THE PODCASTING BLUEPRINT

YourPodcastGuru.com/blueprint
Welcome to my Podcasting Blueprint…

What I’ve done in this Blueprint PDF is boil down the essence of what it takes to start a successful podcast so you could see it in just a few pages. This is my working “mind map” of the entire process.

It’s pretty crazy - when I first started in the podcasting world I would have never dreamed I’d be teaching to hundreds of people in all kinds of different businesses.

I was just working away in my little one-person business trying to find a way to reach a new audience, and have some fun delivering content on a medium I loved using personally.

I’ve actually been listening to podcasts since my freshman year of college! Back then the iPhone hadn’t even been released yet! I used to have to connect my old Sony MP3 player to my computer whenever I wanted to download a new episode. Times have certainly changed and podcasting has had a complete re-birth from the early days.

But one thing still holds true...audio content is by far the easiest way to consume content.

With that first podcast I recorded I caught the bug, it was amazing to see people from all over the world downloading, listening, and best of all emailing me about the content I was producing.

Not only did people care about my thoughts and opinions, but they were taking action AND getting some incredible results!

One of my early interview guests on that original podcast, stood out. His name was Hal Elrod. He delivered a great interview with outstanding content. But when I looked back at his website in order to get more information about him, all I found was a floundering blog.

It was barely updated, maybe once every other month.

The biggest lesson I learned in my various entrepreneurial ventures was the importance of consistently adding value to your audience. If you want to grow your business you NEED to show up regularly with something to help your audience.

After talking to Hal a few times, I was able to convince him to let me help him produce a weekly podcast. That show changed everything...

We quickly got some amazing results, thanks in large part to the strategies I laid out for you in this blueprint. Very soon the emails started pouring in from other entrepreneurs looking to get their message to their audience.

... And Your Podcast Guru was born!
It’s been amazing to watch the results my clients have been getting by implementing these very strategies. Many have gone from virtually no audience to 4,000 or 30,000 or even 70,000 listeners each month!

And with each new podcast we continue to tweak and refine the strategy. Now, you can put it to work for you.

On the new page, you’ll see the VERY BIG PICTURE of the Podcasting Blueprint. I actually had to shrink it way down to fit it all on one page. In fact, I had to shrink it so much that you’re not going to be able to read much of it.

I just did that so you could truly get the “big picture”... But don’t worry, as you go through the rest of the Blueprint you’ll be able to see ALL the details...

So let’s get started...
This is what the entire Blueprint looks like. I know it’s way too small for you to read...

Sorry about that, it’s the only way to fit it all on one page.

The good news is that I’ll break down the entire Blueprint by section in the following pages.
For your podcast to be successful, it helps if it is built on a strong foundation. Before you ever hit the record button, you need to know the purpose of your podcast and the audience you are targeting.

But too many people stop at just figuring out their topic and target audience, that can leave your show floundering, disconnected from their actual business. The result is little to no business growth!

While you may love podcasting, ultimately it is a marketing tool with the sole purpose of bringing in new customers but without the proper focus you are left with an expensive, time-consuming hobby.

Don’t let this happen to you! Create a solid foundation that will lead you to success.
Creating Content

Without great content, nothing else really matters.

But how do you create that content? Where do your ideas come from?

And most importantly, do people really want to hear from you?

To the last question, I can confidently say yes. I believe that every one of us has a message to get out into the world. And just because you don’t know all the answers to a specific topic doesn’t mean you are not an “expert.” You have knowledge that is valuable.

Your audience isn’t necessarily looking for someone with all the perfect answer, they are looking for someone who can be there guide, someone who is a little further down the road then they are and can point out the potholes ahead.

Your content ideas can come from a number of sources but the biggest thing is to make sure you keep creating that valuable content and put it out into the world. That’s how you start to make an impact.
The question I get more than any other is, “What gear do I need?”

In this section of the blueprint I give you just a couple options to choose from. Are there others and more combinations? Yes, there are multiple other gear possibilities. But frankly, I’ve seen way too many would be podcaster get stuck with a message inside them simply because they THOUGHT they needed to find the perfect equipment.

Don’t let that be you!

At the simplest level get started for free. Just start delivering your message. You will want to upgrade slowly because **audio quality does matter**.

Pick the option that is most comfortable for you right now and stop obsessing about your equipment. **Get started!**
Creating systems to smooth the recording process for you is essential. The average person who starts a podcast only makes it to episode seven. SEVEN!

All that work that went into creating and launching their podcast is wasted before it even had a chance to start working.

The reason so many quit, is that they didn’t create a good consistent system or make a real commitment to recording their episodes.
Editing Your Episode

There are many different ways to edit and produce a show. I like to keep it as simple as possible. From recording live to tape to only adding in an intro and outro bumper in post production.

I’ve found that the less time I spend editing an episode the more consistent the podcast is. And in the online publishing world, consistency is king.

More than anything you need to show up, over and over again. People need to know they can depend on you. That’s the real magic in a weekly podcast. You build that trust overtime by showing up when you say you are going to.

Create the editing flow that works for you and look for ways to make it faster and more consistent.
Posting your podcast episode isn’t nearly as mysterious a process as most people think. In fact, it is only slightly more complicated than posting a blog post.

Once you understand the process for posting a podcast you can begin to streamline and create systems around it. Above is the overview of my process. Nothing too complicated.

The biggest thing for me is have episodes ready ahead of time. With all my clients we are at least two to four weeks ahead on our recording (one is actually three months ahead!)

That allows me to use the magic little “Schedule” button in Wordpress to make sure episodes are released exactly when they are supposed to even if I am taking a vacation that week.

You are an online entrepreneur at least partly because of the freedom potential that it offers. Create a content schedule, batch process, and build you que so you can take advantage of that freedom.
You will want to get your show out into the world. Yes, people will find it on iTunes and other directories but you’ve taken the time to create amazing content. Share it with your audience.

That is why they are following you in the first place!

Also, realize that you can and should share older episodes as well. New people will continually be joining your community. You owe it to them to make sure they get some of your best content. Think of it as your job to deliver great content to the people on your lists.

Here are a couple basic ways to market your show.
Launching Your Podcast

The Launch

Prep work

Five Episodes Recorded

1: Intro
   - Who you are
   - What the show is about
   - Who needs to listen
   - What to expect in future

2: Content From You
   - You teaching
   - Positions you as an expert
   - If you are doing interviews include first here

3: Big name interview
   - Try to have guest with a good following

4: Week Two episode
   - Build your que so not scrambling each week

5: Week Three episode
   - Continue to build your que
   - Write out a list of close associates who will promote for you

Create a launch team

Create a launch page for your team

Libsyn
   - Upload audio
   - Schedule Release
   - Get Direct Download URL

Website set up

Submit to Directories

Grab Podcast RSS Feed
   - Install Powerpress plugin
   - Create shownotes blog post
   - Set up Powerpress plugin

iTunes
   - Go to Podcast page on iTunes
   - Submit podcast

Stitcher
   - Wait 24-72 hours for approval
This is the part of the Blueprint that can make a MAJOR difference in the early success of your podcast.

If launched in the right way, you can quickly see massive growth in the numbers of listeners. I’ve had clients start with no audience and within four weeks have **30,000 downloads** to their podcast!

The more of these pieces you can put into place before releasing your first episode the more likely you will take off with a vengeance.

One piece of The Launch is submitting to podcast directories. Right now, 65% of podcast listeners listen via a mobile app. That means they are using one of these directories to find your podcast.

The nice part is once your podcast is submitted to a directory you no longer have to worry about it. Every time you publish a new podcast to your RSS feed, the directories will automatically find it.

The other major section of The Launch is all about building anticipation. Always be thinking about little ways you can increase anticipation for the launch of your new podcast, from creating a coming soon page with a countdown timer and opt-in form so people can be notified by email to asking your audience to help you select your cover art, the name of the game is anticipation.

Once launch your focus for the next 56 days (iTunes special New & Noteworthy period) is all about getting reviews.

It’s time for you to gather all the pieces, and plan ahead. We operate under the timeframe that it takes six weeks to properly launch a new podcast. Now start planning and put some power behind your launch.
Ok, there you have it - the Podcasting Blueprint...

That’s the plan that has been used to not only create popular podcasts but to use that podcast to grow your business.

I truly hope that this Blueprint have opened your eyes to a whole new way of thinking about your business and your marketing.

**Because once you start to put these strategies and tactics into your business... well, it can change everything. Literally.**

It’ the end of “hope marketing” - you’re no longer at the mercy of your competitors or constantly spinning your wheels trying to make sales. New customers will start coming directly to you.

Now, you have a choice. You can continue to creep along, sticking with your OLD WAY of marketing, going back to life and business and nothing will have changed. You will continue to use the same “hope marketing”... believing that one day your marketing will actually work.

But if you are ready to take control of your marketing, your business, and your life... If you’re ready to add value to the world in a significant way, and build a successful business while doing that - You now have the power! It’s time to take control.

The Podcasting Blueprint give you the overview of what you need to do to abandon the old way of marketing from your business.

But if you want to take the next step... **if you REALLY want to step up to the next level and banish “hope marketing” from your business...** well, in a few days I am going to open up a brand new course Podcast For Profits.

This is a deep dive look into the systems and strategies that we just highlighted in this Blueprint. It’s a step-by-step, click-by-click walk through of what it takes to grow your business with podcasting.

Because this is a newly released course I am running a VERY limited time offer. In fact you only have 72 hours before this deal is gone forever but if you act quickly you should be able to get in.

Here’s what you need to do - watch your email over the next few days and I’ll have lots more details on the upcoming course and the registration process.

(And I’m going to sneak in one last video before I open up registration that will give you an idea of what the course is like.)

In the meantime, you can go back and check out all the training and add your comments to the community.

- Nick