

# GET CLIENTS FROM PODCASTS

Proven Strategies For Turning  
Visibility Into CA\$H!

**BROUGHT TO YOU BY**

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**PROFITING**  
FROM **PODCASTS**

# HELLO AND WELCOME TO GET CLIENTS FROM PODCASTS!

My name is Steve Olsher. I'm the New York Times bestselling author of *What Is Your WHAT? Discover The ONE Amazing Thing You Were Born To Do*, Chairman & Founder of Liquor.com, host of the #1 rated podcasts, [Reinvention Radio](#) and [Beyond 8 Figures](#), and creator of the New Media Summit – the ONLY live event where you can meet and pitch 40 of the world's leading podcasters and get booked on their shows on the spot.

As you can guess, I'm ALL IN on podcasting and have strong confidence we're simply seeing the tip of the iceberg for the potential of this incredibly powerful, yet greatly under-utilized medium. In my free [Profiting From Podcasts](#) online workshop, I share a number of reasons why I believe this to be true and how you can put the power of podcasting to work for you and your business.

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.

As discussed in the first video of my free, four-part [Profiting From Podcasts online workshop](#), there are THOUSANDS of shows that are all looking for guests just like YOU to feature. Friends and clients of mine who have varying areas of expertise ranging from finance and relationship advice to eating disorders, health and nutrition, lead generation, online marketing, and much, much more are using my Profiting From Podcasts system to secure THOUSANDS of no-cost leads and converting those leads into cold hard cash.

What you'll learn from me flat out works. I've used this exact step-by-step process to appear on over 500 shows in the last few years which has resulted in my building an email list of over 100,000 people and this year alone, I'll earn over a million dollars leveraging this system working from home with just a couple of part-time team members. My proven system works for me, it works for my clients and it will absolutely work for you too.

Getting booked starts with identifying the *right* shows to appear on – the ones that you have the BEST shot at being booked on – and connecting with the 'Icons of Influence' who host them and have already captured the hearts, eardrums and attention of your ideal prospects.

In *this* report, I'm going to teach you HOW to get clients from podcasts and I'll share two of my FAVORITE strategies – one for identifying the *right* shows to appear on, the other, for converting your visibility into revenue.

If you haven't yet watched the first video in my free, four-part [Profiting From Podcasts](#) workshop, I definitely suggest taking the time to watch it (and grab a FREE copy of *The Ultimate Directory of Podcasters* while you're there). In that video, I covered how to take full advantage of the podcasting revolution based on where you are *right now* in your business and the major shift that's happening at this very moment in marketing that makes it the best time in history to put the power of podcasting to work for you.

As I shared, I am a huge fan of appearing on other people's shows and leveraging the inordinate amount of time, energy and resources the hosts have invested to cultivate their loyal, borderline fanatic following and subscriber base.

I'm also a huge proponent of landing appearances on the *right* shows and simply because a show may be popular and has a significant number of downloads, it doesn't equate to providing the best return on *your* investment of time and energy because the *most* important metric to look at of any show is its focus.

A show that focuses on your specific area of expertise is going to provide an exponentially better response from listeners for you than a show that may have 10, 100 or even 1000x more downloads. The reason for this is because, when you appear on the *right* shows, the audience feels as if you were booked specifically for their benefit... it's as if the host is in *their* head and found exactly who they needed to hear from.

I've used my proven system for getting booked on the *right* shows for years, dating back to my first appearance when I was interviewed on a show that only had a handful of listeners. And, I use these same strategies today to secure appearances on many of the world's most popular podcasts including Click Funnels Funnel Hacker Radio, The Go-Giver podcast, Mixergy, the Foundr podcast and many others. I've used this system to secure appearances on over 500 shows and am consistently able to convert passive listeners into active leads, meaningful conversations and serious cash.

More importantly, others have used the Profiting From Podcasts system to secure appearances on the world's leading shows, generate a significant amount of leads and convert those leads into REAL revenue. And, what I love most about this system is that it costs you NOTHING to appear on these shows and they live on in perpetuity.

**So, how do you identify the *right* shows to appear on and get clients from podcasts? Let's take a closer look.**

While there are numerous distribution channels for podcasts, the big dog continues to be iTunes and nearly ALL of the world's most popular shows focus on maintaining a strong presence on this platform.

You've likely heard the expression, 'the riches are in the niches'. In the world of podcasts, this statement should become your mantra when looking for shows to target. To attract your MOST ideal prospects, you're much better off landing an appearance on a smaller show that your target market *already* listens to as opposed to a larger show that is more general in nature.

Why? Because a show that focuses on your particular topic will have a VERY high percentage of listeners who fall within your target market and have a demonstrated interest in this subject matter.

These are the shows I suggest you focus on first. Not only will you see a significantly higher response rate to your teachings and offerings, you'll be able to cut your teeth on smaller shows and gain comfort with speaking in sound bites, interacting in an effective manner with the hosts and be ready to crush it on the larger shows when the invitations come... which they will.

So let me step you through HOW to identify the *right* shows to appear on so that you can move to the next step on the path - ***Getting Clients From Podcasts!***

**STEP #1** is to succinctly articulate your area of focus or, as I call it, your Topic of Influence. Your Topic of Influence is the 1, 2, 3 or 4 word phrase that summarizes who you are and what you specialize in.

I can sum up my Topic of Influence in one word, Reinvention. Given the myriad endeavors I've undertaken over the course of my nearly 30 years as an entrepreneur and being forced to the brink of bankruptcy not once, not twice, but three times during my career, I've had to literally start over from scratch on numerous occasions. The on-going reinvention of my life and businesses led to my creating the personal moniker of 'America's Reinvention Expert' in 2009 as it accurately captures the essence of who I am.

To me, Reinvention is more than just a word. It is the personification of my life. *Foundr Magazine* dubbed me as the '*King of Reinvention*' and featured me on the cover. Given that they've released less than 75 issues and other covers have featured well-known icons including Tim Ferriss, Tony Robbins, Gary Vaynerchuk, Arianna Huffington, Richard Branson and others, I accept that designation as a huge compliment.

I credit my being featured on the cover to the amount of visibility I'm able to create leveraging the Profiting From Podcasts system. As I often say, visibility is the lifeblood of your business and visibility begets more visibility – the more visibility you have, the more visibility you'll generate.

Remember this formula - **VBV (Visibility Begets Visibility)**

And, as one who preaches about the power of Reinvention, I strongly believe that life starts over RIGHT NOW and it starts over again... RIGHT NOW. We have the power to choose to reinvent our lives in this moment and in literally every moment that follows now matter how scary taking that leap of faith might be.

I can absolutely attribute my success to making the decision to jump even when I was unsure what the outcome would be, while others, who had access to the exact same data, stood by and watched.

So, what do you believe in? What is your Topic of Influence? Take a moment to write down one to four words that encapsulates who you are, what you teach, what and who you fight for and/or what you want to be known for.

**My Topic of Influence is:** \_\_\_\_\_

Being able to articulate your Topic of Influence is an essential step on your path of getting booked. If this exercise is difficult for you, you're definitely not alone. I have helped countless people articulate who they are and what they do... and their business has prospered as a result.

But, articulating your Topic of Influence is not easy to do and, frankly, it's why a lot of entrepreneurs struggle to earn what they deserve.

Think about it – if articulating your Topic of Influence and pitching a show producer on who you are and what you do is difficult, imagine the difficulties your prospects have when they're trying to get their arms around why they should hire you or invest in your products, programs and services. There is a direct correlation between this lack of clarity and the amount of money you earn.

At this point of my career, I absolutely know two things to be true in business. **People buy energy. And clarity sells.**

In the [Profiting From Podcasts](#) training, we go deep into helping you attain this clarity and articulating exactly what to say to get booked on shows. Gaining this clarity and creating a powerful pitch for show hosts will absolutely translate into being able to better articulate the value you bring to potential clients and will help you generate a LOT more sales.

Make sense? Ok... cool. Let's get back to finding you the RIGHT shows to appear on and, then, **Getting Clients From Podcasts!**

With your Topic of Influence in hand, **STEP #2** is to open iTunes in your browser. In the upper left hand corner, look for the drop down menu. Use the drop down menu and set it to 'Podcasts'. Now in the top right hand corner, look for the search box.

(Yes, open your browser to do this so you can see how easy it is to find relevant shows in even the most obscure of niches.)

Let's say for instance that my Topic of Influence is Retiring Rich. I'd suggest just typing in 'retirement' into the search box as this is a fairly niche subject to begin with and hit return. Multiple relevant shows are found including Money For The Rest Of Us, Radical Personal Finance and InvestTalk.

Let's start with one of the first shows that comes up, Money For The Rest Of Us from J. David Stein.

**STEP #3** is to look for when the last episode was released. If it was released within the last 45 days, I can assume the show is still active. If the last show was released more than a couple of months ago, odds are good this show is not in active production and I'll want to look for other options.

David has released a number of new shows so I can move forward.

**STEP #4** is to listen to three or four episodes. Why? Because, you need to gain an understanding of what the show is about, if you like the content and the host and determine whether or not this is a show you'd like to appear on.

And, you need to make sure that the host actually conducts interviews. There are five different types of shows we cover in the ***Profiting From Podcasts*** training and an interview style show, by far, holds the highest likelihood for you to get booked on.

So... if the answers are YES – yes, he conducts interviews, yes you like the content, yes you like the host's style and yes it's a show you'd like to appear on – **STEP #5** is to head over to visit our good friend google and look up the show. So, please take a moment to do that.

After typing in J. David Stein Money For The Rest Of Us, the search results return David's main site – [MoneyForTheRestOfUs.com](http://MoneyForTheRestOfUs.com) as the first listing. After clicking on the link and landing on the About page, a quick scroll of the page provides a sense of what he and the show are about and if contact information is available. If not, you'd want to look for the Contact page. In this case, right there at the bottom of the About page is his email address.

BAM! With just a few clicks, if I'm a retirement expert, I've found a highly relevant show that my ideal audience already tunes into and, after listening to a few episodes, I can decide whether or not it's a show I want to pitch. If it is, his email address is right there. Easy.

***Now, it's your turn.***

Type your Topic of Influence into the search box and hit return. You'll find a number of highly relevant shows that come up in the search results. Take a moment and do this now.

Seriously... open your browser to do this and then come back to this page.

If you took on this exercise, you'll see that, in just a matter of seconds, you can easily find shows that focus on your specific niche and, with a bit of research, the contact information for the hosts.

However, before reaching out to them, it's imperative to understand what to do and NOT make the mistakes so many make when looking to get booked.

In video #1 of my free [\*Profiting From Podcasts Online Workshop\*](#), I teach you my proven process for avoiding these mistakes and massively improving your odds of hearing, *"YES! We'd love to have you on our show!"* (Click the link above to access the four-part training series now.)

Over the years, I have tested, tweaked and overhauled the strategies you'll find in the ***Profiting From Podcasts*** training until I felt confident enough to definitively say they absolutely, positively work. And, trust me, if you try and short change the process, you're going to burn bridges that cannot be rebuilt.

I promise you that you absolutely CAN get booked on the shows you want. I have appeared on over 500 shows using this system. I've also developed REAL relationships with people like Brendon Burchard, Mike Filsaime, Lisa Sasevich, Janet Bray Attwood, Russell Brunson, Christian Mickelsen, Arielle Ford, Vishen Lakhiani, Callan Rush, Mike Koenigs, Jay Conrad Levinson, JJ Virgin and many, many others – all of whom have either appeared on Reinvention Radio or spoken on my stages... simply because I asked them to... and many have become close personal friends.

Now, the reason I'm dropping names is not to brag, but to give you a sense for what's possible and to give you the confidence that what you're about to discover is something that has been proven to work in genre after genre.

But, just so we're clear, my life and business ventures have not always been smooth sailing. Yes, I currently own three 7-figure + businesses, but I've also built several other multi-million dollar businesses that imploded due to poor guidance, bad timing and an unwillingness to accept the truth.



In November 2013, I hit one of the lowest points of my life. I completely bottomed out and gave serious consideration to throwing in the towel on it all. Fortunately, through the love of my wife, my family, professional counseling and little white happy pills, I made it through. But, during this downturn, a series of tests were run which showed that I have a genetic predisposition that causes me to suffer greatly from seasonal affective disorder.

For nearly my entire life, I lived in Chicago and it turned out that the gray and cold was causing my neurotransmitter levels (oxytocin, serotonin, etc.) to dip into the single digits six months out of the year. This constantly put me in dangerous emotional territory and the doctor suggested that the best solution would be to move to a warmer and sunnier climate.

With all of our family and friends in Chicago, it was not an easy decision. But, it needed to happen. So, in 2014, we moved to San Diego and started over.

Of course, this experience was a huge wake up call and I chose to see it as an opportunity to reassess what was most important to me. And, what I determined was critically important was to help as many entrepreneurs and aspiring entrepreneurs as I could avoid the same mistakes I had endured and share the tips, tools, strategies and shortcuts that had worked well for me.

And, one of my Gifts is being able to develop meaningful relationships with people of influence and, thus the impetus for focusing my efforts on writing, speaking, creating online courses, hosting Reinvention Radio and Beyond 8 Figures and creating live events such as the New Media Summit where attendees have the rare opportunity to meet 40 of the world's leading podcasters, pitch them on who they are and what they do and get booked on the spot.

Over the years, it's become evident that not only are influencers people just like you and me, they're VERY accessible and actually WANT to meet others who have interesting stories to share, are masters of their craft and are adding meaningful value to the world. But, they ARE inundated with more 'Mother may I's?' than the average Joe and Jane and, so long as you understand how to approach them and develop REAL relationships with them, you'll be able to cut through the noise to secure their attention and, even, their friendship.

And, time and time again, I've seen people make clearly avoidable mistakes that prevent them from attaining their desired results. I don't want that happen to you. If you choose to learn from me, you *WILL* attain the visibility you rightfully deserve.

Now... once people get booked on shows, the next question is always the same – ***“Steve, how do I get clients from these appearances and convert my visibility into revenue?”***

In the ***Profiting From Podcasts*** training, I share five of my favorite strategies for getting clients



from podcasts and monetizing your visibility. Let's take a look at one of them now.

It's called...

## THE \$1,000 FUNNEL

**The \$1,000 Funnel** is the fastest and easiest way I've ever seen for converting passive listeners into active customers and your visibility into cash.

The success of **The \$1,000 Funnel** hinges on being an engaging guest and enrolling people into your ecosystem. In the *Profiting From Podcasts* training and the 'Monetization Blueprint' I guide you to master both.

When you're an engaging guest, listeners will absolutely want to connect with you beyond the end of the episode because you will have piqued their interest and they'll want to continue the conversation... in your world.

Unlike traditional broadcast media, podcast hosts will ALWAYS invite you to share the best place for listeners to get more information about you, to connect with you or to grab one of your free resources. This is where **The \$1,000 Funnel** begins.



**STEP #1** of **The \$1,000 Funnel** is to create a free resource that furthers the discussion. Examples include eBooks, reports, blueprints, audio downloads, videos, PDFs, templates, and more.

The resource doesn't have to be overly complicated, but it must meet three key criteria:

- 1) It must be FREE and cost you *nothing* to deliver.
  - 2) It must further the conversation from your interview, and
  - 3) It must be an absolute 'no-brainer' to provide one's name and email address to receive.
- 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.

For example, I appear on a lot of personal development related 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 I share 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 always allow me to invite listeners to connect if they'd like more information. Now, if I've done my job of being an engaging guest, they're already thinking about grabbing my book [What Is Your WHAT?](#)

So WHAT IF... rather than sending them to my main website or asking them to contact me, I share how they can get a FREE copy of my entire New York Times bestseller, *What Is Your WHAT?* Do you think that many of the listeners would take me up on that offer? You bet... and that's exactly what I do.



I direct them towards [WhatIsYourWHAT.com](#) where they can grab a FREE copy of the entire book. When they land on the page and 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 entire book, not just a chapter or two, it's an easy "YES!" The value provided far exceeds the 'cost' and a LOT of people take me up on this.

On average, 250 provide their name and email address to get my book... EVERY TIME I appear on a show.

Now, you're likely thinking, "Ok, steve, that's great, but how does giving something away for free translate into cash?" Well... here's how.

After they provide their name and email, on the thank you page, I offer them a DIFFERENT version of the exact SAME resource. In this example, I offer them a FREE hardcover copy of the book and all they have to do is pay for shipping and handling. The cost? \$7.99.



Of course they can simply say no, but roughly 20% of the people who get the free eBook also say yes to buying the hard cover copy. Again, it's an easy yes. It's fast, convenient and far less expensive than what it would cost for them to get the physical copy on their own.

And, if you're wondering how we make money doing this, the answer is we don't. It's roughly a breakeven proposition and it's worth every dime.

Why? Because it's been shown that the most difficult AND EXPENSIVE thing to do in business is to acquire a customer and get people to spend dollar one with you. After that, the next sale is exponentially easier, the sale after that is even easier and so on – so long of course that you continue to provide exponential value with your offerings.

I equate someone investing that first dollar with you to the equivalent of going from 0 → 98 on a bar graph. Going from 98 → 100 is easy. It's getting from 0 → 98 that's hard. Why? Because when someone pulls out their credit card and invests with you, it completely changes the dynamic.

They've shifted from being a passive prospect to being an active customer. And, in this scenario of acquiring a customer by appearing as a guest on a podcast, what did acquiring this customer cost? ZERO. I've invested nothing, other than a bit of time. That's an ROI I'll take all day long.

But, it doesn't stop there. After they invest in buying the book, I then offer them a 3rd version of the EXACT SAME resource. In this case, it's ***The Reinvention Workshop Online Course***. For years, I led The Reinvention Workshop which is ostensibly *What Is Your WHAT?* live. Over the course of two days, I take people through the *What Is Your WHAT* process and provide personal guidance.



We recorded one of the last Workshops I did, broke it down into short form videos, added the written materials from the live event and sell it as an online course. After someone invests in grabbing the hardcover book for \$7.99, we present a one-time only offer to invest in The Reinvention Workshop Online Course for just \$49 and approximately 25% of them do so.

And, here's why I call this **The \$1,000 Funnel**.



As I said, roughly 20% of those who opt in for the eBook choose to get a hardcover copy. This equates to 50 people. At \$7.99 apiece, I generate ~ \$400 in revenue.

Of these 50 people, roughly 25% invest in The Reinvention Workshop Online Course. This equates to ~ 13 people. At \$49 apiece, I generate, on average, \$612 in revenue.

Add the two together and it adds up to \$1,012 in IMMEDIATE revenue.

Remember, this entire process is automated and happens without my touching any of it. The eBook is delivered via auto responder. Book orders are sent to a fulfillment house for distribution. Access to the online course is also part of an automated sequence.

And, as I said, this is 0 → 98 on the bar graph. The \$1,000 in immediate income does NOT include sales of additional products, programs and services they will invest in down the line that add up to hundreds of thousands of dollars.

And, it gets even more compelling because, on average, I conduct 2-4 interviews a week. Using two for this example, let's do the math.

If I appear on 2 shows a week, that's approximately \$2,000 in revenue I can count on each and every week. \$2,000 a week x 4 weeks in a month, for simple math here, equates to \$8,000 per month. And \$8,000 per month equates to \$96,000 a year... which I can count on to come in LIKE CLOCKWORK.

And, how many hours of 'work' per week did it take me to generate almost \$100,000 a year? 2... that's correct, just 2. Given that the average interview will take about an hour, we're talking about 2 hours a week to generate approximately \$100,000 in a year.

Do you think you can find two extra hours a week to do this? You bet you can!

And, if you're excited about this opportunity but are thinking, *"Ok, Steve, that's all well and good for you, but I don't have a freebie or other offerings,"* I'll tell you this. Not only will

you learn how to create your **\$1,000 Funnel** and leverage other monetization strategies in the ***Profiting From Podcasts*** training, I promise you that if you sat down on a Saturday morning and dedicated just a few hours each day over the weekend to this process, by Sunday night you'd have a high converting **\$1,000 Funnel** of your own to benefit from for years to come.



And, believe it's well worth the investment of your time and energy. I've been using the SAME funnel I just showed you for YEARS and literally set it and forget it. I honestly don't remember the last time I so much as touched it. If it ain't broke, don't fix it... and my \$1,000 Funnel continues to generate revenue for me daily. You can absolutely do this too.

Ok. I want you to take a deep breath because we covered a lot in this eBook. If it feels a little overwhelming right now, no worries. I want you to simply envision the possibilities that exist and the benefits appearing on the world's leading shows could mean to you and your business.

And, I'm excited for you to check out the free, four-part [Profiting From Podcasts Training Workshop](#) I created to help you take full advantage of everything this incredibly powerful, yet greatly underutilized medium has to offer.

In the training, I pull back the curtain and walk you step-by-step through the ***Profiting From Podcasts*** system and show you the ENTIRE process I use to get booked and monetize the visibility I generate by appearing on the world's leading shows.

I hope you found this eBook to be helpful and I'd love for you to leave a comment [HERE](#) and let me know what your biggest takeaway was from this eBook, what YOUR Topic of Influence is and the vision you hold for YOUR **\$1,000 Funnel**.

Tell me how you think appearing on the world's leading podcasts is going to help you in your business right now. And, if you can think of someone who would benefit from these teachings, I'd love for you to share this eBook with them.

I look forward to witnessing you broadcast your brilliance!

Talk soon.

*Steve Olsher*