



5 Powerful Ways to **Monetize Your Podcast** (Without Counting Clicks or Needing a Big Audience First)

An In-Depth Guide By:

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What “They” Don’t Tell You About TRULY Monetizing Your Podcast!

Dear Entrepreneur,

By the numbers, launching and hosting your podcast is one of the most powerfully effective strategies for networking, client attraction, and establishing your Celebrity Expert brand within your community, market, and audience.

No wonder there are so many entrepreneurial podcasts out there today – ***and for good reason!***

There is at least a 60% chance you already host a podcast.

That’s good, but how much money are you making from it?

If you are *not* hosting a podcast, perhaps you have been led to believe it is way too much work to make enough money for it to be worth your time.

Time and again, I have proven that is an erroneous assumption.

Can you please stay with me while I assiduously rip that assumption to shreds?

Let’s start with some numbers that reveal the possibilities.

According to recent data compiled and published by *Podcast Insights*®:

- 45% of monthly podcast listeners in the United States have **household income over \$75K per year**
- 24% (that's 68 million people) listen to podcasts weekly, and **16 million people identify as "avid podcast fans"**
- Podcast listeners tune into an average of seven shows per week, with **80% of them listening to all or most** of each episode

- **94% of podcast listeners are active** on at least one social media channel (vs. 81% for the general population)
- Podcast listeners are **more likely to follow companies and brands** on social media than the general population - in fact, 69% say that podcast ads made them aware of new products or services

In addition, data cited by *Improve Podcast* shows that 60% of podcast listeners have a 4-year degree, postgraduate degree, or advanced degree.

In short: podcast listeners are **loyal, affluent, and educated.**

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Launching and Hosting Your Podcast Now Gets You Front-Row Access to this Elite Audience – But Then What?

How do you transform your listeners into prospects and customers?

How will these listeners discover your products, services, and solutions – especially since podcasts are not supposed to be “salesy” pitch fests?

How about a few more power numbers?

Also, according to *Podcast Insights*®, there are currently over **850,000 active podcasts** on the air today, with over **30 million episodes** just waiting to be streamed.

A survey conducted by eMarketer shows that more than half of the podcast listeners they surveyed are **“at least somewhat more likely” to consider buying from a brand** after hearing its advertisements on a podcast.

eMarketer reported a couple years ago that podcast advertising **revenues were expected to exceed \$1 billion** in 2021.

(And they did, while they keep on growing as we approach 2023.)

With all these podcasts competing for listeners and downloads, how can you monetize your podcast enough to create a new revenue and profit center for your business?

How do you claim, for yourself, a nice, big, lucrative slice of this \$1 billion+ pie that is only likely to get larger in 2023, 2024, and beyond?

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There's Good News, and Bad News, About All Those Entrepreneurs Lined Up Around the Block, Chomping at the Bit to be Interviewed on Your Podcast.

The good news: *there are a lot of them.*

The bad news: *there are a lot of them.*

Podcast booking agencies have no shortage of clients, and at the same time face an uphill battle to find quality bookings for their guests.

As I have been predicting for the past three years, the power pendulum has swung away from the guest and toward the host.

Right now, there are multiple times more guests ready to be interviewed, than there are episode slots for them to fill.

Can you (and should you) interview everybody who wants to be on your podcast?

How do you sift through the guest applications?

How do you engage your interview guests and transform them into your amazing

- paying clients and customers?
- referral partners who send you more listeners and more ideal-fit prospects?
- business allies who will introduce you to new opportunities to network, attract even more clients, and further grow and nurture your celebrity expert brand?

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You will be pleasantly surprised to discover how simple – and fun – it can be as soon as you stop fussing about listener and download statistics.

In fact, forget about them.

In a moment, I'm going to show you five powerful ways you can monetize your podcast, ***even if your show only has one listener.***

But first, let me show you how

My Greatest Success Through Podcasting (At Least, Up Until Now) Was an Accident!

Monetizing your podcast is a marathon, not a sprint.

You can have the most amazing lead magnet, with a super-optimized funnel behind it containing lots of upsells, cross-offers, and more – yet barely get 40 opt-ins after 10 or more episodes, with just one person buying your \$9 offer.

By looking at statistics, it's funny how some episodes will have 15 listeners and 4 downloads, while others will have 675 listeners and 480 downloads.

There is not always a rhyme or reason – the big hits can come from episodes where you interview someone who does not have an exceptionally large audience, while that “super-guest” who boasts 35,000 subscribers and 195,000 social media followers you can see for yourself barely delivers you anything at all.

If this sounds like a page from your diary, rest assured.

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My Own Journey Was A Long Path Through the Wilderness – Until I Was Handed a Pot of Gold that Made it All Worthwhile, *All At Once!*

See, I have been involved in podcasting, both as a host and a guest, for over ten years.

Before I launched my first podcast in September 2013, I produced a weekly series of videos known as “Monday Marketing Moments” and hosted teleseminars.

Launching my podcast was an idea I came up with because I needed a “demo project” for a course I was being paid to teach – so I thought, *why not let them watch over my shoulder as I launch a podcast?*

Yes, that was my logic. *Really strategic, eh?*

Since then, as host of *The Business Creators’ Radio Show* – one of the longest continuously-running weekly entrepreneurial podcasts on the air today – I have interviewed over 500 entrepreneurs and what I like to call “business creators”.

During a three-year period (2015-2018) where I was soul-searching and unsure what business I even wanted to be in, I still found plenty of high-paying clients and made powerful new discoveries that helped me on my journey to decide what I really wanted to do.

During those three years, my ONLY networking, client attraction, and celebrity branding tool was conducting interviews and releasing a new episode every week!

Every so often, one of my interviews would lead to something.

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Among Them Was an Incredible Client I Didn't Even Know I Was Supposed to be Looking For!

One of the greatest results I have ever gained for myself through podcasting was when someone I had never heard of, booked a call with me by visiting <https://www.ScheduleWithAdam/>.

When I got her on the phone, she said she heard me on a podcast and liked what I had to say enough to book the call with me to see if I could be a good fit for her team as a marketing and business operations consultant – the work I do through my small-business consulting firm, *The Business Creators' Institute™*.

Funny thing – this prospect could not remember if she tuned into my podcast, the *Business Creators' Radio Show*, or heard me guesting on any of the scores of podcasts I have appeared on throughout the years.

What's more, *she couldn't even remember what I said* that captured her interest.

(Actually, here today, she now thinks she may have been referred to me by someone. But I clearly remember her saying, “I heard you on that show...” when we first connected, so maybe the “referral” was my host on another show saying to their listeners, “you should really get in touch with Adam...”)

Anyway, **this conversation quickly turned into a nice \$30,000, 12-month contract** – and over the past six years we have worked together so far, it has been one of my most exciting and fun client relationships involving a fast-growing leader in a narrow-but-deep niche.

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So What Exactly Happened Here?

- **First, I established my credibility upfront**, by taking advantage of podcasting as a platform that helps me reach, without spending a dime, audiences I might otherwise never be able to access.
- **Second, she contacted me – and I didn’t even have to ask her to**. In fact, when I saw the e-mail letting me know about the appointment, I had to research her and her company just to know who I was going to be speaking with – and I liked what I saw!
- **Third, this call had none of the bait of a “free strategy session”** – the know, like, and trust between us WAS ALREADY IN PROGRESS even before the call began!
- **Finally, all of this allowed the call to be specifically about her hiring me** to render my services, so we got right to the point and closed the deal quickly.

See, THAT is the power of monetizing your podcast.

She didn’t ask me what kind of microphone I used.

She didn’t ask me how many listeners and downloads I had.

All that being factual, I would say that ***accidentally (as in, without a specific plan)*** adding six figures to my bottom line from ONE interview is a pretty decent way to monetize podcasting.

Would you like to do this ***intentionally, WITH a specific plan, over and over again*** to gain as many clients as you need and want?

That is the first of the 5 podcast monetization strategies I will share with you now.

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A close-up photograph of a man with a beard and short hair, wearing large blue headphones. He is smiling slightly and looking towards the right. In front of him is a professional black condenser microphone mounted on a boom arm. The background is a blurred blue wall with some shelves. The overall lighting is soft and professional.

**Podcast Monetization
Strategy #1:**

**Interview Your
Best Prospects &
Close More Deals**

Your Prime Prospects Should Be Your “First Division” Interview Guests!

What would you say is the typical reaction when you connect with someone on social media, and 2 minutes later they are DMing you long messages where they blab on and on about their results and ask you to book a call with them so they can show you their demo?

On the other extreme, do you really think when they message you with something like “hey, great to connect with you, how’s it going?”, they have *anything* on their mind *other than* using pre-written replies in a sequence that leads to a pitch?

Are you eager to “hop on a Zoom real quick” to “discuss synergies” with them?

Now, shifting gears: when you hear the phrase “free strategy session”, what comes to your mind?

Do you want to sign up for one and experience what you already know is headed your way?

When your prospect is offered a “free strategy session” as their FIRST live, personal contact with you, what do you think goes through THEIR mind about YOUR intentions?

Based on what you see, would it surprise you to hear that free strategy sessions have up to a 50% no-show rate?

Is it any wonder entrepreneurs quickly (and with dread) resort to funnels, “conversations at scale”, and long arduous efforts to “build trust” and “establish authority” through a YEAR of soul-crushing social media posting BEFORE asking for a call?

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When You Embrace that Your Next Podcast Episode Only Has One Listener Who Matters, The Magic Happens.

Rather than worrying about listener and download counts, be aware that the only listener who matters is *your interview guest*.

They are the ONLY listener who is guaranteed to be there the whole time.

They are the ONLY listener who is guaranteed to stick around after the interview to chat with you further.

And aside from your own marketing efforts, they ALONE decide how much additional reach you will gain when they promote their appearance on your show to their own audience (or not).

If they do promote the episode, it's gravy.

So, identify your Ideal Client Avatar, then invite them to guest on your show.

Here is the basic structure:

- Your interview itself is the “getting to know you” conversation where you learn a bit about each other.
- The Green Room Conversation (what happens after you finish the interview) is where the green leaves grow on money trees.

Treat your interviews as private mastermind conversations where you bounce ideas off each other, share insights and stories, and create new things together – your listeners will enjoy this much more than a Q&A-type interrogation anyway.

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In our **Podcast R.E.A.C.H. System™**, we train our clients to use a process called Seed-Based Marketing (which I learned from my own business coach, Cap't Jim Palmer).

In a sentence, Seed-Based Marketing is where you integrate talking about your business into your everyday normal conversation!

This way, even as you are interviewing your guest and their audience is listening to you, they are learning about you (the host) as a person, as someone who creates success, and how your products, services, and offerings accomplish this.

Perhaps your guest becomes curious enough that in the Green Room, they ask more about what you do.

At that point, schedule a follow-up call.

When you have that follow-up call, it is a straight-up business call where your guest is *expecting* you to make an offer.

They will attend the call because they are interested in your offer.

No “hopping on a Zoom real quick”.

No “free strategy sessions” that are long on “what” and “why” but attach a price tag to get the “how” (and are therefore worthless standalone).

Oh, and the best part? Your very first words to your new social media connection CAN be something along the lines of: **“Hey, nice to meet you. Wanna be on my podcast?”**

I do it all the time, just like that, and they say yes.

People ask me all the time, just like that, and I say yes.

Now, let's get even MORE direct with

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Podcast Monetization Strategy #2:

**Add Commercials
to Your Show
(For Your Own "Stuff")**

This Is Where “Selling Without Selling” Kicks In...

Who is underwriting the costs associated with producing your podcast episodes and keeping your show on the air?

Who paid for the show launch in the first place?

That’s right – you and your business!

Does that make you and your business eligible to be advertisers?

After all, when companies run commercials and ads that appear on television shows, streaming music and videos, and (yes) podcasts, they are paying for exposure.

You’re Already Paying, So Get the Exposure.

We train our **Podcast R.E.A.C.H. System™** clients to add commercials to their episodes that promote their own “stuff”.

The process is simple:

- Pre-record a small collection of commercials for your products, services, and offerings.
- They should be 30 seconds each, starting with “This episode of (YOUR SHOW) is sponsored by...” and ending with “For more information, visit (URL OF THE OFFER).”
- Work them into the flow of your interview conversation and pop the commercials in during post-production editing.
- Now, you can blatantly self-promote without making any pitch at all for, or even saying one word about, your own “stuff” while conducting the interview conversation!

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What's really cool is that your interview guest won't object - it's not like you forced them to say words telling their listeners to buy your stuff.

Their listeners (and yours) will be shown opportunities to make their own decisions to discover more, on their terms, in alignment with their truths.

Think about this also:

- When you watch videos on social media platforms, do you get shown ads?
- When you watch TV (the cable TV you already pay for), or stream certain "free" videos on platforms like Amazon Prime and Hulu, do you get shown ads?
- When you watch videos on YouTube, Vimeo, Dailymotion, and Rumble, do you get shown ads (unless you pay premium)?
- When you stream music on your free Spotify, Rhapsody, or other music accounts, do you get shown ads (unless you pay premium)?

Listeners tune into your podcast for free.

You're providing value they can use to make money for themselves.

Is it fair to show them offers in exchange for this service?

One more thing...

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Your Prospective Advertisers Will See This, and Have One Big, Important Question.

They'll ask, *“how can I get MY products and services mentioned on your show?”*

Your infrastructure and “show flow” will already be in place to accommodate their commercials.

All you need is the ability to collect their money and have them upload files to you - two things you almost certainly already have or can get very quickly.

You don't necessarily need to prove you have lots of listeners and downloads.

If your prospective advertiser has seen your show posted or shared maybe 5 or 6 times, they will already begin to see for themselves the possibilities that go with putting their own name in front of your audience.

The best part?

There is an even faster way to get this done, that increases the chances you can monetize your podcast via getting paid by sponsors and advertisers who are more willing to try it, just to see what happens.

This takes us to:

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A woman with shoulder-length brown hair, wearing a dark blue short-sleeved dress and a necklace with a small circular pendant, is looking down at a bright blue tablet she is holding with both hands. She is standing in front of a grey, textured wall. The image has a dark overlay, and white text is superimposed on the lower half.

**Podcast Monetization
Strategy #3:**

**Get Paying Sponsors
for Individual
Podcast Episodes**

There's a Faster Way Than Getting Paid a Quarter Per Million Clicks...

One of our clients offers companies in their community, market, and audience the opportunity to sponsor individual episodes of their podcast.

Their show appeals to a specific niche, chock-full of eager buyers.

In fact, their industry is fairly small, so the whole “how many listeners and downloads” thing is basically a non-issue.

The simple fact that our client's podcast is well-known in their industry and has been featured on “Top 20 Podcasts to Listen to in Our Industry” lists, combined with this client producing a popular-to-their-niche weekly e-newsletter, is more than enough.

Their subscriber list is mid-sized, but their LinkedIn presence is large and gets high levels of reactions and responses.

Our client, the “human figurehead” of this otherwise corporate brand, has been a recognized thought leader in that industry for 30 years.

It's \$500 to sponsor an episode of their podcast (this could go up, of course - but how does \$500 sound to you right now?)

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This is What Your Sponsorship Package Could Look Like.

Here is what the sponsor gets from my client:

- “Sponsored By (COMPANY NAME)” added prominently to the episode’s blog post on the website.
- “Sponsored By (COMPANY NAME)” added prominently to EVERY share of the episode on the client’s social media, plus their logo embedded in all graphics created to promote the episode.
- Getting to insert a pre-recorded commercial into the episode itself or having our client (the host) read whatever script the sponsor gives them (within editorial guidelines, of course) at the beginning of the episode, PLUS a second mention of the sponsor added at the end of the episode.
- The episode itself becoming “cornerstone” content in an edition of the weekly e-newsletter.
- An ADDITIONAL “solo email” sent to the client’s e-mail subscriber list to promote the episode; a privilege NOT accorded to episodes that do not have a sponsor (***hold that thought***).

How much would you enjoy getting paid to host and produce the episode you were going to do for free anyway, for just a tiny amount of additional work?

Is it great that a sponsor or advertiser might be willing to try it once, just to see how it goes, without much data beyond your reputation?

Does it help that your sponsor may promote the episode to THEIR community, *just so they can show off the fact that they sponsored it?*

Perhaps you could take this up another level?

Watch this:

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Podcast Monetization Strategy #4:

Get Paid by Your Interview Guests to Be on Your Show

Yes, This Is Alive and Well (They Don't Say It Out Loud, But They Whisper It In My Ear!)

Perhaps you have invited guests to be on your show, only to be told you must pay them a fee to be your guest.

Perhaps you laughed.

You know that appearing for free on news programs is part of the dance published authors, even *New York Times* bestsellers, go through to promote their book.

So yes, you may find it kind of funny that the Lone Ranger Holistic Sparkling Crystal Lovepreneur Mega-Success Trillionaire Triumphant Success Coach thinks they should be paid for the privilege of YOU doing all that work to give THEM exposure on YOUR show.

Especially when you also know they are buying “sponsorship packages” at events in exchange for the privilege of getting to speak and make offers from their stages.

Go ahead, yuck it up.

All done?

Great - now check this out.

What is *very serious* is how the money flows in the opposite direction - toward hosts, like you - more often than you might think.

Earlier, I mentioned how the power pendulum in the podcast industry has swung in favor of the host, and how even with all these podcasts on the air, there are many more guests chomping at the bit to be interviewed than there are episodes to feature them on.

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You Are Doing All the Work of Making the Podcast Episode Happen, Remember?

It is not unreasonable to get paid for it.

Do you know why some podcast booking agencies charge such high fees – like \$1,000 for two bookings per month?

That is because they budget the “payola” into the overhead they collect from their clients – AND have relationships with the “big” shows that charge fees, with a proven track record for delivering top-notch guests to these shows.

This doesn't happen ALL the time, but it happens more than you might suspect.

They won't say this on their agency's website.

They may not even say it to their clients.

But it's there, more than meets the eye.

Look: these days, it's almost a norm for stage speakers to pay for placements on stages (both physical and virtual, like on telesummits for example) and for this to be right out in the open for everyone to see.

I openly admit I've paid for premium speaking placements – and based on the results it has delivered for my business, I'm happy I've done it.

With all that in mind, is it *really* far-fetched to believe that bookings on podcasts might also be for sale?

If this sounds intriguing to you as a host, just hang on, because there's more on the next page – *namely, a word of caution before you proceed.*

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CAUTION: What You Need to Know Before You Say “Pay Me” to Your Next Interview Guest

First, this is where documented reach matters.

You need to prove that you have a strong, leaned-in following on your subscriber list and your social media.

It needs to be Captain Obvious that your show is syndicated to every podcast network in town.

Your 5-star reviews must show that people actually *listen to your show* and *like it* (or care enough about you they took the time to post the reviews you wrote for them and asked them to post).

Second, your show needs to feel like a major media outlet.

The episodes must be crisp, smooth, easy on the ears (and eyes, if you have a video show), and fun to stream.

The interview guests, and their interviews, must be top-notch - it cannot feel like a blatant “pay to play for garbage” deal.

You can accomplish this without \$25,000 of equipment and a soundproof addition to your house - we teach our **Podcast R.E.A.C.H. System™** clients how to do it.

What’s more:

Your personal Celebrity Expert Brand must be well-known, so guests see it is a privilege to speak with you in the first place.

Your reputation as a “giver” who puts into practice the mantra that a rising tide buoys all ships, must precede you.

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You can accomplish these last two things by persistently and consistently producing great episodes and properly leveraging your podcast as your key networking, client attraction, and Celebrity Expert branding tool.

We guide our **Podcast R.E.A.C.H. System™** clients through this, too - whether they charge for placements or not.

Third, what's in it for the guest?

They can easily skip paying to be on your show and guest on 5 other shows for free.

What do they get in exchange?

Just an interview - or perhaps more?

NOW PAUSE – I know this is controversial. Let me take all of your concerns away and show you a strategy you can easily be PROUD to offer your guests!

Forget “Payola”. Instead, Put This Into The “Sponsorship” Frame Similar To What We Shared With You Before!

Perhaps you could treat the paying guests the same way you would treat an advertiser paying to sponsor one episode of your show.

This gets them privileges and guaranteed promotion they will not get for free from a free show, or if they choose to take you up on the “free” version of being on your show.

(Remember that thought I asked you to hold a few pages up?)

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You Know Those “As Seen On...” Media Logos?

Keep in mind: these same guests may pay *thousands of dollars* to get mentioned for 5 seconds at 3:00 am on the local affiliates of mainstream news networks...

...just to add some logos to their website that will only give them credibility in the sense their prospects see they take their own business seriously enough to go through the exercise!

(I am not saying, “don’t buy the space to get the logos”, because friends of mine offer this service and I respect their work. I am just pointing out the obvious.)

Anyway, they can certainly pay *much less* for an introduction to *actual prospects with money to pay them* – and when shown an A-Level opportunity, they may very well do so.

You Can Frame “Pay to Play” as an Upgrade or “Premium” Offering

Earlier, I revealed a little secret.

When you see a **premium** speaker at a live (or virtual) event giving a presentation with a pitch, it’s even money they outright paid the host by “sponsoring” the event in exchange for that elite spot on the stage, as opposed to the El Freebo version – 5 minutes of quick words over lunch.

(If you missed it earlier, now you DEFINITELY know.)

You can apply a similar model to your podcast.

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Watch This Revenue Shift and See How It Makes Dollars and Sense for Your Podcast Monetization

For the base-model, the interview itself is free, and you will do a nice job and post it on your website with a mention or two on your social media.

HOWEVER, if they want you to roll up your sleeves and actually PROMOTE THE HECK OUT OF IT, and/or call it a “featured” or “greatest hits” episode front and center on your podcast website and in your marketing, that’s an upgrade package you charge them for.

When I’ve appeared on legacy radio stations, I’ve been offered this by just about every producer I’ve ever encountered, so it’s real.

Another tactic that assigns the value proposition more powerfully and clearly:

You could also make the free episode shorter (say, 20 minutes) and the paid episode longer (45 minutes or an hour).

Here, you are simply using the model commonly (and openly) used with telesummits that I mentioned earlier and applying it to podcasting.

Now, let’s tie it all together with the Golden Key and Cornerstone of Podcast Monetization the third-party platforms won’t tell you about (because it takes money from them, and hands it straight to YOU!)

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A man with a beard and dark hair, wearing a white sweater, is looking down at a laptop screen. He is smiling slightly. The background is a stone wall and a window with a chain-link fence. The image is dimmed to allow text to be overlaid.

Podcast Monetization Strategy #5:

Build and Launch Your Dedicated Podcast Website

Every Time Someone Has Tried to Debunk This, They've Ended Up Making My Own Point For Me...

I have heard it all:

1. “I’m hosting my podcast to build my business, so why would I put it on a separate website instead of my business website?”
2. “It will be confusing to send people to one website for my podcast and another for my business.”
3. “Why the heck would I need a website? I can just upload my podcast to iTunes.”

Before I reveal the power, let me debunk the myths:

1. Are you going to let other companies take up space on your website to promote THEIR stuff, where you are trying to sell YOUR stuff? (Didn't think so.) Will you lose sponsors, advertisers, and guests, because for whatever reason, they do not want to give even an implied endorsement to ANY business but their own?
2. No, it will not be confusing. Besides, your listeners are not necessarily your business prospects. In many cases, they must be your podcast listeners BEFORE they become your prospects, or you miss out on a more powerful way to build know, like, and trust before getting into all that “buy my stuff” stuff.
3. Apple can shut you down for no reason. You cannot sell advertising space on your Apple webpage. *And it has been called “Apple Podcasts”, not “iTunes”, for years now.*

Now that we got all that out of the way, let me show you a much longer list of...

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Just Some of the Top Ways You Monetize Your Podcast Better WITH a Dedicated Website for Your Podcast

These are all equally important overall; which of these matters the most to you depends on your specific goals:

- o You will have a natural conversation with your guests (1-on-1), and with your listeners (at scale), when you use your Celebrity Expert personal brand to promote your podcast, rather than forcing the spice of your offers into the mix before know, like, and trust are in place.
- o Guests who may have personal loyalties to your competitors will be more likely to appear on your podcast, and possibly become your paying customers, without having to “betray” other relationships the way they would by showing up on a website that is explicitly for your business.
- o Along the same lines, they can share their appearance on your podcast publicly without those competitors of yours they have personal loyalty to *automatically* demanding to know what the heck they are doing by associating with you personally – after all, *business* competition is not necessarily *personal* competition, funny how that is a fact of life.
- o Sponsors and advertisers who have relationships with your competitors will find it easier to sponsor and advertise with your podcast, than with your business, as it will interfere less with their other relationships.

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- o Your competitors can advertise and sponsor with you, since they are paying for involvement with your podcast, not your business. Maybe they have prospects they would rather not work with themselves but would be happy to refer as a great fit for you. Or perhaps you would like to offload some overflow or redirect some “good but not great” prospects. All of this with mutual referral fees involved! Why miss the chance?
- o Along the same lines, you can interview your direct competitors and possibly form alliances with them. They may not want to be seen on your business website – indeed, you may not want them there, because *common sense both ways* – but that does not mean you cannot be friends and you cannot work together. Putting them on your podcast website clears the path for this.
- o You have space to add your sponsors’ and advertisers’ banner ads on your dedicated podcast website, without distracting your business website visitors from your own offerings.
- o And, you have space on your podcast website to add YOUR banner ads that point to YOUR offers on your business website, so you are not losing any connection between the two – *your podcast listeners would still have to do one mouse click to see your offers even if the podcast were on your business website, yes?*
- o If you rename your business, like many entrepreneurs do every few years (for valid reasons beyond the scope of this report), you do not have to rename your podcast, if said podcast was branded to “match” the business name. This way, you do not lose any traction or legacy, which could include having to delete or re-create episodes that have worked well for you.

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- o In this sad era where innocent people get deplatformed due to nonsense “complaints” based on real or imagined slights, or instigated by the competition, or for no stated reason at all, you can get kicked off one syndication network, but your podcast website will still be there like nothing happened.
- o You are a Celebrity Expert Brand. You are a thought leader. You are a beacon of knowledge. You have your own personal legion of fans. They can follow you through any valley or up any mountain you lead them, without being forced to show fealty toward an offer they are still in the process of deciding they may want to take you up on a couple hundred yards down the road.
- o As a media darling leveraging your podcast to springboard onto larger media, are you more likely to get interviewed on your local news station as a sought-after expert with a following, or as just another person trying to sell something?
- o When you leverage your status as a podcast host to request interviews on other podcasts, you may get more bookings because this similarly overcomes the “just another salesperson looking to pitch their stuff” objection.
- o BECAUSE you are a podcast host running your own Celebrity Expert show, rather than recording episodes that are simply there to promote your offers, you will get more invitations to be on other shows.
- o When you approach complete strangers who fit your ideal prospect/client avatar and say **“Hey, nice to meet you. Wanna be on my podcast?”** – you look *less* like a salesperson trying to open prospecting conversations and *more* like a good person who likes to help others succeed. More people will say “YES”!

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- o To open conversations in the first place, which sounds better to the recipient: “Hey, wanna be on my podcast?” or “Can I be on your podcast?” Which makes you look like a “giver” and which makes you look like a “taker”? Opening the conversation means more than whose living room you are having your first sit-down in.
- o Bear in mind you’ll be saying the above to people you view as your upcoming high-ticket clients. Big money means good relationships built on strong foundations. Again, lead with friendship and reciprocity, not a pitch right off the bat!
- o Yes, your guest who hopes to pitch YOU sees it the same way, and will be eager to embrace the opportunity, if they have confidence in themselves and their offer. That’s up to them.
- o Finally, if you have guests pay you to be interviewed on your show, or offer a “premium” promotion package, your dedicated website allows you to easily add a very prominent “featured episodes” or “greatest hits” section that keeps their episodes front and center for your listeners and new visitors to your podcast website.

VIP members of our **Podcast R.E.A.C.H. System™** get a dedicated podcast website built for them, using our proven templates, language, plugins, and process.

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A woman with long dark hair, wearing large black headphones and a professional microphone, is smiling warmly at the camera. She is seated at a desk in what appears to be a podcast studio or office. On the desk in front of her are a green disposable coffee cup, a smartphone, and a brown notebook. The background is softly blurred, showing vertical wooden slats. The overall lighting is warm and professional.

**Your Powerful and
Profitable Podcast:
Today Is The Day
We Move Forward**

Right now is the best time to launch your podcast that fills your bank account with money!

Launching your podcast using the *Podcast R.E.A.C.H. System* gives you three “secret-weapon” advantages that make this possible:

The Three Pillars of Podcast R.E.A.C.H.

- **Networking** – your network is your net worth. Open more conversations that lead to more closed deals and more expanded opportunities *over time!*
- **Client Attraction** – people do business with people they know, like, and trust. Most importantly, *people do business with people they see as PEOPLE!*
- **Celebrity Expert Branding** – harmonize with your market and become the hunted, not the hunter (this is the “double H” of R.E.A.C.H.)



Just the other day, while I was writing the “Avoid Podcast Purgatory” report you can also get from me, I looked at my calendar and saw I had NINE (9) interviews for one of my podcasts scheduled for the next day.

From a casual glance, I saw 6 were new-business prospects.

5 have shows of their own I was now more likely to get booked on (and thus reach more prospects) than I could by cold-pitching a one-sheet.

All 9 were potential business allies.

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Imagine: Your brand. Your business. Your success.

Networking – no more having the same dead-end conversation about “hopping on a call” 50 times to get one (weak) response.

No more looking like a spammer when – God forbid – you actually be *friendly* and *connect* with your social media contacts in the DMs.

Now, you will have a powerful connection tool that has your best prospects lining up, beating down your door, to connect with YOU!

Client Attraction – no more being invisible while your competition sucks all the oxygen out of your community, market, and audience.

No more having to “prove yourself” over and over trying to justify your fees and persuade new clients to “give you a chance”.

Now, as an Authority Influencer in the market, you’ll be recognized as THE industry leader everybody wants to work with, but only a few can!

Celebrity Expert Branding – no more posting endless selfies and other people’s quotes trying to evoke emotional responses.

No more being the “also-ran” as potential clients, business allies, and even podcast hosts ignore you while chasing the “popular” kids.

Now, as the host of your full-fledged New Media Show, you’ll be seen as the trendsetter and changemaker everyone wants to align with- and HIRE!

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Let's begin the conversation about your new branding and business-monetizing podcast!

To gain our help getting your podcast going FAST so you can get more clients and referrals RIGHT AWAY, your first step is to book your no-obligation (no pressure) informational call about this program.

Simply click this link and follow the easy steps to confirm our time together:

<https://www.ReachOutCall.com/>

Do it now, before the date and time you select gets booked - our calendar fills fast!

After you're done, here's an (optional) but easy and helpful way to get even more out of our time together.

To help prepare for an awesome conversation, think about your answers to these five simple questions:

1. What are some of the biggest frustrations you have experienced, up until now, as far as opening conversations with prospects and potential business allies?
2. What has stopped you, slowed you down, or gotten in the way of you launching your podcast, up until now?
3. If you had the chance to speak with ten people who would make great clients right now, who are they?
4. How do you want to be known in the eyes of your community, market, and audience?
5. If we could wave a "magic wand" and cause your podcast to appear, what would that feel like for you?

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If you've still "thinking about it", consider this.

A former client of mine – a great guy – is a financial advisor, one of the leading advisors in his company for many years running.

His dad was a salesman too.

My client told me about how he would go along with his dad on sales calls, and the prospect would sometimes hesitate to sign on the line that is dotted.

One of their top objections was – and this is the question you may have right now – *"this doesn't sound so hard, I can do it myself."*

My client's dad would say **(as I would say to you now)**,

"I agree, this is pretty easy for some people, and there's a chance you could do it yourself if you took the time to research and figure it out on your own through maybe a bit of trial and error.

Just one question, if I may:



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Think about it.

And let it help you **find your decision** about what will most effectively **move your business and brand to the front of the line** before your community, market, and audience!

Get out of **Podcast Purgatory** and cut to the front of the line!

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Until our call,



Adam Hommey

Creator, *The Podcast Reach System*[™]