

Podcasting to Build Your Business

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Podcasting for Profit Self-Assessment

Adapted from *Podcasting For Profit*, by Leesa Barnes (Maximum Press, 2008), pp. 11-20.

Answer “Yes” or “No” to the following 20 questions to find out whether podcasting is right for *your* business.

Your Skills & Expertise

- 1. Do you enjoy communicating your ideas and opinions through speaking?**
- 2. Do you think you have a pleasing voice?**
- 3. Do you consider yourself animated and charismatic?**
- 4. Do you want to raise your profile in your field using a new technology?**
- 5. Do you have an inquisitive mind? Are you naturally curious?**

Your Online Marketing Experience

- 6. Do you listen to podcasts regularly?**
- 7. Are you reasonably tech-savvy and not intimidated by the Internet?**
- 8. Do you want to get your message delivered online without having to worry about spam filters?**

Online Marketing Experience, Ctd.

- 9. Do you want to cut through all the online marketing hype with an authentic voice?**
- 10. Do you want to have more control over your online presence without having to go through a webmaster?**
- 11. Are you eager to learn and apply new marketing strategies?**

Your Business

- 12. Do you want to expand the reach of your business to a national or even a global audience?**
- 13. Have you written down non-podcasting goals for your business?**
- 14. Do you want a leveraged income stream?**
- 15. Are you looking for a hassle-free way to attract new prospects and clients?**

Your Target Market

- 16. Do you understand what keeps your target market up at night?**
- 17. Do you get feedback from your target market and use it to improve yourself or your business?**
- 18. Can you easily reach your target market through your e-zine, website, or other online marketing tools?**
- 19. Do you enjoy sharing resources with your target market?**

Your Attitude Toward Money

20. Are you ready to turn your passion or hobby into podcasting profits?

Evaluating Your Answers

Give yourself 1 point for *yes* and 0 for *no*.

15 to 20—You're on your way to becoming a profitable podcaster. You have the tools, the content, and the attitude to meet your podcasting for profit goals.

9 to 14—You're close to becoming a profitable podcaster. You'll need to brush up on a few areas.

8 or less—You've got some things to work on if you want to pursue podcasting. It's possible a different communications tool would serve you better.

Improving Your Score

Skills & Expertise	Act as producer and hire “talent.”
Online Marketing	Hire someone who has the technical skills that you lack.
Your Business	Spend some time with a business coach, your business partner, or your employees to create goals for your business.
Target Market	Survey your customers to find out what their pain points are.
Attitude Toward \$	Identify the reason you’re not ready to make money podcasting.

Reach Global Prospects & Clients

- Anna Farmery, UK Business Consultant
- Podcast: The Engaging Brand
<http://theengagingbrand.typepad.com/>
- Format: interviews with experts on leadership & employee engagement
- Results of podcasting: many overseas business consulting clients



Developing Client Relationships

- Heather Gorringe, mail order business
- Podcast: Wiggly Wigglers
<http://www.wigglywigglers.co.uk/podcasts/>
- Format: Group discussion about life in the country: farming, gardening, wildlife, composting
- Results of Podcasting: Saved £120,000/year formerly spent on print advertising; attracted raving fans all around the world



Establish Yourself as an Expert

- Butch Grimes, Real Estate Broker
- Podcast: We Talk Real Estate
<http://www.wetalkrealestate.com/>
- Format: Radio talk show. Grimes and co-host Victor Jackson discuss developments in real estate.
- Results of Podcasting: The show has been so successful that Grimes now has a book teaching other real estate agents to market with podcasts.



Direct Podcast Revenue

- Cornelius Fichtner, PMP
- Podcast: Project Management Prep Cast
<http://www.pm-prepcast.com>
- Format: 35 1-hour episodes sold for \$49.99 as an audio prep class for the PMP exam
- Results of Podcasting: passive income stream, enhanced reputation; second premium podcast with a free podcast to market it



Your Ideas for Podcasting

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Books About Podcasting

- *Podcasting for Dummies*, by Tee Morris & Evo Terra
- *How to Do Everything with Podcasting*, by Shel Holtz with Neville Hobson
- *The Business Podcasting Book*, by the Podcast Academy
- *The Business Podcasting Bible*, by Paul Colligan & Alex Mandossian
- *Podcasting for Profit*, by Leesa Barnes

More Help with Podcasting

Resources for This Presentation:

<http://www.podcastasylum.com/presentations/MPPA2008>

Find Popular Business Podcasts

<http://www.podcastalley.com>

Small Business Podcasting Package:

<http://www.podcastingpackage.com>