

A high-angle, black and white photograph of a massive crowd of people, seen from behind. The individuals are densely packed, filling the entire frame from the foreground to the background. The perspective is from above, looking down on the sea of heads and shoulders. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of scale and anonymity.

Fast Celebrity Hacks to Make You Stand Out in Your Field

Jonathan Rivera

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Are you in a market with a lot of competitors?

Do you worry that your offers aren't any different than theirs?

Is lowering your prices the only way you think you can compete?

Guess what buckeroo, there's another way to compete in crowded market without dropping your prices or wasting your time chasing price sensitive clients.

In fact, I'm about to show you how you can:

- * Raise your fees
- * Have people chasing you down to work with them
- * Pick and choose who you work with so you're only working with people you enjoy

Before we get into that let me share some insight I got from world-class copywriter, marketer, and serial entrepreneur Doberman Dan:

“Technicians get paid for what they produce – they're tied to the dollars per hour model.

Specialist are a step above technicians and they only get paid slightly more. Yes, they still get paid by the hour.

Experts are paid more than specialist and they do pretty good too.

But people will pay absurd amounts of dough to get close to a celebrity. That's why you should aim to be the celebrity in your space.”

Think about it – haven't you heard about those ultra rich people who pay celebrities tens of thousands of dollars just to show up and sing one song for them?

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That's why you gotta make yourself a celebrity in your market if you want to get paid what you're truly worth.

But before you keep reading you should know this won't work for everybody. If you're boring, self-centered, have nothing important to say, or you can't tell a story this won't work for you. Put down this message and go work on yourself.

However, if you've got some personality and you need a little direction to make the most of it – you're in luck. Why? Because I'm about to share 7 hacks you can use to create celebrity status in your market fast using podcasting.

Fast Celebrity Hack #1: All the benefits of podcasting without the work

There's no question that starting your own podcast can be a lot of work, especially if you're doing it on your own. But there's a way you can get the benefits of podcasting without all the behind the scenes work. According Libsyn (the largest podcast hosting company) the number of podcast shows has increased 36% in the last year.

A lot of these new podcasts are interview based which means the hosts are always looking for a good guest to feature on their show.

The key to leveraging being a guest is to make sure the audience matches the target market for your product or service. If it's a match then make sure the host is willing to give you a moment to talk about what you offer. Also make sure you have a good giveaway to offer their listeners that gets them back to your website and on to your email list so you have a chance to follow up with them.

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Fast Celebrity Hack #2: Get better customers

It's one thing to call yourself the “go to expert” in your field. It's a whole different thing when someone that is trusted and respected introduces you to their listeners as the “go to expert.” This is similar to the power of referrals – when a friend tells another friend about you. Those sales are usually the easiest and the customers are typically better to deal with. This goes hand in hand with Fast Celebrity Hack #1: Being Interviewed.

When a host has you on their show and introduces you to their audience it's an implied endorsement. The audience know that you've been vetted before you were invited to be on the show, so you come in from a position of credibility right out of the gate.

A good way to leverage this third-party endorsement is to have an intro written ahead of time that your host can read when they introduce you.

Fast Celebrity Hack #3: Scarcity

We've all heard the phrase, “It's not what you know, but who you know.” By combining Fast Celebrity Hacks #1 and #2 you will begin to develop a reputation as the person to know in your field. This sort of positioning automatically places you above your competitors and makes you stand out. When people know who you are and what you do and you've set yourself up as the “go to expert” in your field you can charge premium prices. Why? It's a simple supply and demand thing. There are more people who want to work with you than you have hours in your day. Therefore your prices must go up.

If you want to build your status quickly without all the headaches of trying to get booked on shows my team at The Podcast Factory can help you.

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We can get you booked on the podcasts that'll get you in the earbuds of the right listeners. You won't have to do any research. You won't have to send any cold emails. You won't have to deal with any of the back end grunt work. You will be welcomed on the shows like the celebrity you are.

We'll do it all for you.

But you should know, it's pretty expensive and it ain't for everyone.

You gotta have a marketing budget, something to sell and a working funnel that you'd like to feed new leads into.

If that sounds good to you then schedule your strategy session today at <http://ThePodcastFactory.com/wwpj>

The first three methods are excellent for building your celebrity status quickly, but they are only a short term answer to standing out in your market.

Now we're going to talk about how you can build your celebrity platform that last longer than one guest appearance on someone else's show.

Before we jump in you should know these next few “Fast Celebrity Hacks” will take more work to get started. You'll have to put in more time, effort, and dough. But the payoff here is you will have an asset that is your forever once you create it. And if you set things up correctly, you should have a system in place that makes it easy for you to consistently deliver.

Turn to the next page so we can dive in...

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Fast Celebrity Hack #4: Creating your legacy

It wasn't until my friend Ben Settle said he wanted to create a legacy that outlived him and one of the ways he would do it was by creating a podcast that I realized how important my work at The Podcast Factory is. You see, I thought I was just chatting with friends and sharing those chats with our listeners so they could have an inside look at a marketers mind. It hadn't occurred to me that recording these conversations and making them available to people online would have a lasting impact for years and decades to come. Although some of the things we talk about have an expiration date, most of our conversations are timeless because we're talking about principles of doing business rather than the tactics.

And that's what I help my hosts do – tap into timeless insights that are as relevant today as they will be three years from now. The first reason we do this is so you can re-use the content you create over and over again. The second reason we do this is so when someone new comes into the fold, the information is still useful to them.

I can already hear some of you saying, “Jonathan, how is creating your legacy a fast celebrity hack?”

Great question, and the answer may surprise you. See the sooner you start sharing these timeless insights with your listeners, the sooner they will be indoctrinated into your way of thinking. When they feel like you are just like them, it instantly creates a bond with them. Before you know it they'll be quoting you to their friends. Sort of like that third party endorsement thing we talked about in hack #2.

This is the foundation of building your platform online, and podcasting is one of the fastest ways you can do this.

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Fast Celebrity Hack #5: Ethically stealing other peoples audience

I like to ask people, what comes first – the audience or the podcast. Most of them will tell me the podcast comes first. But they're wrong. The average person starting a podcast will not have any listeners unless they bring them. This is one of the biggest reasons I'm so picky about the people I work with. If you don't already have an audience that wants to hear from you, a podcast is going to be a lot of work with a very limited payoff.

The other day I was talking to a very well respected A-List copywriter. If I said his name you would know who he is in an instant. He wants to leverage his experience to diversify his income. Sure, he's doing great writing copy – but if he stops writing today he'll stop getting paid. He asked me if a podcast was a good idea for him and he was surprised when I talked him out of it. The reason why is because he's not ready for a podcast yet.

There are other pieces that need to be in place before he starts his show including building up his email list and having his back end product in place. So I gave him an idea that I'm going to share with you today. Here's the advice I gave him:

First, we gotta build your product.

So we decided to hire some video guys to record a four day seminar he's doing. We'll use that chunk of video to create shorter bits of video, transcripts, and audios that we'll turn into his flagship product.

Then I said to him, “You're a very well connected guy with a lot of deep insight you can share with people. Instead of having your own show, why don't we tap into your A-List friends and see how many of them would like you to do a short one hour training with their people on one of the core topics of your product.”

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Why don't we set up a webinar for all your friends that want you to train their people with a landing page so we'll have a brand spanking new “hot list” with all these new opt-ins.

These folks will be hot for your product they got a sample of in your training session.

The little taste you gave them will leave them hungry for more. This is where things get weird.

Instead of selling the flagship video product, we'll give it away for free (sort of)

See, he really wants to launch a subscription newsletter – so we'll use his flagship product as the premium people get when they sign up for the newsletter.

At this point he's got a back end product, a list of buyers, and a bunch of paying newsletter subscribers.

I call this method “Audience Jacking” and it has worked for me time and time again. If you do it right you'll get way more leads than you would using cold pay per click traffic and they're usually much higher quality too.

Plus, when you're partnering with other celebrities in your market it'll instantly put you at their level in the eyes of their audience.

Fast Celebrity Hack #6: Multiply your results

Howdy partner, this next hack builds upon the last one where you worked with other celebrities in your market to build your audience. Now you have a hot list of email subscribers, you've got buyers, and you've got people interested in what you have to say. The time is right capitalize on all this buzz and launch your podcast show.

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Your show will give you a platform to connect with the folks who have already invested in you and bought your product. It will also give you a way to turn the people who haven't bought yet into customers by giving approaching them from a different angle and giving them another way to learn more about you and what you have to offer.

If you launch your podcast the right way, you'll be able to get it up the charts and into the ears of new listeners who might not already know you. (although things are changing in iTunes as I write this to you)

The way they generally rank shows is by using four main factors:

1. Downloads in 24 hours
2. Subscribes in 24 hours
3. Recency of show
4. Ratings and Reviews

At The Podcast Factory we use a method called the “Super Fan Corral” to get all your most active fans hyped up and excited for your shows launch by giving them a little teaser of what is in store for them with your new show. Then, we keep them engaged for launch day where we ask them to go to iTunes to subscribe, rate and review the show. This signals iTunes your show is worth listening to and they bump you up the charts and feature you to their listeners.

By adding a podcast once you have a hot list of email subscriber and buyers you'll be able to connect with them, sell more, and reach new listeners in one fell swoop.

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Fast Celebrity Hack #7: Your podcast E-Z button

No doubt podcasting can be a great leverage point for any business.

There's a lot of work that goes on behind the scenes to ensure you can consistently deliver a professional sounding show to your listeners.

There's a big learning curve to getting started and the results can take some time to come in. That's why I always tell people podcasting is a marathon not a sprint. If you're in it for a quick buck, you're better off not having a show at all.

But if you have an investor mindset and you're not afraid to put in the work for some delayed gratification podcasting can pay dividend for your brand and your business.

There is one way I know to make podcasting easier by eliminating nearly all the learning curve, getting rid of all the back end grunt work, and taking all the guessing out of it.

That's by applying to have me and my team at The Podcast Factory to do it for you.

You can hear what other busy business people like you have said about working with us at <http://ThePodcastFactory.com/testimonials>

Before you apply you should know we're very picky about who we work, we're pretty expensive, and we have a waiting list right now.

If you don't have a budget, or you need to launch your show yesterday – we won't be able to help you.

But if you've got what it takes and you want our help to multiply your results and reach more people, then you can join our waiting list to be the first to know when we're taking on new clients at <http://ThePodcastFactory/dfy>

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About the Author

Jonathan Rivera comes from a blue collar background. He left the rat race to pursue riches in real estate. Today he runs a successful rental business in only 4 hours a week.

Nowadays, his main focus is running The Podcast Factory (entrepreneurs podcast network & production company) where he is surrounded by some of the world's leading authorities in direct response marketers.

His shows have racked up 1,303,511 downloads, he has co-hosted 8 top rated shows on iTunes, and his paid print newsletter the "Podcast Mogul" is read in 10 countries world wide which is why people call him...

"The King of Podcasting"

Jonathan has been making a living podcasting since he launched the Making Agents Rich Show in 2013. His proven system to launch podcast shows has landed his last 11 shows at the top of the charts in iTunes.

If you're a successful business owner who is serious about adding a podcast to your marketing mix without getting bogged down in all the behind the scenes work you can find out how The Podcast Factory team can help you get your show on the air in the next 30 days at <http://ThePodcastFactory.com/dfy>