and your mission.

#4 REWARD, RECOGNIZE + INCENTIVIZE

The surest and fastest way to profit from podcasting is to grow an engaged tribe hanging on your every word ... and even better, sparking conversations amongst your tribe.

When you can catalyze connections between people you are creating exponential value.

The best way to do this is with “**gamification**”.

Gamification simply means finding creative ways to “reward and recognize” individuals in your community.

You can incentivize your listeners to write favorable reviews of your podcast on iTunes, Stitcher, Spotify, SoundCloud, Google Podcasts or any of the podcast platforms ... by rewarding them for doing so:

- + Mention and thank them “on the air” in your podcast
- + Create a contest or a special draw among reviewers and reward one a special treat – a gift card, a present, a VIP coaching day or whatever makes sense for your business
- + Reward them for getting their friends to review

You can also challenge them to take mission-driven action around the cause or calling your podcast and your business supports.

There are many ideas! Get creative. It will pay huge dividends.

#5 WALK YOUR TALK

Authenticity is everything in marketing these days.

So too with podcasting!

If you are doing it right, you're giving your community a *window into your soul...*

Over time they are getting to know the "true you" so take time to make sure what you are saying and what you are doing (in business and in life) is in alignment with your mission.

Again, people buy from people ... and people that they know, like and trust.

You'll be winning the game of profiting from podcasting if you can develop and sustain trust.



#6 LEVERAGE TARGETED INFLUENCERS

*What would it mean if a mega-influencer in your space suddenly posted to his or her 100,000+ followers on Instagram or Facebook how amazing you are ... and why everyone should subscribe to your podcast **right now?***

It would be a game-changer.

Identify the biggest influencers in your space – and come up with a strategy to connect with them.

Remember if you want them on board you have to give them a good reason:

- + What value can you provide them?
- + How could being a guest on your podcast advance their interests?
- + And remember that “Why” of yours? Engage them in a mission that they too share.

Engaging influencers is one of the reasons the interview format is so popular in podcasting.

Even if it's not your primary format, think of ways in which you can spotlight the work and missions of key influencers in your space.

And when you do, you'll find those influencers have a self-interest in amplifying your message – and attracting growing numbers of subscribers.

#7 REPURPOSE & PRE-PURPOSE

The beauty of podcasting is also that it can evolve into a powerful content creation engine.

Key to this is the repurposing of content.

If you're working smart, every podcast episode should spin out at least:

- + 10 blog posts
- + 20 social media posts across all platforms
- + Quote cards
- + Audio clips
- + Conversation starters for a community
- + And more!

Think too how you can leverage both audio and video.

A lot of podcasters record in video and spin off both audio and video versions. However, both audio and video require different strategies so think how you can leverage them in different ways. For instance:

- + Create a video to engage your tribe before you record your podcast and ask them to participate in forming the questions you'll ask your guests or the content they want you to explore
- + Video yourself recording your podcast for a "behind the scenes" look at your process
- + Create a third video to promote the podcast

Think creatively and strategically to pre-purpose how you will build an efficiently run content engine.



Want to Learn More?

Melinda offers Podcasting Intensives for qualified business owners and thought leaders who want a “Done For You” podcasting solution – from creation and production to content repurposing and more – with a monetization strategy that grows your business and furthers the social impact you desire.

Melinda also works with podcasters to grow and monetize their communities.

Find out if you qualify [here](#).