

Using Podcasting To Grow Your Business: A Workshop For Health, Wellness, and Fitness Experts

**-Melvin Varghese, PhD
Selling The Couch Podcast**

Melvin has a lot of fears and insecurities about launching his podcast.

These two quotes really resonated for him:

“A SHIP IS ALWAYS SAFE AT THE SHORE BUT THAT IS NOT WHAT IT IS BUILT FOR.

-ALBERT EINSTEIN

“YOU HAVE A MESSAGE TO SHARE AND A PEOPLE TO SERVE.”

MELVIN’S STORY

Melvin realized that, while he loved his job as a psychologist, his entire business was dependent on him being present to make income.

He wanted to spend more time with his family, share his message, and serve the world in bigger ways.

TO PODCAST OR JUST CREATE A BLOG?

Melvin struggled with whether to launch a blog or a podcast. So he “nerded out” on research =p.

There are _____ blogs.

A new blog is created every _____ seconds.

To put it in context, during our 90 minute workshop, _____ new blogs will be created!

There are _____ podcasts (but only 50,000 active ones) but over _____ podcast listeners.

There are _____ podcast listeners, but _____ smartphone users in 2015 and _____ by 2020 (70% of the entire world!).

Only 1.95% of the potential audience is listening to podcasts = huge growth potential!

Podcast downloads are skyrocketing. It's gone from 1.6 billion in 2012 to _____ in 2015.

The money spent by companies for podcast ads is expected to jump from \$167 million in 2016 to _____ million in 2020.

Melvin had no background in audio, had never recorded or edited before, and didn't think he had a "radio voice."

Melvin decided to invest in mentors and conferences because he realized it would save time and money in the long term and maximize the chance of success for his podcast (and it has 12x!).

WHAT'S A PODCAST?

Think of it like radio, but the audio is downloaded over the _____.

Podcasts are _____.

BUSINESS HAT: In other words, your podcast can be listened to days, weeks, months, and years later by clients/customers and those in front of clients/customers.

Podcasts fill a unique space; they don't force to you to give up something to listen to them.

WHY PODCAST LISTENERS ARE UNIQUE

1. They're _____ and _____. _____% buy a product or service they heard on a podcast.
2. They're _____. _____% listen to most or all of a podcast episode.
3. They're _____. _____% have a household income of 100k or more.
4. They have disposable income. They spend an average of _____ on books and e-books vs. _____ for the average consumer.

6 KEY STEPS TO LAUNCHING YOUR PODCAST

1. PLAN
2. RECORD
3. EDIT
4. TAG
5. UPLOAD
6. SUBMIT

PLAN

THE 6 FACTOR METHOD IS A WAY TO FIGURE OUT HOW WELL YOUR PODCAST TOPIC CAN MONETIZE IN THE FUTURE, HOW POPULAR YOUR PODCAST CAN BECOME, AND A WAY TO GROW YOUR PODCAST AUDIENCE QUICKLY.

THE SIX PARTS TO THE METHOD ARE:

1. _____
2. TOP 5 BLOGS/MAGAZINES RELATED TO THE TOPIC I'M PODCASTING ON.
3. _____
4. _____
5. _____
6. _____

RECORD

KEEP IT SIMPLE WITH RECORDING.

1. COMPUTER
2. MICROPHONE: AUDIOTECHNICA _____ (Melvin's Podcasting Mic)
3. RECORDING SOFTWARE

If you're recording a solo episode, use _____ (FREE)

If you're recording interviews, use _____ (FREE) and either _____ (MAC-LOW COST) OR _____ (WINDOWS-LOW COST).

EDIT

Use _____ (FREE) to edit your podcast episodes.

TAG

Tagging means putting _____ so listeners can find your podcast.

Melvin uses a program called _____ to tag podcast episodes.

SECRET TIP #1:

SECRET TIP #2:

UPLOAD

Melvin uses _____ to store and distribute his podcast episodes.

The #1 mistake new podcasters make is uploading new episodes into each _____ individually.

SUBMIT

What insights do I have from the demonstration video?

MAKING \$\$\$ AND IMPROVING SEARCH ENGINE RANKINGS THROUGH YOUR PODCAST

Start with existing _____ and _____.

Mention these at the _____ of your podcast episode.

Mention your _____ at the _____ and _____ of your podcast episode.

5 OTHER WAYS TO MAKE INCOME THROUGH YOUR PODCAST

SPONSORSHIP/ADS

CONSULTING [Example: <http://sellingthecouch.com/podcastconsulting>]

PAID MASTERMIND

SPEAKING

E-BOOKS/E-COURSES

WANT MORE FREE PODCASTING CONTENT?
[SELLINGTHECOUCH.COM/PODCASTINGTUTORIAL](http://sellingthecouch.com/podcastingtutorial)

THE HEALTHCASTERS: THE #1 COMMUNITY FOR HEALTH, WELLNESS, AND FITNESS PODCASTERS

