

THE



PROFITING
FROM **PODCASTS**

MONETIZATION
BLUEPRINT

by

STEVE OLSHER

HELLO! AND, WELCOME TO THE PROFITING FROM PODCASTS MONETIZATION BLUEPRINT!

My name is Steve Olsher. I'm the creator of the [New Media Summit](#), the New York Times bestselling author of [What Is Your WHAT? Discover The ONE Amazing Thing You Were Born to Do](#) and the host of the #1 rated podcast, [Reinvention Radio](#) and **The Best Business Podcast**. I'm glad you're investing the time to read this.

The podcasting phenomenon is revolutionizing the way entrepreneurs everywhere are connecting with ideal prospects, cultivating a loyal, borderline fanatic following and selling their products, programs and services to customers all over the world.

My **Profiting From Podcasts** training shows you how to leverage the power of podcasts to generate massive visibility for you and your business, secure virtually endless highly-targeted leads and convert listeners into raving fans and buyers.

You can access this free, 4-part video training series [HERE](#).

Podcasts empower you to reach millions with your mission and message and, if you leverage my teachings, you'll understand how to take full advantage of everything this powerful, yet greatly under-utilized medium has to offer.

In this report, I'll take you step-by-step through the **PROFITING FROM PODCASTS MONETIZATION BLUEPRINT**. My goal is to help you build a business where leads, conversations and sales are generated with ease and you're able to effortlessly secure the massive visibility you rightfully deserve.

After having worked with thousands of people over the years, I have absolute clarity that you are the solution to someone else's problem and they are literally waiting for you to show up in their life. That's why I created this **Blueprint** – because I want to help you reach them and monetize what you're most compelled to do so you can connect with more of those who need you most.

Coaches, authors, speakers, small business owners, consultants, holistic practitioners and others have all effectively leveraged the **Profiting From Podcasts** methodology. It works for me, it works for my peers, it works for my clients and it will work for you too.

LIKE JV who secured a \$50,000 client as a result of a listener hearing him on a podcast from 18 months ago.

OR, LIKE LUIS, who secured hundreds of opt-ins and sold programs ranging in price from \$1,000 - \$5,000 from a single podcast.

OR, LIKE SCOTT, who generated over \$100,000 in client revenue as a result of booking 90 strategy sessions from just one podcast.

OR LIKE JJ, who has generated over \$40,000 in client revenue as a result of just one podcast.

OR, LIKE NOAH, who wanted to sell more copies of his book and sold hundreds of copies through podcasts.

OR, LIKE JONATHAN, who earned nearly \$20,000 from clients who heard him on a podcast from years ago.

OR, LIKE MEET EDGAR, the social media marketing automation company that focused on leveraging the power of podcasts to get the word out about their service and generated over 100,000 email subscribers, 1.25M visitors to their site and over \$3,500,000 in revenue.

Of course, and by law I have to say this, these results may not happen for everyone. I cannot in full integrity say that if you leverage the power of podcasts and use the methods I teach, that the same thing will happen for you.

What I can also tell you is that I've personally built an email list of over 100,000 people and will generate more money this year than I have in the last two years combined by implementing the strategies you'll learn. I've been privileged enough to have a New York Times bestselling book, to be featured on the covers of several magazines, to share the stage at my events with my heroes and mentors including Jay Conrad Levinson, Brendon Burchard, Vishen Lakhiani, Russell Brunson, Lewis Howes, Callan Rush and many others and to have countless people tune in to Reinvention Radio and The Best Business Podcast, view my training videos and enroll in my products, programs and services.

And, please know that I'm not saying all of this to boast, but instead to point to the power of the **Profiting From Podcasts** methodology because I attribute my success directly to it.

When you use this system, you can reach those you're most compelled to serve and sell more of your offerings because there's no hard sell involved. You're simply talking about your topic of influence – that which puts fire in your soul – and listeners naturally gravitate towards you as you are exactly who they want to hear from and they've already raised their hand to say, "I'm interested in this subject" because they chose to download and listen to your episode.

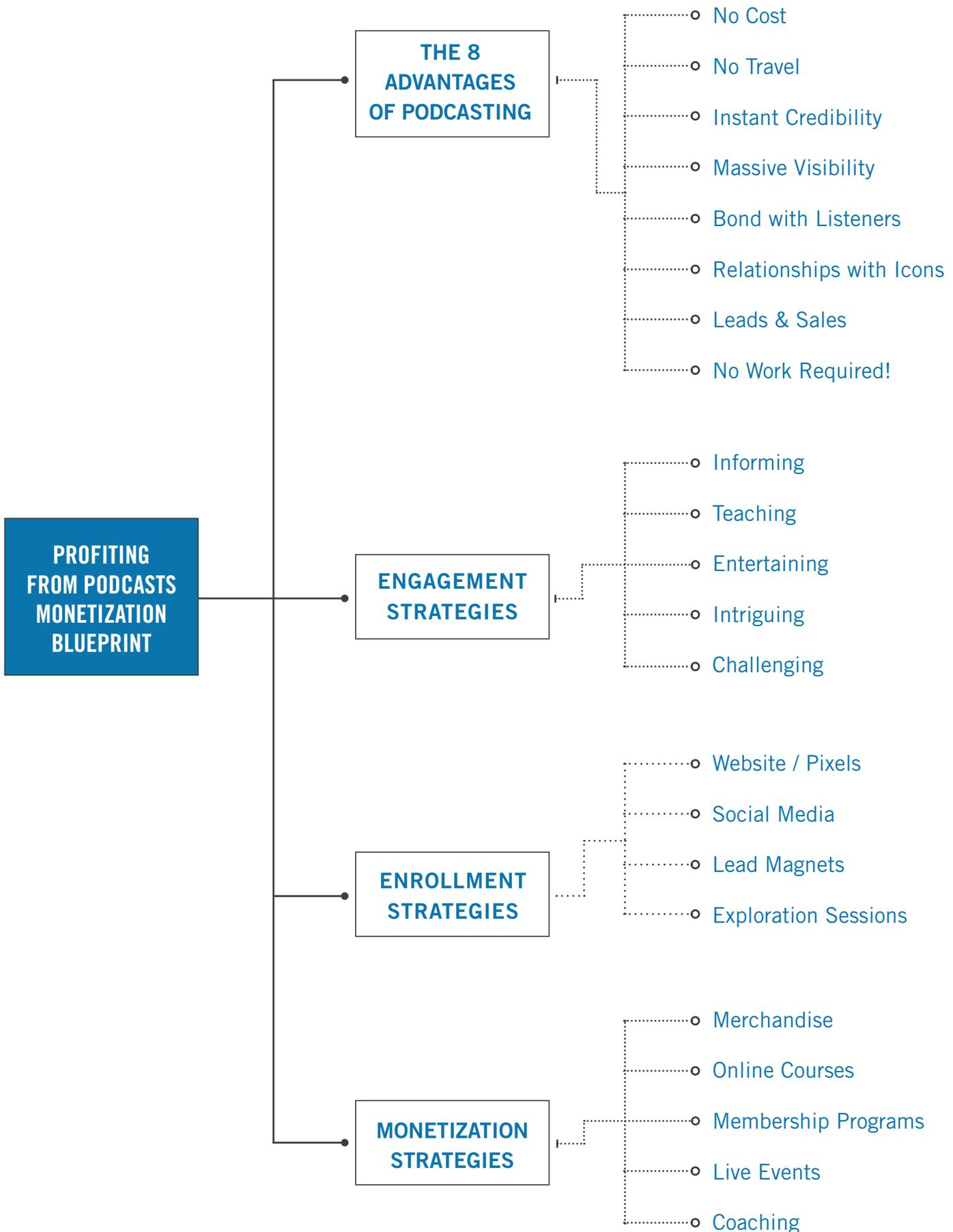
Podcasts can help you reach hundreds and even thousands of people without your having to do anything but show up and share your brilliance. Given that most shows average between 30 minutes and an hour, you'll have plenty of freedom to focus on other areas of your business or doing the things that are important to you and your life.

There's a lot to cover in the **PROFITING FROM PODCASTS MONETIZATION BLUEPRINT** so let's get started. I look forward to hearing your thoughts on this report and, more importantly, to hear you broadcasting your brilliance.

Let's rock!

Steve Olsher





**THE 8
ADVANTAGES
OF PODCASTING**

- **No Cost**
- **No Travel**
- **Instant Credibility**
- **Massive Visibility**
- **Bond with Listeners**
- **Relationships with Icons**
- **Leads & Sales**
- **No Work Required!**

THE 8 ADVANTAGES OF PODCASTING

The **PROFITING FROM PODCASTS MONETIZATION BLUEPRINT** begins with the big picture and understanding, at a strategic level, the **8 advantages** being a podcast guest has over other marketing and visibility initiatives.

1 The **first strategic advantage of appearing as a guest** is that it costs you nothing, not one single penny, to appear on people's shows. I'd say that's pretty HUGE. Of course your time is valuable, but, at this juncture, no one is going to ask you to write a check to appear on their show. This might change over time as hosts begin to recognize the extraordinary value being on their show offers. But, for now, if someone asks you to pay to appear, run quickly in the other direction.

2 The **second advantage** is that you don't have to travel to be a podcast guest. You can conduct the interview from the comfort of your home or office. And, because the majority of interviews are audio only, you can get interviewed in your pajamas and don't have to worry about your hair or makeup.

3 The **third advantage** as discussed in video #2 is that when you appear as a guest on the world's leading shows, your credibility and authority is immediately elevated. When the host hands you the microphone, it's the equivalent of receiving an instant stamp of approval.

The audience trusts the host wouldn't share just *anyone* with them and has done their homework before booking their guests. This translates to an instant implied endorsement and your appearance builds your credibility and helps to establish you as an authority in your niche.

4 The **next advantage** of appearing as a guest is the undeniable ascending spiral of visibility leading to additional visibility. You don't need to look any further than to the most recognized experts such as Gary Vaynerchuk, Tim Ferriss, Tony Robbins, Chalene Johnson and others. Everywhere you look, there they are. And, this is because the more someone is interviewed, the more invitations they will receive from other shows to be interviewed. Visibility truly does beget visibility and this will be the case for you too.

5 The **next advantage** of appearing as a guest, and we touched on this briefly in video #1, is that podcasting is an incredibly intimate medium. The relationship between the podcast host and the listener is amongst the deepest connections of all media available. This is largely due to the fact that most listeners consume podcasts via ear buds and, because of the proximity of the ear buds to the brain, it's almost as if the host is literally inside the head of the listener.

This direct connection creates a very strong bond whereby the listener feels as if a personal connection with the host exists. When you have an opportunity to share your brilliance with an icons' audience, you are literally entering into the middle of a well-nurtured relationship. The bond between the host and the audience is sacred. Be sure to honor it.

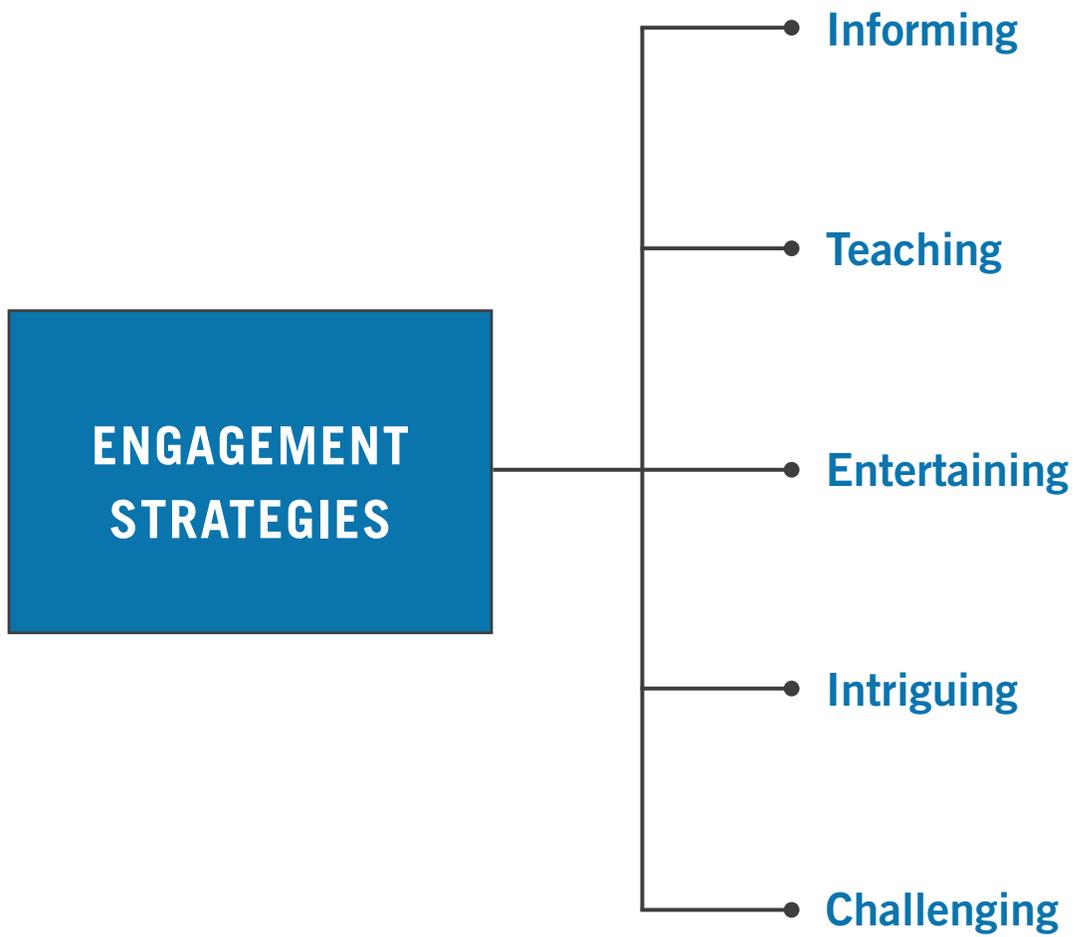
6 The **next advantage** of appearing as a guest is that, oftentimes, your appearances can lead to the development of meaningful, offline relationships with the icons. Because most interviews move beyond the surface level and journey towards deep, heartfelt conversations, friendships are often created between host and guest. It's also not unusual for the host and the guest to explore working together after an interview and form an on-going business relationship or alliance.

7 The **7th advantage** of appearing as a guest is that your appearance, if conducted as I'll teach you, will inevitably generate leads, subsequent enrollment conversations and.... you bet, cash! Even the smallest of shows have hundreds of loyal listeners and when the host encourages them to take action, they do! With rare exception, you'll have an opportunity during your interview to invite listeners to find out more information about you, your products and your services. This is your chance to steer them towards connecting with you directly. We'll cover the best ways to capitalize upon these opportunities in just a few minutes.

8 And, **the last advantage** of appearing as a guest on other people's shows is that it's super easy to leverage the power of the medium without having to lift a finger because the host does ALL the work. Yup. All you have to do is show up and share your knowledge and expertise. The host has cultivated their listenership, sometimes over the course of many years, and the audience is there ready and waiting to hear what you have to say.

Then, after the interview is done, they produce the final audio file, write the show notes, create the artwork, upload it to their host, create the post on their website, and then market the episode through social media, email and other marketing outlets. I don't know about you, but I'm tired just thinking about all of the work they're going to be doing on my behalf. Oh, and there are definitely costs involved with having your own show. Is it worth it? Perhaps. But, as a guest, you don't have to worry about it.

If I have the choice between being a host or a guest, I'd choose being a guest, hands down. There's no comparison. Yes, I absolutely love our show [Reinvention Radio](#), but it takes an inordinate amount of time, energy and expense to undertake the myriad activities required to create a well-produced show. Sign me up to be a guest all day long.



ENGAGEMENT STRATEGIES

This takes us to the next step in the **PROFITING FROM PODCASTS MONETIZATION BLUEPRINT**, the **Engagement process**. This is where, if you follow the process I teach in **Profiting From Podcasts** for being an engaging guest, you'll effortlessly develop rapport with the listeners and naturally come across as someone they WANT to connect with and learn MORE from.

Once you have the audience engaged and excited about who you are, what you teach and how you can guide them, you'll be able to easily secure pre-qualified leads, have meaningful follow up conversations with these fired up prospects and, ultimately, generate a significant amount of revenue through the sale of your products, programs and services.

It's important to remember that the process of monetizing your visibility as a guest begins with the very first words you utter when you are welcomed onto their show. As is the case offline, you only have one chance to make a good first impression. So, choose your first words carefully and, for all that's holy, please be memorable.

In the **Profiting From Podcasts** training, I provide detailed guidance on how to do this. For now just keep in mind that people decide within the first few minutes of an interview whether they like you or not. I want to make sure you maximize the opportunity you've been given so let's take a look at the **5 Core Engagement Strategies**.

1 The **first Engagement strategy** is to focus on *informing* the audience. Informing the audience requires you to share information the listeners have likely not heard before. An example could be the release of a new study, early access to news, discussing a groundbreaking strategy or revealing proprietary information that only you or your organization has access to. When you inform, you are not teaching. You are introducing them to new information that would be of interest and value to them. Of course, you do not want to divulge everything you know. Your goal is to inform them just enough to capture their interest and then bounce them towards your eco system so they can find out more.

2 The **second Engagement strategy** is to focus on *teaching* the audience. Teaching the audience requires you to provide a tangible outcome that the listeners can apply to their lives or business. For example, you could teach them a specific strategy for using SnapChat. Or, perhaps you can step them through a short breathing exercise to help them relax. Regardless of what is taught, your goal is to give them just enough to establish your expertise while properly positioning what you *didn't* teach them so they'll want to learn more from you. In the **Profiting From Podcasts** course, I share my single favorite teaching structure. It works every single time and always drives a high percentage of listeners towards my sites for more information.

3 The **third Engagement strategy** is to focus on *entertaining* the audience. To clarify, this doesn't mean you have to be a comedian and laugh out loud funny. Of course that doesn't hurt but it does mean that you have to be a good storyteller. People remember stories long after the facts have been forgotten. This is because of the old adage that people won't remember what you say, but they will remember how you made them feel. As Dan Kennedy, the legendary marketing guru once said, *"If you can make 'em laugh and make 'em cry, you can make 'em buy."*

Be willing to be vulnerable. Be willing to share what you've never shared before. But, above all else, be entertaining. If the listeners are attracted to your voice and personality, they'll want to go deeper with you and find out more about your offerings.

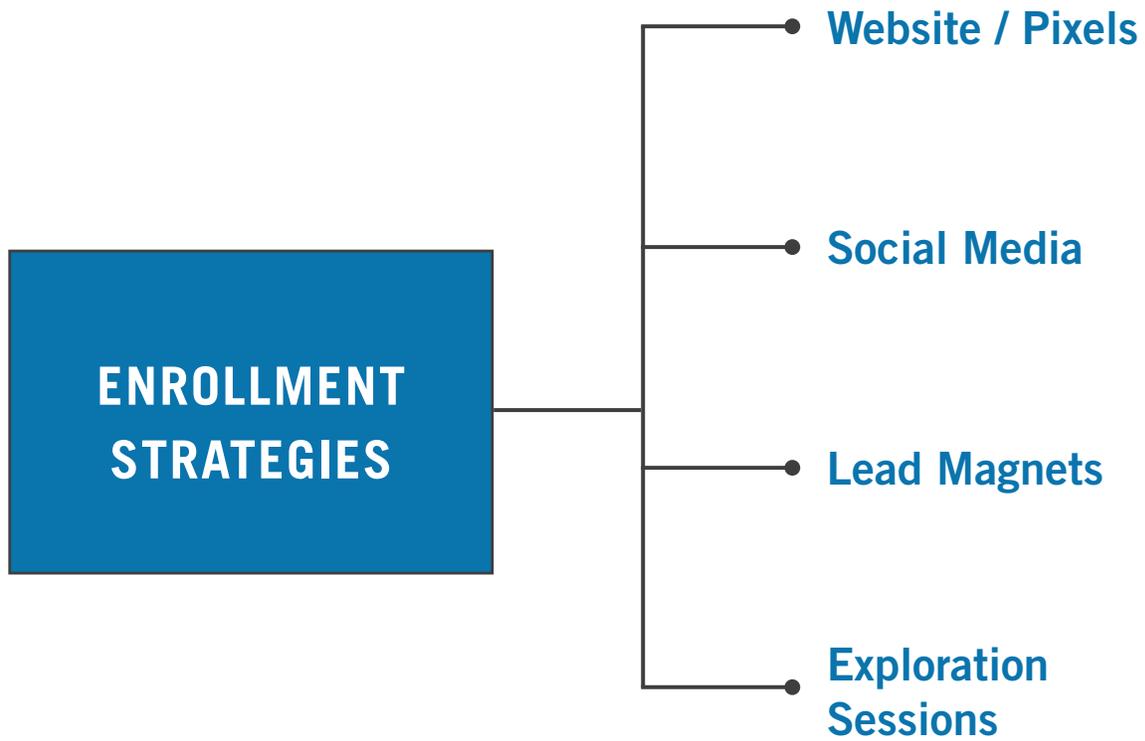
4 The **fourth Engagement strategy** is to focus on *intriguing* the audience. Mastering the art of intrigue is a skill but it can be learned and, over time, it will come as naturally to you as breathing. Intriguing the audience translates to your piquing their interest about a particular subject and then leaving them desperately wanting more.

My friend Sam Horn references the *Eyebrow Test* in her teachings. If you can get the listeners to raise their eyebrows within the first couple of minutes of them hearing you, you've raised their curiosity, they're now intrigued and you've got 'em hooked from that point forward. Everyone loves a good mystery and interesting ideas. Focus on intrigue and they'll be more than ready to take your desired action.

5 The **last Engagement strategy** is to focus on *challenging* the audience. Sometimes, this can mean challenging conventional wisdom or, as we do with [Reinvention Radio](#), it can mean dismantling and challenging the status quo. Please note – I'm not suggesting that you challenge the host in an argumentative or demeaning way. Coming on to someone's show and challenging them in front of their loyal audience is NOT a good idea.

Remember, very few podcasts are broadcast live. Our show is. We broadcast as a live radio show and then repurpose the segments as individual podcast episodes. Sometimes, what happens during the show is awesome. Other times, it can be a disaster. That's the risk we take by broadcasting live.

Most shows, however, are recorded and if you prove to be a difficult guest, the podcaster may decide NOT to air your show. They have that right. They are not contractually bound to you to air your interview... and, it happens. So, when I say challenge the audience, what I mean is to get them thinking differently about a subject and then offer to hold them accountable to shift their thinking. Setting up a 7 or 21 day challenge is a great way to drive listeners into your eco system and begin developing a relationship with them off air.



ENROLLMENT STRATEGIES

This takes us to the next step in the **PROFITING FROM PODCASTS MONETIZATION BLUEPRINT, Enrollment Strategies**. Monetization can only happen once you are able to have a meaningful dialogue with potential customers. Unless you have the opportunity to have a discussion with prospects and cultivate interest in your offerings, you stand zero chance of being able to generate revenue.

When you're a guest on someone's show, however, you will rarely have the opportunity to offer something for sale and, even if you do, the odds of converting listeners who barely know you into paying customers is very slim. As T. Harv Eker once said, *"Customers buy from those who they know, like and trust."*

A 30 – 60 minute appearance is similar to a first date. It's a nice *"Hello, it's great to meet you"*, but it seldom turns into marriage. The listening audience isn't ready to commit to you... yet. But, if you follow the **Profiting From Podcasts** methodology I'll teach you, they WILL be ready to learn more from you and will be open to the idea of entering into your world.

So... you need to open a dialogue with them. Right now, the audience is comprised of passive listeners. You have NO idea who's listening, where they're from, what their name is or how to contact them. Truth be told, neither does the podcaster. If there's one downside of podcasting from the host's perspective it's that there's no built in mechanism for instantly capturing the contact information of those who download their show.

Currently, there is no technology in place that allows the podcaster to pixel those who download their show as is possible with someone who visits a website. So, podcasters have to drive their listenership towards their site, social media or various offerings so they can pixel them, connect with them or capture their name and email address. These strategies provide the requisite mechanisms for communicating with listeners outside of their podcast.

The same holds true for you. To take full advantage of your appearance, you need to capture their contact information, encourage them to connect with you on social media or drive them towards your website and pixel them... ideally all of the above.

Without a means of communication you simply won't be able to develop the know, like and trust factor required to have them invest in your offerings.

Otherwise, if you appear on a show and don't bounce them towards a different platform, you're simply having a pleasant conversation and then saying 'goodbye'. The assumption is made that people who ARE interested in learning more from you will take the time to research who you are and find you. This won't happen. If you don't somehow capture their contact information or the ability to communicate with them at the moment you've captured their interest, 99.99% of them will not, of their own accord, find a way to connect with you.

That said, remember, you still need permission to enroll the host's audience. As a 'thank you' for sharing your brilliance, most hosts will invite you to direct listeners towards receiving more information from you, your website, or other options for furthering the conversation. Some, however, will not. Please make 100% sure you have permission to direct the audience towards your eco system before doing so. As explained in video #1, the podcasting community is tight. If you burn one bridge, word will spread and you may find it difficult to get booked on other shows.

There are numerous options for enrolling the audience into your world. **Let's take a look at the 4 Core Enrollment Strategies.**

1 The **first Enrollment strategy** is driving people to your website. Ok, driving people to your site is kind of a given, but what most people forget to do is to install a pixel on their site so that when someone visits, they have the ability to re-target them down the line. And, please make sure that, before your appearance, you double check that your site looks good, all of your links are working and there is an obvious call to action that includes one of the Enrollment strategies I'll cover in just a moment.

2 The **second Enrollment strategy** is to drive people to connect with you on social media. This could be as simple as following you on Twitter, Instagram or Snapchat; subscribing to your YouTube channel; sending you a connection request on LinkedIn; becoming 'friends' on Facebook or joining a Facebook group you created.

As you're probably aware, however, social media engagement has been in a steady state of decline and the percentage of people you are connected with who actually see

your posts is quite low. Of all the available Enrollment strategies, driving listeners to social, in my humble opinion, is going to be the least effective and provide the weakest potential for converting listeners into customers.

The **third Enrollment strategy** is to drive people towards a free offering, or as it is commonly known, a lead magnet. Whereas social is likely the weakest Enrollment strategy, driving listeners to receive a free offering would be the strongest.

Examples of lead magnets include eBooks, reports, blueprints, MP3 audio downloads, videos, PDFs, templates, and more. The bottom line is that they must be free, further the conversation, and are an absolute no-brainer to provide one's name and email address for to receive it. In other words, the listener has to feel as though the value of the freebie far exceeds the 'price' of providing their name and email address.

For example, I appear on a lot of shows where I discuss my proven framework for helping people discover their **WHAT** – that is, the ONE thing they were born to do. We often have deep conversations about the importance of discovering what puts fire in one's soul and examples of people who have discovered their **WHAT** and are changing the world as a result.

At the conclusion of our interview, the host will almost always allow me to invite listeners to connect with me if they'd like more information. In turn, rather than send them to my website or ask them to contact me, I direct them towards www.WhatIsYourWHAT.com where they can grab a FREE copy of my New York Times bestselling book, ***What Is Your WHAT? Discover The ONE Amazing Thing You Were Born to Do.***

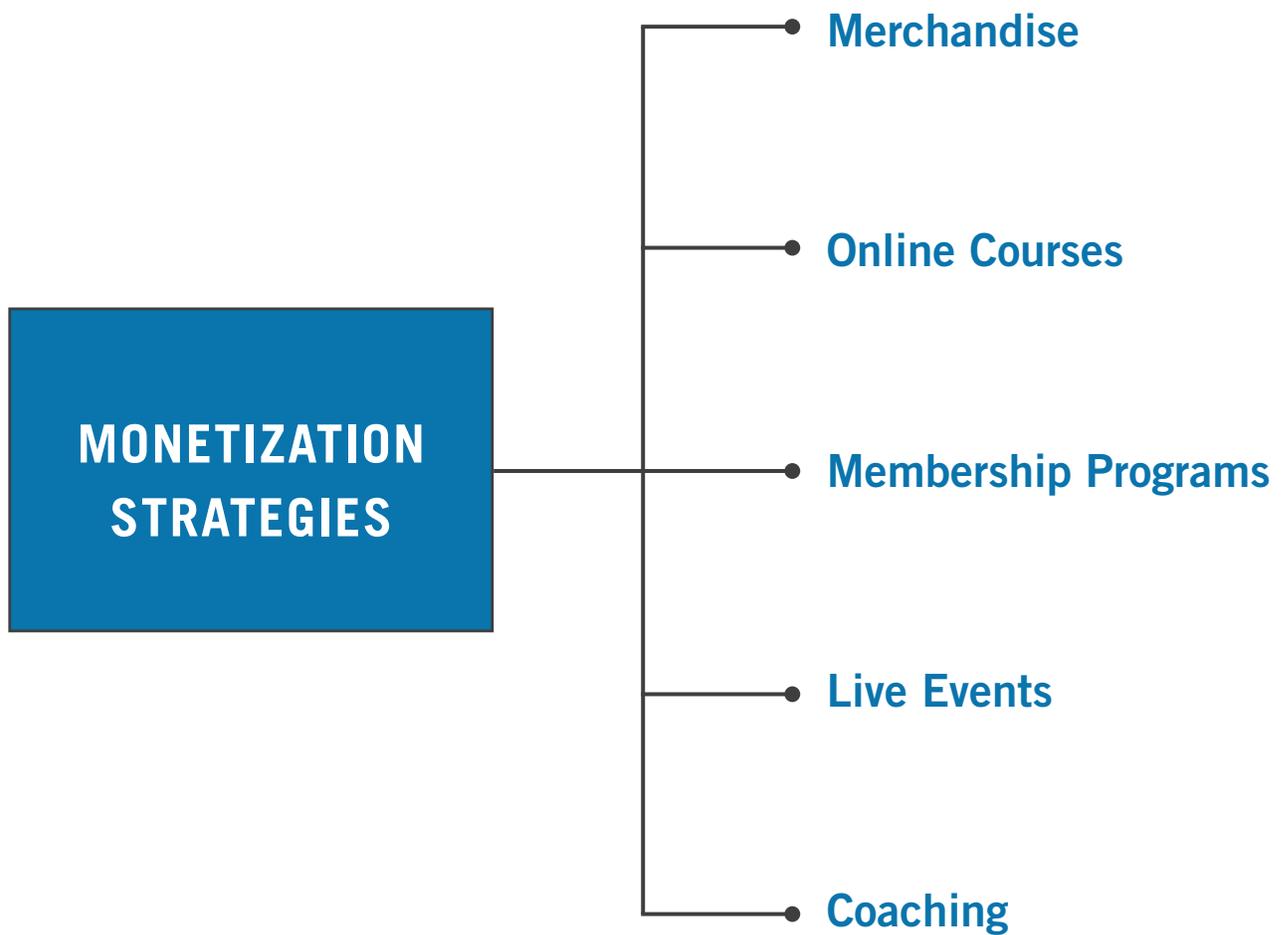
When the listener lands on the page and they see that all they have to do is provide their name and email address and, in exchange, they'll receive a free copy of the book, it's an easy "YES!" The value provided far exceeds the 'cost'. This is your goal – create free offerings that further the conversation, add tremendous value for the audience and cost you nothing to deliver. These are the three fundamental elements of every effective lead magnet.

4 And, **the fourth Enrollment strategy** is to invite listeners to sign up for a free consultation or exploration session. While this strategy is not for the faint of heart as a more popular podcast could result in a significant number of session requests and having a team in place or the wherewithal to handle an inundation of inquiries is mandatory, if you implement the conversion structure I teach in **Profiting From Podcasts**, these sessions can generate a significant amount of revenue VERY quickly.

As an example, my friend Scott Oldford appeared on John Lee Dumas's show, Entrepreneur On Fire and, at the end of the interview, offered complimentary strategy sessions. The result? 90 people scheduled a session with Scott's team. While not everyone was a fit for his offerings, several were and he was able to generate over \$100,000 in revenue... from ONE appearance! When implemented correctly, the free consultation strategy can be VERY effective.

Knowing which strategy to offer when takes practice, testing, a bit of luck and a ton of intuition. That said, the most important thing you can do before appearing on a show is to do your research. Listen to a handful of the episodes from the show you'll be appearing on, reach out for past guests to find out how response was to their offerings and ask the host for their insight. They know their audience better than anyone and, given that they've likely tried each of these strategies over the years, they'll have a strong sense of what will provide you with the best response.

If you're like me and you love seeing examples of all these strategies at work, you are going to love **Profiting From Podcasts**. Inside the training, we run through a number of examples of successful Enrollment strategies and, of course, I'll be right there with you to answer any questions you might have.



MONETIZATION STRATEGIES

This takes us to the last step in the **PROFITING FROM PODCASTS MONETIZATION BLUEPRINT... monetization!** Monetization, of course, is the holy grail of visibility. However, I must caution you... please don't fall into the trap of believing that, simply because you appear on a show, revenue will come pouring in.

Yes, it can happen and the likelihood is very high you will generate meaningful revenue if you follow my teachings. But, make no mistake – selling is a skill. It is a skill that must be honed; a skill that requires trial and error; and, a skill that you will only master if you choose to persevere and stay the course when the results you desire have yet to come to fruition.

I remember when I was trying to master webinars and, no matter what I did, my webinars were not converting into sales. I was working with a webinar coach who was guiding me to create a webinar that converted well, but the conversion rate on my presentations were dismal.

No matter what we did, the conversion rates stunk and I was ready to quit. So, I asked him, *“Look, we’ve done everything we can do here and it’s just not working. Do you think I should just give up the idea of selling via webinars?”* I remember his answer as clear as day – *“Sure, you should quit if you don’t like money.”*

Enough said. I like money... and I'm not a quitter. So, we continued to tweak the webinar until I began closing sales. In looking back, I'm certainly glad I stayed the course, but I almost gave up. However, there does come a time when the rope must be cut. Trying to continually jam a square peg into a round hole will only result in pain and, sometimes, the glove really doesn't fit.

Time is your most valuable commodity so it's important to know when your time might be better invested into a different initiative. There is no shame in saying you gave something a try or two and it didn't work. And, I've grown comfortable with the fact that webinars are not my best monetization tool. From the stage, I can consistently close 25 – 35% of the room. On a webinar, if I can close a small fraction of that amount, I'm having a good day.

Translation – be prepared to test a LOT of monetization strategies and be willing to tweak what’s working and, if necessary, cut the rope on what’s not. There are numerous options for monetizing your visibility and I go into detail on the proven tactics that I leverage in the **Profiting From Podcasts** training. For now, I’m going to briefly introduce you to my **5 favorite Monetization Strategies**.

1 The **first monetization strategy** is creating your own merchandise. From t-shirts, books and journals to supplements, jewelry and much more, creating branded merchandise is not only a phenomenal way to generate revenue, it’s a proven way to create community and have others do your marketing for you. And, with varying price points from just a few dollars to hundreds of dollars or more, you can create branded materials that meet virtually every budget.

2 The **second monetization strategy** is the creation of online training programs. Online teaching is hot. One need to look no further than the myriad online education portals such as Udemy to see this trend in action. And, you absolutely have something to teach. I am a firm believer that EVERYONE is an expert in something and you don’t need to have earned millions of dollars in order to help shorten someone’s learning curve.

One of my favorite expressions is, *“To a second grader, a fifth grader is a God.”* In other words, so long as you are a few steps in front of the person behind you, they will want to learn from you. And, online courses can be quite lucrative. Most cost almost nothing to deliver and can sell for anywhere from just a few dollars to thousands of dollars.

3 The **third monetization strategy** is the creation of a membership program. A membership program offers its creator on-going residual income in exchange for providing its members access to exclusive content, software, a closed community, personal guidance, or anything else deemed to be of value. Some membership programs charge by the month, others by the quarter, year or even provide lifetime access for a one-time fee. The investment can range from just a few dollars to as much as several thousand dollars per month.

4 The **fourth monetization strategy** is to host your own live event. I’ve been hosting live events since 2009 and there is no better way to connect with your fans, followers, subscribers and listeners than inviting them to join you at a live event. Of course, creating a live event is no small undertaking and typically requires an intense amount of planning, time, energy and resources. However, if run correctly, a live event is a

phenomenal vehicle for deepening your relationships and enrolling attendees into your products, programs and services.

My newest live event, the [New Media Summit](#), provides attendees with the opportunity to connect with 40 of the world's leading podcasters, including my team from Reinvention Radio, and pitch us on who they are, what they do and leave the event with bookings in hand. We love this event as it gives us an opportunity to find amazing guests and meet people we wouldn't normally have a chance to connect with.

5 The **fifth monetization strategy** is to offer coaching services. This can either be structured as group coaching or one on one sessions. Coaching allows you to share your brilliance in a more intimate fashion, provide detailed guidance for your clients and be handsomely rewarded for your knowledge.

Oftentimes, group coaching programs can require a client investment of tens of thousands of dollars with the training being delivered online, in person, over the course of several days or, often, a full year or longer. One on one coaching can require a similar client investment but is often delivered in a smaller number of sessions. For example, I offer one on one coaching and deliver my guidance via ½ day or full day VIP sessions. Both require a substantial client investment, but I consistently provide specific guidance that empowers my clients to realize a massive return.

As I said, there are myriad other ways to monetize your visibility, but my intention today is to give you a sense of what's possible, not overwhelm or intimidate you by dumping everything I know into your lap. In the [Profiting From Podcasts](#) training, I go much further into detail as to how to put these strategies to work for you and introduce other proven monetization strategies as well.

So, there you have it – the full **PROFITING FROM PODCASTS MONETIZATION BLUEPRINT**.

I know there's a lot here and, frankly, this could have been a 200-page book on its own. I've been online since 1993 and podcasting since 2009. I live, eat and breathe how to take full advantage of everything the online and podcasting worlds have to offer.

I LOVE this stuff and it would be an honor to help you however I can. Remember, though, you don't need to do ALL of this... I simply want to open your eyes to how you can leverage what you know to generate massive no-cost visibility and monetize your knowledge.

I am so appreciative that you have invested the time to read this and I've been overwhelmed by the response to the **Profiting From Podcasts** training, the positive comments and the fact that so many have shared my videos and free reports with others.

I'd love to hear your biggest takeaway from this report, which monetization, enrollment or engagement strategy resonates deepest with you and/or your thoughts in general about podcasting. Feel free to email me [HERE](#).

I've received a number of emails about when **Profiting From Podcasts** will open for enrollment. If you're ready to join us and learn how to get the visibility you deserve so you can reach those who need you most and monetize the visibility you'll inevitably receive when you implement my proven methodology, we're going to be opening up for enrollment very soon and I'd love for you to be a part of it.

However, enrollment in Profiting From Podcasts will only be open for a limited time and will be closing shortly thereafter so we can all go through the training together. And, because one of the HUGE bonuses you'll receive when you enroll is a ticket to the [New Media Summit](#) – that's my event where you can meet and pitch 40 of the world's leading podcasters and get booked on the spot – I need to help you get prepared for it and there are separate pre-event training sessions I'll be leading that we need to get started with soon. And, yes, it will be me coaching you through the process.

So, please keep an eye on your inbox as there will be details forthcoming about enrolling in **Profiting From Podcasts**, the [New Media Summit](#) and how you can join us.

Talk soon!

Steve Olsher