



**THE PODCAST
FACTORY**

Top 10 Podcast Recipes

A quick note before you dive into this. I created this report from a transcript of a workshop. That means it isn't perfect. The information is good, but if you run into any errors or typos shoot me an email and let me know - send your email to support@thepodcastfactory.com and my assistant will make a note of it for the next time I re-write it.

Thanks!

Producer Jonathan

I'm Jonathan Rivera the Executive Producer at The Podcast Factory. Maybe you know me, maybe you know the guys on my network. Some of the most popular are: Darin Persinger from Making Agents Rich, Doberman Dan from the Off the Chain Show, Ben Settle from the Antipreneur Show, and Dan Meredith from Death, Glory, or Disappointment

I am the guy behind all those shows. Today I want to share my top ten podcast recipes that have helped me build my brand, get more leads, and make more sales at The Podcast Factory.

Here's some stuff that you're going to find out today:

- * Three questions to ask yourself before you start podcasting
- * 4 Steps to manufacture your celebrity status
- * How you can build your credibility (super fast)
- * Getting other people to do your marketing for you



THE PODCAST FACTORY

- * How you can get all the benefits of podcasting without all the work
- * An under the radar way to get more clients and customers
- * A simple way to get people back to your website (even when they're not listening to your podcast show)
- * How you can start your podcast show with No Money Down
- * A crazy recipe that will make any GuRu you choose fall in love with you
- * And a whole bunch more

We're going to accomplish this by me sharing my Top 10 Podcast Recipes with you. This is the basis for my business, the basis for my work at The Podcast Factory and each one of these recipes is a big part of my business model. You'll see that each one builds on the previous one.

Where to start?

So let's dive into the first of the 10 Recipes that we're going to cover today. I don't have a cool name for it yet, but it's what I do with all of my clients at The Podcast Factory because not only do I have the shows that you guys have all heard me on, but I also have a backend where I'm doing shows for other people and you'd never know it was me doing it but they're using my factory sort of like a white label to produce their shows. And these are the three questions that I ask anybody. And actually I see some of you that have been on calls with me before, one-to-one calls, and you'll recognize these questions. But I ask anybody before they get into podcasting these three questions.

Question number one: Why do you want to podcast? And it seems kind of silly. It seems kind of obvious because podcasting is cool man, but that's not enough. Why do you want to podcast. I ask everybody that and you have to figure out what you want your podcast to do for you.



THE PODCAST FACTORY

And things that podcasts can do and can't do and that's why that's the first question I ask anybody to see if they are realistic about what they want from a podcast.

Question number two: How big is your email list? This often trips people up. In fact I was on a call last week when I did some coaching calls for the Coffee with Dan people, and this young man when I asked him about his email list he told me he had 40 people on it and I said "okay good start." Then I asked, "what else are you doing? How are you building your list?" and he says to me I'm podcasting. Guess what folks? Podcasting ain't enough to build your list. In fact I recommend that anybody who does not have an email list not start a podcast because you really need to have a list because they will be the first people who listen to your show. That's how you're going to give it critical mass. That's how you're going to get it up to the iTunes New and Noteworthy. You've got to have a list so you can push traffic to it.

If you don't have one, then you probably should go build a list first and then come back to the idea of podcasting.

Last but not least,

Question number three: What are you selling?: If you don't have anything for sale, you've got a problem because podcasting is not cheap. It's either going to cost you time because you're going to invest the time to create it and edit it and everything or it's going to cost you money because you're going to outsource it and you're going to need to be earning some income to pay for it. And you can't just hope that things are going to work out for you. That's why you must have a business before you start a podcast.

These are three questions that I ask anybody I talk to. Why do you want a podcast? How big is your email list and what are you selling?



THE PODCAST FACTORY

These are the three things you need to ask yourself before you start a show, and if you can't answer them or the answers don't make sense, then you do not need to podcast. In fact if you want right now you can stop reading this because you have some other stuff to work on right now.

4 Steps Celebrity

I wish I could take credit for this one, but this is actually what I'll call a "guest recipe." I got this from Doberman Dan, the guy that does the Off the Chain Show. He did a talk at my Podcast Virtual Summit a while back and he gave four steps to being a celebrity. Here are the ingredients you need for this recipe to work.

First, you need to have a stage presence - a persona. Somebody that is bigger than might be in real life. So you have to know who you are and what you're about. You have to know your values. You must have all that set up before going into anything you do. And this is not just for podcasting. This is anything you do.

Going back to Doberman Dan - that's not his real name. Doberman Dan sounds much better than Dan Gallapoo doesn't it? Its more memorable. That's why he does it. For me I usually use Producer Jonathan. Since I'm the Executive Producer at the Podcast Factory people I work with gave me the name and it stuck. You must have something people can remember. It could be your own name if you've got a cool name or it could be something else. But you want to make sure that it is memorable.

Next, what's your magic power? If you look at someone like Ben Settle his magic power is to piss people off and to write emails every day. Okay so you've got to find your magic power. My magic power is consistency. Somehow I show up every day and get stuff done whether it's through email, whether it's through podcasting. That is my magic power. What is your magic power?



THE PODCAST FACTORY

There's something that you do that's better than anyone else and it makes you stand out and you want to make sure and hone in on that, tune into it and let people know about it.

Last but not least, let people know about you. You must market yourself. Once you have your persona in place, you've got your name set, you know what your magic power is which is kind of like your USP, then you can start marketing yourself and that's something that you can do through podcasting. That's something that you can do through emailing, through all sorts of different ways, but you want to have these pieces in place before you move forward to anything else.

Super Fast Credibility

You want to build credibility? A lot of people think that podcasting is a great way to do that and they're right because its a really great way to prove you know your stuff. So let's talk about a couple ways to build your credibility super fast.

Number one: Interview "all stars" in your niche. And this works a couple of different ways. First, if you get an interview with an all star in your niche, it's good for you because it puts you up on par with those people because you're talking to them and you're no longer coming from the fan level, but you're coming from a colleague level, and by surrounding yourself with all stars in your niche it builds your credibility super fast.

Number two: This is super super powerful. Be interviewed. When most people think about podcasting they think about creating a podcast and they think about having people on their podcast which is a valid idea. It works and there are a lot of people out there already doing it. So another way you can break into podcasting without actually creating your own podcast show and still build up your credibility is to get interviewed on other peoples shows.



THE PODCAST FACTORY

Nobody will want to interview you if you haven't set up your persona. That's why I told you each one of these will build on the others. After you've done that you can go out and start pitching yourself as a guest on shows. And it works a lot like getting people to come on to your show and be interviewed, but instead you're going out there and you're getting on other people's shows. You're getting in front of their listeners, getting in front of their tribe and you're also making friends with other podcast hosts who have some connections that would be useful for you.

3rd Party Endorsements

This is something that comes in handy for anything you do. It's funny people will think that all I'm going to be talking about is podcasting, but this is really business stuff. This is not so common sense business stuff. Another thing that you can use in your arsenal is 3rd Party Endorsements. You want to build your brand? You want people to know who you are? You want people to respect you. Third party endorsements is a way to get other people to do your marketing for you.

If you followed my recipe for Super Fast Credibility and you got out there and got interviewed on multiple different shows, what you can do is on your website you can put what we call a media page. You'll see this on my site when you go to www.ThePodcastFactory.com/media where I put my interviews along with a short description and a link to the show. What happens when people see your media page it gives you instant credibility. You must be 'somebody' and it makes more people interested in you. Even without having your own podcast, by being interviewed on other people's shows and putting up a media page on your site, you can have a similar effect without all the work.

The flip side of 3rd Party Endorsements is all the people you've interviewed. If you went the other route and you decided to do your own show and you're having some superstars in your niche on your show.



THE PODCAST FACTORY

You're interviewing them, asking them questions, spending time with them. Those people can be leveraged to get you more people. The way we do it is if you've had Tim Ferris on your show and you're going to pitch John Lee Dumas to be on your show you're going to say whatever you normally say in your pitch and then you're going to add, "by the way you might know some of the other people who have been on my show; Tim Ferris, Ben Settle, Russell Brunson, etc."

You can put a list together of the people who have been on your show and that's like an implied endorsement.

When you're getting your pitch together, it's going to be rough at the beginning when you don't have anybody. That's why you've got to lean on your network, but as you start getting more and more people on your show you make sure to add them to a section of your pitch so that the people that you're pitching know their peers, their friends, their heroes have been on your show which means you're worth paying attention to.

Last but not least in the 3rd Party Endorsements remember to include your clients and customers. If you have happy clients, happy customers, then you should get some sort of recommendation from them. Here's a quick resource you should check out if you want stellar testimonials. Have you ever heard of Sean D'Souza at PsychoTactics.com, he's got a lot of great info products and books over there. One of my favorite is his book on testimonials where he gives you six questions that you can ask your customers. These are six simple questions to ask your customers which will get you the most amazing reviews. If you've ever had trouble getting reviews and testimonials, these six questions will make it so easy for you to have the best reviews you can imagine. I've been using it for years. You can hear what my clients are saying about me at www.ThePodcastFactory.com/Testimonials

This is a great way to build your credibility, attract more customers and clients by using endorsements from people you've already worked with and have a good relationship with and have performed for.



THE PODCAST FACTORY

4D List Building

All these things build on each other so that you can make podcasting a part of your business. Here are the 4D's of List Building. All you need is four things to build your list with your podcast.

The first D: You need a domain. And let me give you an example here. I used to do this all the time when I was doing the Real Tech Guy radio show.

I would offer the Facebook Traffic Blueprint PDF, and I would say “If you want the Facebook Traffic Blueprint, go to [My domain] It was an easy domain to remember so if they couldn't get to it right away they could do it later. All they had to do was type the domain into their browser and they would get to my landing page. You can use this if you're doing your own podcast. You can also do this if you're on other people's shows. And I think this is super important to check with people first to make sure that they're okay with it, but they'll usually give you a chance to promote something. So make sure you have a domain that's memorable.

The second D: Next you want to have a database and this is up to you what you want to use. I'm still using AWeber. I've been using it for so damn long I don't know if I'll ever leave, but there's plenty of other options out there. There's free options, but AWeber isn't too expensive that's why it's a great place to start. You must have a place where people can sign up and they end up on your database because you are going to need that database for everything you do. Remember, your email list is more than an email list if you do it right, it will make or break your entire business. If you're playing the database game correctly, you actually build that it out to more than just an email address. You start with an email and then you get a phone number, a mailing address, some more information so that you can flesh out that database and know more about the people on your list, the people that bought your products, your clients and customers. You should have tons of information on them, but it all starts in that



THE PODCAST FACTORY

database with an email. You can use whatever provider you want. It doesn't matter as long as you get one setup right now.

The third D: You're going to need a download page. When people come to your website, they sign up and then they go to the download page. You have the backend setup which is your database and you're going to need some sort of download page to send them to after they sign up.

The fourth D: Last but not least, you need to deliver. This is where you deliver what they signed up for. Some people do this right on their "Thank You" page and others send a link through their email provider. Once people sign up they'll be expecting to hear from you and that's the time you've got to deliver.

No Money Down Podcasting

If you're just getting started, you don't have a list I just gave you a way to build your list. I gave you a way to not even have a podcast to get started and start building credibility without even having your own show. And now we're going to talk about setting up your podcast with the best chances of success.

What you're about to find out is the exact way I started the Podcast Factory with no money out of pocket.

My Buddy Darin came to me wanting to start another podcast. We worked together in the past on some projects that went OK - but he was sure we need to do another podcast show. I trusted him and that's when I came up with the No Money Down podcast recipe to launch the Making Agents Rich Show.



THE PODCAST FACTORY

The ingredients you'll need for the No Money Down Podcast recipe:

Ingredient number one, an email list. That's why we spent all this time going over all the different ways to build your email list just now because you're going to need one if you want to have a no money down podcast.

Number two, you're going to need a product.

I'll tell you how we did it at the Making Agents Rich Show. Darin and I were doing a coaching program at that time. We had some coaching students, and they were very very frustrated. This was in real estate, and they were experiencing problems with their buyers. All their buyers were getting outbid on properties.

Properties were being sold really quickly, and everybody wanted to know how they could get listings. We saw this as our opportunity to solve a big problem for our people. Our people wanted to know how to get listings. That's when we built a product to help them get listings. We sold the product, our people bought it and we had enough money to do our first ten podcast shows with no money out of pocket. Of course we had some time invested because we had to build the product, but we didn't take any cash out of our pocket to start the show.

That's why I always tell people you need to have a business before you have a podcast. Most people don't like to hear that. People think they can just podcast and make money, but the smartest add a podcast to a working business. If you've got a working business and you want to scale up, do something different, real easy, you've got your email list, put out a product, take the proceeds from the product to fund your show.

After we created the first version of the product, we sold an updated version in our tenth show. From then on we were profitable in that business and we were making money. I took the dough I was making and set it aside while I looked for more podcast shows to invest in.



THE PODCAST FACTORY

Guru Love Potion

This very special recipe is near and dear to my heart. In fact everybody that I work with now on the network I've used the Guru Love Potion on. Whoever the guru is who you want to love you, this is what you do.

First ingredient you buy their product (and it doesn't even have to be their flagship product.) It can be any one of their products. You buy one of their products, something that you can use.

Ingredient number two, you use the product. Shocking. You don't just buy the product, but you use the product.

And after using the product and getting some really cool results, you go back to the person and you share your results. I was telling you earlier how I really really love Shawn D'Souza's book on testimonials.

And the first thing I did when I got a testimonial - I shared it with him and I said, "Yo Sean, I love your book. Would never been able to get a testimonial like this without it. Thank you" And I gave him the link. And he checked it out and was pleased with my results. Then he turns around and says, "Will you give me a testimonial?" That's how I started the dialogue and now we're talking and I'm showing this guy that I used his stuff and it works. I'm validating him and I'm showing him I'm a good student. And that opens the doors for you.

I did the same thing with Ben, Ben Settle from the Antipreneur Show. The podcast we work on together isn't our first project together. In fact I did a job for him a long time ago on his prostate site. One day I started pitching him ideas of what I could do for him and one of them caught his eye and he let me do ten typography videos for him. I was into videos at that time and I turned a couple of his emails into typography videos. Very small project, but I showed him that I could deliver, showed him that I was reliable, creative and I was eager to help and that really resonated with him.



THE PODCAST FACTORY

And he always remembered that and when he decided he wanted to do a podcast, I jumped up there and said Ben I can help you with that and he already trusted me. He already knew who I was. He had already seen my work, he knew I could deliver, he knew I was easy to work with so he jumped in to do the show with me. He didn't even think about it. Just said yeah, let's do it.

If you want a guru to fall in love with you, this is the recipe to do it. You buy their product, use their product, share your results with them, you get a small project to start with to help them out. Improve yourself, and then you get a bigger project later on and this will make any guru your buddy.

Audience Jacking 1

I have multiple ways to do audience jacking, but I'm going to share two of the recipes with you now.

People want to know how to build credibility. We talked about that. People want to know how to increase their tribe members. Audience jacking is one great way to do that. This builds on some of the other stuff that we talked about. You get interviewed on other shows. And you make sure ahead of time that it's okay to make an offer, and you've got your 4D List Building in place. You've got a cool domain ready and you get interviewed, you make an offer and then you stay in contact, and when I say stay in contact I mean with the people who jump on your database. A lot of times people will make an offer, get people on their email list and then they'll deliver whatever it is that they were offering; money magnet or lead magnet and then they won't follow up.

That is ridiculous because these people opted in, they're expecting to hear from you and it's your job to stay in contact with them so they do not forget you, so that you're top of mind. And I like to pitch. I like to pitch right up front.



THE PODCAST FACTORY

Somebody gets on my email list, I'm spending the whole first week pitching. I'm delivering value, but I'm doing the Ben Settle method where it's infotainment and a pitch.

I like them to know I have something to sell so they're not shocked later on, but you definitely want to stay in contact with them. Don't just go out there and get people on your email list, not email them for a month and then when you have something to offer later on try emailing them and get mad when they unsubscribe or spam you. Stay in contact the best you can. If you can do it, I email 7 days a week, and I have multiple lists. So I email across multiple lists every day.

Audience Jacking 2

This is the one I really like, and it's cool to go out there and do those one off hits where you're being interviewed on this show and being interviewed on that show or vice versa. You're having people on your show and you're interviewing them and you have that one little bit of time with them whether it's 20 minutes, 30 minutes, an hour. And hopefully some of their audience comes over. That's fine. I look for a little more leverage than that. And the way that I do it, and the reason why most of you are probably here is because I got your attention through Audience Jacking 2. This is where I make a deal with guys like Ben to do the Antipreneur show, but when I made that deal with Ben it was always part of the deal that I would manage the email list for the show.

I put up the website. I put up the pages, and I got the opt-ins so that everybody listening to the show and opting in for the transcript, they now became my audience. They are in my database and I now have them as people that I get to talk to who know me, who have heard of me through an endorsement through one of my partners. Remember the third party endorsement. The way I like to do it is to set up a JV.



THE PODCAST FACTORY

Anybody on my network, the people that you see featured on my homepage, the people that you hear me on the air with, for the most part I am doing JVs where I do the show and I do the executive producer work, they bring the content, I manage the email list and then we make offers and we have a deal set up on how we split the profits.

First the cost of the show comes off the top and then we have splits after that. So everything is taken care of and we're both making money. Pretty simple.

Podcast Mogul

Now we're combining everything that you've learned here today. Eventually I will make a product out of this/ I shared how I started the Making Agents Rich show when you read about the No Money Down Podcast Recipe. That's what started rolling in money and like a good little investor I saved my dimes and nickels. So when the opportunity came up to be the Executive Producer of the Ben Settle Show I had money socked away so that I could start that show and pay for it. I rolled my money into the Ben Settle Show and within six months I had all my investment back plus I was making money on that one too. That's when I looked for the next show. And I did one with Jim Yaghi that went nowhere so I lost a little bit of money there but got a lot of great content. Then came Doberman Dan and boom and within three months I was the Executive Producer of that show too. I rolled my money into that and got the Off the Chain show off the ground and recouped all my investment on that one and went into profit too.

The Podcast Mogul method recipe is taking what you've read here and re-upping every time you have a chance to. Get the No Money Down podcast started, save your money and then get another show going. That's my Podcast Mogul recipe which is allowing me to have all these shows on the network. We've got six shows airing per week and I've already got another one in production.



THE PODCAST FACTORY

Like I told you in the beginning, these ten recipes are responsible for 90% of my success at The Podcast Factory. There are the reason i get to chat with my mentors every day of the week, they are the reason I have a profitable business, and they are the reason i get to live a really cool life doing what I love most.

Now that you have the recipes it's up to you to take action on what you have learned here today and make it work for you in your business. Whether you want to start your first podcast or you want to be a podcast mogul like me - you have everything you need to get started.

If you like this and you want more I publish a monthly print newsletter that gets delivered right to your doorstep by the good ol' United States Post office each an every month.

It's called The Podcast Mogul Newsletter and you can get more info at www.PodcastMogul.com

That's all for today, thanks for reading,

Producer Jonathan