

PODCAST LAUNCH

A Complete Guide to Launching
Your Podcast

JOHN LEE DUMAS

With Video Tutorials!
FreePodcastCourse.com

Copyright © 2021 John Lee Dumas

All rights reserved

No part of this publication may be reproduced, or stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, recording, photocopying, scanning or otherwise, without express written permission of the author.

For information about permission to reproduce selections from this book, email John@EOFire.com

Visit our website at EOFire.com

DISCLAIMER

While the author has used his best efforts in preparing this book, he makes no representations or warranties with respect to the accuracy or completeness of the contents of this book. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. The author shall not be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

ASIN : BOOBJUIT1W

TABLE OF CONTENTS

Note From the Author	vii
Preface: The Top 10 Reasons Podcasting is Exploding!	ix
Chapter 1: Podcasting Basics: Topic - Niche - Avatar - Format	1
Chapter 2: Podcasting Equipment & Software	7
Chapter 3: Recording and Editing Your Podcast	11
Chapter 4: Creating Intros and Outros For Your Podcast	13
Chapter 5: Tagging, Uploading, and Embedding Your Podcast	17
Chapter 6: Submitting Your Podcast to Apple Podcasts & Other Major Directories	21
Chapter 7: The Perfect Podcast Launch Strategy	23
Chapter 8: Growing Your Podcast Audience	27
Chapter 9: Making Money From Your Podcast	31
Chapter 10: Conclusion and Next Steps	39
Epilogue: My Podcasting Journey	41
Bonus: Behind the Scenes of Podcasters' Paradise	47

****Our Free Podcast Course (included with purchase) is available on-demand at FreePodcastCourse.com!****

Go to EOFire.com/podcastlaunchaudio for a FREE audio download of Podcast Launch.

3 Amazing Podcasting Resources

(2 of them are free!)

1. Free Podcast Course



This free course will share the top strategies to help you create and launch your podcast - the perfect compliment to this book!

Visit FreePodcastCourse.com to get started today!

2. The Podcast Masterclass

Join John Lee Dumas on a recorded Podcast Masterclass where he shares how to create and launch a successful podcast without spending a lot of money or being 'techie'!

JLD also shares the top 5 podcast growth tactics as well and the top 5 ways to monetize your podcast!



To watch the Podcast Masterclass now, or to sign up for a time that works best for you, visit ThePodcastMasterclass.com!

3. The Podcast Journal

The Podcast Journal is a gorgeous faux leather guide to creating and launching your Podcast in 50 days! Every day will bring you one step closer to your podcast launch, so sit back, relax, and enjoy the journey!



Visit ThePodcastJournal.com to order your Podcast Journal today and use promo code **LAUNCH** for 10% off!

NOTE FROM THE AUTHOR

Hello my fellow and future podcasters! John Lee Dumas (JLD) here, founder and host of Entrepreneurs On Fire, an award-winning Podcast where I interview inspiring entrepreneurs who are truly ON FIRE.

Entrepreneurs On Fire has published over 3,000 episodes, has 1 million+ unique monthly listens, and generates seven figures in annual revenue .

We post our monthly income reports at [EOFire .com/income](https://EOFire.com/income) to detail both our successes and our failures with the goal of helping guide other podcasters and entrepreneurs on their journey.

Becoming a podcaster has been an amazing journey, and I'm excited you're considering taking your leap into this fascinating world (or furthering your current knowledge).

Podcast Launch is the #1 ranked book in Amazon on podcasting for a reason: it provides you with a complete guide to launching your own podcast.

If *Podcast Launch* FIRES you up as much as I think it will, we'll be excitedly awaiting you in [Podcasters' Paradise](#), the #1 podcasting community in the world.

Enjoy!
~ JLD

PREFACE

So, you're thinking about starting a podcast? GOOD IDEA! Podcasting is exploding for a number of reasons, which I'm about to share with you now.

Remember, the purchase of *Podcast Launch* gives you access to video tutorials I've created just for you .

I am truly excited for you to begin your journey, so let's dive right in .

**Remember to visit FreePodcastCourse.com
to access your Free Podcast Course!**

The Podcast Explosion: Top 10 Reasons Why

There are many reasons why podcasting is experiencing such incredible growth. Below are ten reasons I find most compelling:

1. Offers on-demand, passionate, and targeted content

Think about the following phrase: *With podcasts, you don't have to say NO to something to say YES to podcasts.*

What does that mean exactly? Well, podcasts can be consumed while driving, running, folding laundry, walking your dog, exercising, or any number of similar activities that require some semblance of focus .

You don't have to say NO to any of the above activities to say YES to listening to a podcast, and that's why so many people are willing to give 30+ minutes of their time to listen to your show: they are able to be productive with other activities simultaneously!

I remember my commute to and from work (back when I had a JOB). I was starting to wonder how many times one radio station could play Miley Cyrus. How often have we asked ourselves, "*Do radio stations conspire to all have commercials on at the SAME time?*"

What if we could walk out the door in the morning *excited* about our commute to work?

With podcasts, we can.

Let's use a random example to illustrate my point:

Sally is 42 years old, lives in upstate New York, and commutes 45 minutes to work at a green house where she happily spends the next eight hours of her day doing something she loves: gardening.

Sally also has three kids – all teenagers – and they're quite demanding, to say the least. Her free time at home is a percentage point below zero, and sometimes that bothers her.

You see, Sally loves all things plant-related, and if it were up to her, she'd be studying and learning about gardens with every spare moment. But while she's at work, she is dealing with customers and administrative duties all day, and that leaves her NO time to improve upon her craft.

She knows there are so many things she could be educating herself about if only she had the time. But as soon as Sally's head hits her pillow at night to read, she has about two minutes before it's *Goodnight, Sally!*

Sally has been on the same **Better Homes and Gardens** page for three weeks.

Sally also slightly resents her 45-minute drive to work each day. It's long, boring, and she gets nothing accomplished.

Over a coffee break one day at work, her co-worker, Vanessa, mentions that she has been listening to a podcast called *Griselda the Green Thumb*.

"*What's a Podcast?*" Sally asks in honest bewilderment. Five minutes later, Sally is in love.

The next morning, Sally jumps in her car, and before she even turns on her seat heater she has episode #1 pumping through her eight car speakers. Forty-five joyful minutes later, Sally is letting her car idle in the parking lot so she can scribble down some notes about petunias and daisies.

Sally has discovered the wonderful world of podcasting, and her car rides, walks, and workout sessions will never be the same.

2. It's free

When you listen to podcasts, you're hearing from experts who are sharing advice and insights in what feels like a one-on-one session. Were this truly the case, it would cost you thousands of dollars every time you listened to one.

Podcast hosts and interviewees can afford (literally and figuratively) to give this incredible advice away for free because they are reaching hundreds – if not thousands – of eager ears, allowing them to become authority figures to a huge audience who is growing to know, like, and trust them.

As the content continues to be dispensed, the audience continues to grow because they are getting great, actionable, highly-valued content for free. A win-win!

3. Accessible from Smartphones

Smartphones, Wi-Fi, 5G networks, Apple Podcasts, Spotify, Pandora, Stitcher Radio - they've all allowed people around the world to consume streaming, online content with the swipe of a finger. With a smartphone in your pocket, downloading and streaming podcasts has never been easier, and your little white ear buds have never been so tangled.

4. Readily available on tablets

Ok, when my 88-year-old grandmother told me her most favorite possession in the world was her iPad, I realized that we've now entered a new era.

We are seldom out of reach from a screen that allows us to connect in an instant. Thanks to FaceTime, I see my niece's face WAY more than I see my neighbor's face, despite my neighbor living 50 feet away and my niece thousands of miles away.

Also, I am always just one swipe away from seeing if any of my favorite podcasts have released a new episode, and it's like Christmas morning when they have.

5. At your fingertips

We live in a world that does not tether us to a cord and a square shaped hole in a wall. We live in a world where we can connect to some crazy airwaves that allow us to zip around to any place our heart desires on the World Wide Web.

Whether we are 30,000 feet in the air or within a stone's throw of an Internet café in Zanzibar, once we're connected, the world is our oyster!

6. Provides the opportunity for an intimate connection

Words on a page are black, white, and still, but podcasts allow for a connection that is nothing short of intimate. We are human beings, and we connect to voice. I can't tell you how many people have emailed me with variations of the phrase, "*John, I listen to your podcast all the time, and although we haven't met in person, I feel as though we are close friends.*"

I get it. Why? Because I feel the same way about podcast hosts I listen to. It's amazing how quickly a real connection is made.

Do you think bloggers get that kind of email often? Nope. Audio connects us in a way the written word never will, and podcasting is an amazing example of this truth. As a podcaster, you are literally inside the ears of your listeners. The kind of trust and intimacy that is built over time with this type of medium creates a very strong bond. As a trusted adviser and friend, be sure you honor that bond with genuine recommendations, suggestions, and direction.

7. Gives you instant authority and credibility

Let's be honest: I'm nowhere near the ranks of Barbara Corcoran, Seth Godin, Gary Vaynerchuk, Tim Ferriss, or many other successful entrepreneurs I have had the honor of chatting with on *Entrepreneurs On Fire*. However, like most things in life, we're 'guilty by association.'

My status was automatically elevated because of the quality of my guests. The fact that they considered it worthwhile to bestow upon me 30 minutes of their precious time speaks volumes to my audience, whom I lovingly refer to as *Fire Nation*.

Barbara Corcoran is a great example of this. Back in December 2012, Barbara spent 45 minutes of her time on *Entrepreneurs On*

Fire. She did so with the realization her message would be heard by thousands (and now millions) of listeners for years to come. If I had just asked Barbara to chat one-on-one with me for 45 minutes, I'm sure I would have received a kind but curt, *'Thanks, but no thanks'* from her assistant.

When you work hard and create a show that has a large and engaged audience, you too will have access to the experts in your industry.

8. Affords you a broad reach

Fourteen days after I launched *Entrepreneurs On Fire* I decided to take a look at my demographics. Much to my surprise, *Entrepreneurs On Fire* had already been downloaded and subscribed to in over 100 countries around the world.

Entrepreneurs On Fire is now downloaded daily in over 145 countries including EVERY country in South America, 90% of Africa, all of Europe, and many other parts of the globe.

Some of my favorite emails are from people who admit to using Google Translate before emailing me, as their audible understanding of English is much better than their written word.

It's awesome to picture young entrepreneurs in rural towns – in 3rd world countries – downloading *Entrepreneurs On Fire* at the one local Internet café, and then staying up late listening to episodes over and over.

I hear first-hand every day how *Entrepreneurs On Fire* is helping people all over the world dream dreams that would have otherwise never existed. The potential reach YOU have with a podcast is only limited to the four corners of the earth. Never before has one microphone wielded so much power. It's time to light up the airwaves, Fire Nation!

9. Delivers amazing statistics

You are only as good as you can prove you are, especially when it comes to podcasting. How can you prove you're worth the precious time it takes a busy entrepreneur to come on your show and share their life story? How can you prove to yourself that you're reaching enough people to make your time investment worth it?

Well, my friends, this is yet another reason why podcasting is so powerful: you can measure the exact number of downloads with extreme accuracy.

As you can imagine, this is very valuable information – actual numbers that we can use to base some pretty solid assumptions off of. Do I hold any illusions of grandeur that every one of my 1 million+ downloads a month is listened to in its entirety?

Nope. But I do know I can measure the growth of my audience and make some pretty solid estimates.

Most platforms even measure the amount of time someone listens to your podcast, so you can study patterns and see how long is too long, or how short is too short. These statistics are very valuable and can be used to your advantage when requesting guests.

Here is a snippet from an email I send out to potential interviewees:

'We would be thrilled to have you as a guest on our show, Entrepreneurs On Fire, a top-ranked Business podcast averaging over 1 million unique listens each month in over 145 countries. We understand you have a busy schedule, and that's why we've developed an efficient, 30-minute audio interview over Skype. We've had an awesome lineup thus far, including Seth Godin, Gary Vaynerchuk, Barbara Corcoran, and Tim Ferriss... just to name a few.'

Do you think most entrepreneurs find 30 minutes in their schedule after reading that? Yep.

The same goes for potential sponsors and advertisers. Statistics provide measure and value, and podcasts have one of the most accurate measuring tools out there. For that, we should all be VERY grateful!

10. The ability to monetize

As I mentioned in the **Note From The Author** section, Entrepreneurs On Fire has found multiple ways to monetize. We have multiple 5-figure monthly income streams, all of which add up to over 7-figures in annual revenue, which we share in detail here: EOFire.com/income.

Sponsorships are one of our biggest revenue streams, and I share some great insider info on podcast sponsorships in a detailed guide here: EOFire.com/sponsorships

Affiliate income, mentoring, products, services, and masterminds are just a few other ways we are able to monetize.

Note that the amount of income we bring in through these different streams is only possible because of the size of our audience, and Podcasters' Paradise is the place where we offer all the video tutorials and resources on how you can create multiple revenue streams for your podcast.

You can learn more about Podcasters' Paradise by visiting PodcastersParadise.com!

And remember, we've got free video tutorials available to you on demand over at FreePodcastCourse.com!

CHAPTER 1

PODCASTING BASICS

Ready to start the process of creating an incredibly valuable podcast? Let's dive in!

Note to reader: There are multiple video tutorials associated with this book . Visit FreePodcastCourse.com to access them all!

Step 1: Choose your topic, niche & define your avata

With Entrepreneurs On Fire, I knew I wanted to share the journey of successful entrepreneurs .That was going to be my topic.

I also knew who my target audience was .I was creating a podcast for people like myself, who were driving to work every day looking for entrepreneurial content to consume.

I knew that Entrepreneurs On Fire was going to resonate with this segment of the population .I was creating a show that would be sharing the journey of an incredible entrepreneur 7 days a week (I niched down through finding a void to fill: there were no other daily podcasts interviewing entrepreneurs).

With over 1 million unique downloads per month I've definitely found a topic that resonates and a niche where I can serve my avatar .Now, let me help you!

Task #1: What topic will you podcast about?

Check out [Video 1 of Free Podcast Course](#) for a deep dive on how to find your podcast topic

Task #2: What niche are you trying to fill with your podcast?

The more specific you can be here the better - where is the void? Visit EOFire.com/niche to check out an in-depth post on how to discover your niche.

Task #3: Who is your avatar (i.e. your perfect listener

Be specific, and write down what type of person will become an avid listener of your podcast. Then, focus on creating the best podcast possible *from their perspective*.

Check out [Video 2 in Free Podcast Course](#) for an exercise that will help!

99% of podcasters fall short of completing these tasks. Your avatar needs to be 1 single person. When you create this 1 person, every fork you come to in the road (and there will be thousands) will be a simple decision if you REALLY know your avatar. To meet my avatar, Jimmy, visit EOFire.com/jimmy.

Step 2: Audio or Video?

For me, this was a no-brainer once I nailed down my avatar. My avatar would not be able to watch video while driving, running, or walking their dog. Audio was the obvious choice. However, video does have some legitimate pros for certain demographics and industries.

Task #1: Weigh both options and proceed forward with what your avatar would want!

Step 3: Self-host or Co-host?

For Entrepreneurs On Fire, it's not likely I would have been able to find someone crazy enough to produce 30 podcast episodes per month, so this was an easy decision for me.

However, there are some VERY successful podcasts that are co-hosted and bring on guests quite often to make it a total of three people on the mic simultaneously.

Task #1: Weigh both options and proceed forward with what feels right for YOU.

Step 4: Interview, Topic-based, Q&A, or variety?

With Entrepreneurs On Fire, my vision was to share the journey of incredible entrepreneurs with the world. That made my decision of an interview format quite easy in the beginning.

However, there are a lot of great podcasts that do topic-based, like [Kate's Take](#); that do a Q&A format, like [Ask Pat](#); and that do a variety - this is what you'll hear on [Entrepreneurs On Fire](#) today: a mix of interviews, topic-based, and Q&A episodes.

Task #1: Weigh your options and make a decision based on what resonates best with you, and what you think will resonate best with your listener. Remember, you can always change this up later.

Check out [Video 3 in Free Podcast Course](#) for a complete run-down of the different types of podcasts and how you can choose the format that's best for you and your audience!

Below is a quick breakdown of what my task list looks like up to this point:

Entrepreneurs On Fire

- 1 . **Niche:** A business podcast that interviews today's most successful and inspiring entrepreneurs 7 days a week.
- 2 . **Avatar:** Jimmy: he's looking to fill his commute with inspiring content that will encourage him to take his entrepreneurial leap.
- 3 . **Audio only:** My avatar will listen while they are occupied with other activities.
- 4 . **Self-host:** Who is crazy enough to do a show 7 days a week with me?!
- 5 . **Interview-based:** My vision is to share the journey of inspiring entrepreneurs via interviews.

Step 5: What about a name & logo?

I'm glad you asked! Check out [Video 4 in Free Podcast Course](#), where I walk through every step and consideration you should know when it comes to naming your podcast and creating your logo!

Make sure to take notes, because there are several requirements from Apple Podcasts for your podcast logo (artwork) that must be followed; otherwise your podcast will not be accepted.

You can check out the most up-to-date artwork requirements at EOFire.com/artwork.

Mission Statement

Now it's time to write your mission statement . This is your true vision for your podcast.

Entrepreneurs On Fire: Mission Statement

To produce a daily podcast interviewing the worlds most successful entrepreneurs, sharing their journey and *inspiring millions* to take their entrepreneurial leap.

CONGRATULATIONS!

Now you know the niche you are filling, your avatar (your one perfect listener), and you have your format.

With your mission statement to keep you on track, the sky's the limit! Now let's get down to the nitty gritty...

CHAPTER 2

PODCASTING EQUIPMENT

The great opportunity podcasting provides is being able to share your message with the world for an incredibly low investment. Let's go over the equipment you absolutely need, and the equipment that is optional.

Necessary:

- Computer
- Microphone
- Recording software
- Headset or Earbuds

Optional:

- Mixer

Yep, you are reading correctly. This is all you need for equipment!

I'm going to go through these components, share some different price points, and share my opinion on what you should start with.

Microphone

Free option: Built-in microphone. 99.9% of computers have a built-in microphone these days.

You can definitely produce a podcast going this route by just pressing the red button in your recording software and talking at your computer . **I do not recommend this option** because the audio quality will be lower than podcast listeners are used to hearing, and this will definitely detract from the number of repeat listeners you have.

Low cost option: [Logitech ClearChat USB Headset](#), \$20 – \$30 . This headset will plug right into your computer’s USB port and will provide you with a decent quality, hands-free microphone .This is a great way to start, and once you get the hang of things, it will be an easy upgrade to the next option.

Medium cost option: [ATR-2100](#), \$60 - \$80 . This is my #1 recommendation by a long shot. When you combine cost and quality, nothing compares . If you can afford the price tag, this is a MUST . This microphone also plugs into your USB port, and it is not a headset.

High cost option: [Heil PR-40](#) (XLR connection, option for USB), \$320 . This is what I use, and you simply cannot beat the audio quality this microphone provides . It’s important to note you will have to buy a separate cord if you want to plug the Heil directly into your USB . If you choose the XLR, you’ll have to take the additional step and purchase a mixer.

I regularly update my *Recommended Podcast Equipment* here: EOFire.com/equipment

Recording software

This software allows your voice to be recorded, edited, and converted into an MP3.

Free options:

For Mac - [GarageBand](#): GarageBand is a software application for OS X and iOS that allows users to create music or podcasts.

For PC or Mac - [Audacity](#): Audacity is an audio editor for recording, editing, and mixing audio.

Paid options:

For both Mac and PC - [Adobe Audition](#): This is what I use to record and edit every episode of *Entrepreneurs On Fire*. You can purchase Audition for \$20 per month through the Adobe Creative Cloud.

I HIGHLY recommend going this route if it's in your budget. In **Podcasters' Paradise**, we have video tutorials that will turn you into an Adobe Audition PRO!

Skype, Zoom, & Zencastr

In addition to the recording software option you choose, you need a tool to connect with your guests and record your interviews if you'll be doing an interview podcast.

One option is to use **Skype** to conduct your interviews. When you're recording your interviews via Skype (audio or video), you can either use the built-in Skype recording option, or a tool called [eCamm Call Recorder](#) (for Mac).

If you're using a PC and don't want to use Skype, you can also try [Zoom.us](#) for recording video interviews or [Zencastr](#) for recording audio-only interviews.

In **Podcasters' Paradise**, we have video tutorials that walk you through every step of this process!

And for an always up-to-date list of the latest recording and editing software, visit [EOFire.com/equipment!](#)

Mixer *(optional)*

A mixer is an electronic device for combining, routing, and changing the level, timbre, and/or dynamics of audio signals. Again, this piece of equipment is optional.

If you're using a Heil PR-40 microphone with the XLR connection, a mixer is needed.

I use the [Rode RODECaster Pro](#) Podcast Production Studio. In my mind, the best feature is that it allows me to record my audio and my interviewees' audio on separate tracks directly into Adobe Audition.

There are benefits to recording on 2 separate tracks; however, more and more recording tools are enabling this option every day. For example, you can choose to record on 2 tracks with eCamm Call Recorder, Zoom.us, and Zencastr

On-the-go Podcasting

[Zoom H6 Portable Recorder](#), starting around \$300. This is a great option for on-the-go podcasters looking to record interviews at events, on the road, and in person.

This hand-held recorder and mixer allows multiple microphone inputs, has an SD card for recording, and also has a built-in microphone option.

Well, there you have it! I hope you're way less intimidated now that you know how cost-effective and how few pieces of equipment you actually need to launch a podcast.

Don't over-complicate the equipment piece - it really can be simple!

CHAPTER 3

RECORDING AND EDITING YOUR PODCAST

Recording

Now that you understand what is needed for equipment and software, you're ready to press that little red button and start recording!

Check out [Video 6 in Free Podcast Course](#) for your video tutorial on recording and editing your podcast where I review my 7-step podcasting workflow:

- 1 . Record & edit your audio
- 2 . Add your intro & outro
- 3 . Export as an MP3
- 4 . Tag your MP3 file
- 5 . Upload to your media host
- 6 . Schedule your episode
- 7 . Publish your episode!

If after reviewing the Recording & Editing video you feel pretty confident that editing isn't your thing, we've got an incredible resource for you!

It's called **Streamlined Podcasting**, and it's a company that will take care of all of your post-production for you.

Because we know and love **Streamlined Podcasting**, we've partnered with them and they've got an awesome offer for you available at EOFire.com/streamlined (use promo code FIRE!)

CHAPTER 4

CREATING INTROS AND OUTROS FOR YOUR PODCAST

We talked about adding your intro and outro to each of your podcast episodes in the last chapter, but what's the point of an intro and outro anyway? And how do you create one?

Let's first look at what the point of an intro and outro is, and then I'll share my favorite resources for how you can create one for your podcast.

Your intro and outro is a great time to give your listeners a Call To Action (CTA).

In addition to your intro and outro telling your listener a bit about your show and what they can expect from tuning in, you should be inserting powerful CTA's in both the intro and outro of every episode to guide your listeners to where you want them to go.

At *Entrepreneurs On Fire* my intro and outro is constantly changing.

When I first launched, I asked my audience for an iTunes (now Apple Podcasts) Rating and Review if they enjoyed the episode. *I don't recommend doing this because your listener is likely not in a situation where they can easily leave you a Rating & Review.*

Then, I asked for listeners to visit [EOFire .com](http://EOFire.com) and join the Fire Nation email list.

Now, I have a rotating schedule of several CTA's where I remind listeners of the free resources I've created and where they can find them.

For example, one of my intro CTA's is *"Hey Fire Nation! Are you ready to discover Your Big Idea? Head over to YourBigIdea.io to join me in our free course where I'll help you discover Your Big Idea in less than an hour! IGNITE!"*

Remember that as the host of your podcast, you've earned the right to use your intro and outro to promote yourself and your business .You are providing great content to your listeners for free, and a respectable CTA at the start and end of your episode is smart.

But don't go overboard - by the 30-second mark you should be diving into your main content .You can go a little longer with the outro since people who are sticking around are obviously still interested in what you have to say.

Again, don't make the mistake of recording a long, rambling intro...

People have an incredible amount of choices these days, and if you cannot convince them quickly that the choice they've made to listen to the content you're providing is worthwhile, then they will click the back button and be on to the next podcast.

Resources for creating your podcast intro and outro

Done for you

Make My Intro (Tim Paige): Tim is my #1 recommendation for your intro and outro .That's why we've partnered with Tim to bring you the Fire Nation special! To learn more, visit our affiliate link (we

will earn a commission) at [EOFire.com/tim](https://www.eofire.com/tim)! Tim handles your intro and outro from start to finish like a pro.

[FIVERR.com](https://www.fiverr.com): Fiverr allows you to find a voice artist you like and submit a job to them starting at just \$5 .It'll be a little extra work to find a quality voiceover artist, but if you're on a budget and don't want to do it yourself, this is a great option.

Do it yourself

You can certainly create your intro and outro on your own using the following royalty free music sites and coming up with your own verbiage.

[Pond5.com](https://www.pond5.com): Find background music and sound effects for your podcast.

[AudioJungle.com](https://www.audiijungle.com): Find background music and sound effects for your podcast.

** Make sure you spend the money to obtain royalty free music . This will ensure you avoid legal issues down the road.

CHAPTER 5

TAGGING, UPLOADING, AND SCHEDULING

Now that you're familiar with my 7-step podcasting workflow as a whole, let's breakdown these 3 steps:

- 1 . Tag your MP3 fil
- 2 . Upload to your media host
- 3 . Schedule your episodes

Check out [Video 6 in Free Podcast Course](#) for your video tutorial on recording and editing your podcast where I review my 7-step podcasting workflow!

Tagging

There are several ways to tag your MP3 files, and I'm going to cover how to do this using a program called [ID3 Editor](#).

Tagging your MP3 file is the process of adding your artwork, show title, description, and copyright information before you upload it . This will ensure:

- 1 . Your artwork shows up in Apple Podcasts, Stitcher Radio, Spotify, Google, etc.

- 2 . Your title and description are viewable.
- 3 . Directories know how to categorize your content (helps w/ ranking & search terms)

To download ID3 Editor visit: pa-software.com/id3editor

Uploading to Your Media Host & Scheduling

Securing a media host is a necessary expense for producing a podcast .If you try and store your MP3's on your website and your podcast becomes popular, your site's speed will suffer . This is because listeners will eat up all your bandwidth while streaming the episode straight from your site.

Libsyn is a media host dedicated to podcasters and provides an incredible platform that will host your media, publish your podcast, and allow you to utilize their unlimited bandwidth all for one set monthly cost .Plans run between \$5 and \$75 depending on your usage.

Because I love and use Libsyn myself, I've teamed up with them to offer you an incredible discount: receive the rest of this month and next month for free!

Just enter code **FIRE** when setting up your account! I will receive a commission if you use this promo code.

Embedding Your Podcast

If you have a website, which you should have, then you will want to allow your website visitors the ability to listen to your podcast on your site.

You can do this with:

- 1 . Libsyn's free embedded player (available on your Libsyn dashboard, by episode);
- 2 . The free plugin included in your Podcast Websites membership: Simple Podcast Press;
- 3 . By purchasing a license to use a podcast player like Pat Flynn's **Smart Podcast Player**. We use Pat's player on our site and love it .You can learn more about SPP by visiting our affiliate link (we will earn a commission if you purchase) here: EOFire.com/spp

CHAPTER 6

SUBMITTING YOUR PODCAST TO THE MAJOR DIRECTORIES

Let's step back for a moment.

The last 3 chapters we've covered a lot. Remember, all of this content is associated with [Video 6 in Free Podcast Course](#).

Now that you have the skills necessary to record, edit, export, tag, upload, schedule, and publish to your site, what's next?

It's finally time to submit your podcast to the major directories!

Each directory has a slightly different process for submitting your RSS feed. Once you've submitted your RSS feed to a directory and it has been accepted, you'll never have to do it again! Simply upload and schedule your episodes at the host level, and they will automatically be picked up by the directories you've been accepted on.

Remember to read through the requirements carefully. As previously noted, directories like Apple Podcasts have specifications, including that you have at least 1 episode published (live on your media host) before you can submit your RSS feed.

Here are the major directories I recommend submitting to from the very start:

Apple Podcasts: podcastsconnect.apple.com

Stitcher Radio: partners.stitcher.com/join

Google: podcastsmanager.google.com/

Spotify: podcasters.spotify.com

CHAPTER 7

THE PERFECT PODCAST LAUNCH STRATEGY

This chapter is going to be focused on launching your podcast the right way (versus the way 99% of podcasters launch .

I go through the perfect podcast launch strategy in my free **Podcast Masterclass**, so if you'd like to catch this on video with visual examples as we go, then you can tune in right now by visiting EOFire.com/masterclass.

1. Pick a launch date

This might seem like a minor detail, but if you don't have a date set for when you'll launch, then there will always be something that gets in the way of you accomplishing your goal .Set a date, and hold yourself accountable.

A great tool to help is **The Podcast Journal**: Idea to Launch in 50 Days .If you're looking for 100% guidance and accountability every step of the way, then The Podcast Journal is for you! Check it out at ThePodcastJournal.com

2. Plan a launch party!

This is a BIG DEAL! Your podcast launch should be treated as such. Celebrate it by inviting your family, friends, and followers! It doesn't have to be extravagant - meet up at a local cafe or bar.

3. Warm up your audience

Whether you have an existing following or not, you should be leveraging social media leading up to your launch (and during your launch) to share your podcast. Even if it's just introducing it to your friends on Facebook, that's opening the door to potential word of mouth.

Create posts, images, and even teaser audio clips to share your podcast and your excitement with your audience.

4. Have 1 month in the bank

Your launch period will be hectic, so it's important you're prepared and set up for consistency.

I recommend having at least 1 month's worth of content 'in the bank' prior to launch. That way you can focus on other activities - like promoting your podcast - once you're live.

5. Launch with 3 episodes

Launching with 3 episodes does a few things for your momentum when you first launch your podcast

- Allows your listeners to get a good taste of what to expect
- Allows you to set expectations for what your podcast is about and when your listeners can expect a new episode
- Allows you to jump out of the gates with 3x the downloads

Your first episode should be your “About” episode, which we’ll talk about in the next step. Episode 2 and 3 should be ‘regular episodes’ of your podcast.

6. Episode 1: Your “About” episode

Your “About” episode should be roughly 5-7 minutes in length and focus on setting expectations with your listeners.

First and foremost, let your listeners know they’re in the right place: what’s your mission and goal with the podcast, and what will your listeners get every time they tune in?

Also, commit to a frequency. Let your listeners know when they can expect a new episode of your podcast. Stick to your frequency - this is critical to your success and for gaining that ‘know, like, trust’ with your listeners.

Finally, give your listeners a little background about yourself. Ideally, you’ll leverage this time to build that initial connection with your listeners.

7. Follow, Rate & Review

Follow, Rate & Review are 3 magic words for a podcast host. Remember these words!

While Apple Podcasts has been on and off when it comes to keeping up with the priceless real estate known as “New & Noteworthy” (which is almost solely based on downloads, subscribers, and ratings & reviews), your subscriber numbers and ratings & reviews do have a powerful impact on the growth of your podcast.

There are hundreds of millions of active users on Apple Podcasts who frequent the platform to search for on-demand, valuable content. While Apple Podcasts doesn’t reveal their algorithm to the public, I can pretty much guarantee that your ranking in Apple

Podcasts is at least partially based on your number of downloads in the past 24 hours, your number of followers (which is not something you can ever “know for sure”), and your ratings & reviews.

The absolute best time to ask for your listeners to follow, rate & review is in response to the emails and social media engagement you receive from them.

For example, if one of my CTA’s on my podcast is for my listeners to reach out to me and let me know what their favorite part of a particular episode was (via email, via social media, or in the comments section of the show notes page), then when they do reach out (and if they provide positive feedback), I’ll reply with a thank you and a request for them to follow, rate & review.

Again, you can catch a complete video recap of the perfect podcast launch strategy via my free Podcast Masterclass . Visit ThePodcastMasterclass.com and dive in today!

CHAPTER 8

GROWING YOUR PODCAST AUDIENCE

This is likely the part you've been waiting for... You've taken all the right steps to create and launch your podcast, now what?

Be prepared! Podcasting is a marathon, not a sprint, my friends.

First up, hitting the submit button in Apple Podcasts does not translate to having your podcast appear immediately. Apple Podcasts, Stitcher Radio, Spotify, and all the other major directories have a review process, which can take anywhere from four to 72 hours, and sometimes longer.

Entrepreneurs On Fire was accepted six hours after submission, whereas another one of my podcasts, **The Daily Refresh**, took closer to 72 hours.

So before we move ahead into growing and monetizing your podcast, let's take a second to recognize the work you've done thus far. *Congratulations!*

Now, it's all about...

Focus: Follow One Course Until Success

Your focus right now - before you even begin to think about how you're going to grow and monetize - has to be on creating the most valuable and consistent content as possible for your listeners.

And **set goals for your podcast!** Don't focus on how many downloads you have right now versus someone else - focus on how many downloads you have today versus this time last week.

The only person you should be comparing yourself to is YOU, yesterday.

Building a Platform

Now that we've got that straight, let's talk about some podcast growth strategies.

When it comes to awareness, YOU are your best advocate. Never forget that it's your responsibility to share your voice, your message, and your mission with the world. In order to do that, you have to start building a platform to help support your podcast growth.

1. Your Website

This is where your website comes into play.

Sign up with a hosting company like Bluehost to get your website up and running on WordPress .Visit EOFire.com/bluehost for the lowest website hosting around!

This is my affiliate link and I will earn a commission if you decide to join.

2. Social Media

Part of your growth strategy should involve being present on social media. When it comes to choosing the right platforms for you and your podcast, think about where YOUR avatar is hanging out at.

THAT is where you should be present. If they're on Facebook, create a Facebook group and invite your listeners to join so they have a platform to connect with you and each other on.

If they're on Instagram, then encourage your listeners to follow you on Instagram for additional tips and knowledge via your Insta Stories.

Whatever platform you choose, stick to just 1 or 2 at the beginning and BE ENGAGED. The opportunity to connect directly with your listeners should not be taken lightly.

3. Get your guests involved

If you're doing an interview-based podcast, get your guests involved by putting a system in place to notify them once their episode goes live with the link to their show notes page and social media copy so they can share the episode with their audience.

Don't be afraid to make this ask - you've just given your guest an opportunity to share their story on your platform, and chances are they'll be excited to share their story with their own audience! This is great news for you because it means you and your podcast are being exposed to a potentially whole new audience every time an episode goes live.

Entrepreneurs On Fire is a perfect example of this. Starting the day I launched in Sept, 2012 and every day thereafter for 2,000 days,

every morning my first activity was to reach out to that day's interviewee and let them know their interview was live.

I also let them know I would be honored if they would share it with their audience.

This strategy was a major contributor to my initial growth and momentum.

I also made sure I had scheduled posts lined up for Facebook, Twitter, and LinkedIn that would go out periodically throughout the day to catch people who would be interested in listening to that day's interview.

In summation, building an audience has everything to do with creating valuable, consistent content, and being your own best advocate by promoting your podcast.

4. Investing in Relationships

Investing the time to build great relationships with others in your industry or niche will make all the difference. You never know when a huge opportunity is just 1 connection away.

So take the time to get to know other leaders in your industry or niche, invite them on your show, attend meet ups and events, and overall, just be sure you're putting yourself out there.

Depending on your budget you might even consider joining a mastermind or investing in a mentor to help guide you. If you're interested in either, shoot me an email and I'll happily provide a recommendation or intro: john@eofire.com.

CHAPTER 9

MONETIZING

“You can have everything in life you want, if you will just help other people get what they want.”

~ Zig Ziglar

The most recurring question I get during interviews, via emails, after speeches, etc is, *‘How do you make money from a podcast?’*

This is a fair question. With the amount of time, effort, and value some people devote to their podcast, it only seems fair to be compensated financiall .

However, it’s important to go about this in the right way and to really understand that you need to be seen as a person providing value first and foremost. If you’re successful in doing this, the money will follow.

As one of my past guests MJ DeMarco put it, *‘If you want to make millions, you have to help millions.’* I have adjusted that slightly for me and my brand: *‘If you want to make millions, inspire millions.’*

I like the word inspire for Entrepreneurs On Fire because my goal is to inspire and motivate my listeners to have the courage to pursue their dreams.

What is your big, hairy, audacious goal?

I mentioned this earlier in **Podcast Launch**, but a great way to discover the many ways you can monetize a podcast is to check out our **monthly income reports**, where we share all of our earnings, expenses, successes, and failures: EOFire.com/income.

Of course, the ways you might monetize your podcast could be very different from ours. This is just to give you an idea of some of the possibilities.

But here's a breakdown of our top 4 income streams we talk about:

1. Online Communities

Typically, our top stream of revenue is our online communities, which are made up of:

- Podcasters' Paradise
- Real Revenue
- The Revenue Crew

We created these online communities to solve our avatar's biggest pain point, and we found out what our avatar's biggest pain point was by *listening* to them.

What are the consistent questions or struggles you hear from your listeners, and what can you create to help solve them?

2. Products

We've created 3 physical products here at Entrepreneurs On Fire:

- The Freedom Journal
- The Mastery Journal
- The Podcast Journal

Again, each of these Journals was created based on a pain point our avatar revealed to us through the questions and struggles they shared with us . These Journals are the solution we created for them.

3. Sponsorships

Sponsorships have been a significant revenue stream for us here at Entrepreneurs On Fire almost since the beginning.

I created a complete guide on podcast sponsorships at EOFire.com/sponsorships that you can read if you're interested in doing a deep dive, but let's take a look at how I got started, and how you might get started, too.

How I got started with Sponsors: A Brief Overview

In March 2013 – around the six-month mark – my download numbers and rankings in iTunes, (which were both a direct result of providing amazing content and value to my listeners for free), began to attract sponsors.

Once sponsors started reaching out to me, I knew I had to figure out what my number was going to be (my number meaning, at what cost would I bring sponsors on the show and dilute my content?)

Once I figured out my number (I'll dive into all of this in more detail in a bit), my priority was to first make sure that every sponsor I brought on the show was relevant and helpful to my audience . If a sponsor approached me with a product or service that I knew wouldn't prove to be beneficial to my audience, then it was (and still is) very easy for me to say '*Thanks, but no thanks.*'

During the month of April 2013 – our first month with sponsors – we had our first 5-figure month (\$12,584), with 85% of our revenue generated coming straight from sponsorships.

It was then that we realized sponsorships could provide a lot of valuable resources to our audience, while also bringing in a very steady, healthy income stream.

It all sounds so easy, right?

Let's get real: Can you start a podcast today and have sponsors lined up at your doorstep tomorrow?

The short answer is 'No'.

But can you start a podcast today focused on a niche you're passionate about, work hard for a significant amount of time (6 months... a year?), build a captive and engaged audience, and THEN have sponsors beating down your door to get in front of your listeners?

Yes!

Let's take a minute to turn back the clock and go through my first six months, which we'll call the "Pre-Sponsorship Days" - that way you'll have an idea of *why* sponsors started to approach me in the first place

I launched on September 22nd, 2012 to four straight days of crickets... AKA **no downloads**.

Zero, zip, zilch (unless you count my own personal downloads :-). Then, as my guests began sharing their interviews with their massive audiences, the download numbers began to climb.

Next thing I knew, I was ranking in iTunes (now Apple Podcasts), which began to drive a ton of organic traffic my way. How did I get my guests to share their interview with their massive audiences? I just asked them (as explained in the previous chapter on how to grow).

Soon, the combination of Entrepreneurs On Fire being shared with others' massive audiences daily, and the organic traffic coming my

way as a result of ranking in iTunes (now Apple Podcasts), got the Entrepreneurs On Fire snowball effect rolling.

Our guests sharing Entrepreneurs On Fire with their audiences resulted in more downloads; more downloads resulted in higher rankings; higher rankings resulted in more organic downloads; and more coal was being added to the fire daily

Within two and a half months post-launch, Entrepreneurs On Fire was generating over 100,000 unique downloads every single month.

This success landed me an offer to be a speaker at NMX Blog-world in Vegas, January 2013. This was the same conference I had attended just six months prior, like a baby fawn with eyes wide open to the crazy world of online entrepreneurship that just days before I knew nothing about.

The conference was powerful, and the credibility from speaking at NMX in Vegas - in addition to the relationships I created with people in my industry and niche while there - landed me interviews with Tim Ferriss and Barbara Corcoran in rapid succession.

Then, at month six, things really started to take off.

In mid-March, I was approached by three sponsors. I kindly replied by asking for a week to consider the opportunity, and then I immediately got on the phone with a friend and fellow podcaster who had been in the game for a while to ask for some advice.

During our conversation, I found out what sponsors have come to expect from sponsorships and podcast hosts.

What I learned on that call resulted in me locking in my first sponsor, and I've consistently had sponsors on the podcast ever since.

To find out more about how podcast sponsorships are set up, along with everything I learned on that phone call, visit our **Deep Dive into Podcast Sponsorships** at [EOFire.com/sponsorships!](https://EOFire.com/sponsorships)

I will say this: if you're considering sponsorships for your podcast, remember: this is YOUR show, and you call the shots.

You can follow the industry standard for CPM (cost per thousand downloads), CPA (cost per acquisition), or you can make up your own pricing package altogether. I go into all the details of each in our **Podcast Sponsorship Guide** at EOFire.com/sponsorships.

So now you know how I got started with sponsors - let's talk about how YOU can find sponsors.

How do I find sponsors

You want to start by really drilling down and knowing exactly what your niche is and who your avatar is (if you've been following along in **Podcast Launch**, then you're all set!)

Next, ask yourself, *"What companies currently market to my avatar / niche?"*

Is your Podcast about fishing? L.L. Bean and Cabelas would be a great fit.

Is your podcast about weddings? Then perhaps Shutterfly or VistaPrint would want to market their wedding invitation service on your podcast...

Another option: listen to Podcasts within your niche. Do they have sponsors? If so, who are their sponsors?

How should I approach sponsors?

Well that's easy: just email them! Once you find a sponsor that you're interested in reaching out to, email them and let them

know how it would benefit them to sponsor your show (*very important*: let them know **how it would benefit them** to sponsor your show.)

Some things you'll want to include in your email are:

- A description of your audience (to prove that your listeners would be interested in the product or service your sponsor offers)
- Some stats to back up any claims you're making (percentage of listeners who match their audience, or # of listens your podcast episodes average 6 weeks post going live)
- An actual proposal (a separate attachment) that details the setup and agreement you're looking to make. Include details like the number of spots, the cost per spot, and how long you'd like them to sponsor for (could be one month, or it could be an entire year).

I have interested sponsors, now what?

Congrats!

Now all you have to do is let your sponsors know what your download numbers are (per episode at 6 weeks post-going live), and what it will cost for them to sponsor an episode.

You should always put everything in writing and have a signed contract before going through with any type of sponsorship. And it's best to start out with shorter commitments to ensure it's a win/win/win for everyone involved.

For example, start with a 1-month commitment; then, you can re-evaluate based on ROI and update terms for the next round based on that. Remember, this is YOUR SHOW.

4. Affiliat Relationships

Finally, affiliate relationships. Affiliate relationships can be a powerful win/win/win scenario if you're connecting with the right people, products, and services. I always look for affiliate relationships that will:

- Be a win for Fire Nation (it's something they can benefit from)
- Be a win for the affiliate (I know my audience will be interested)
- Be a win for the business (I gain more trust from my audience, a new relationship with the affiliate, plus I have an additional revenue stream)

Affiliate relationships vary in their setup, and it really depends on the person who is offering the affiliate program. It might be based on a percentage of the sale, or it could be an 'acquisition fee' - meaning you get a flat payout for every new customer you send their wa .

Be sure you're partnering up with people you know, like, and trust, and whose product or service you're confident in, because this is YOUR reputation on the line.

Summation

Building an audience is a must on your way to creating a successful business, and podcasting can help.

Everything I've just shared about sponsorships and all of the other streams of income we have here are Entrepreneurs On Fire is to help you turn your podcast or business into a viable one, and I hope you're able to take some of the info provided here to create your own freedom.

CHAPTER 10

CONCLUSION

If you've followed the steps laid out in here in **Podcast Launch**, plus taken advantage of the completely free video tutorials that come along with it in [Free Podcast Course](#), then I have no doubt you have – or shortly will – become a successful podcaster.

Podcasting is an incredible medium if you're looking to gain credibility and authority, broaden your reach, and grow an audience who knows, likes, and trusts you.

And I hope you look to [EOFire.com](#) as a resource that can help guide you on this journey. Please feel free to reach out to me with any questions you may have.

Oh, and lastly, I would be a horrible mentor if I didn't follow my own advice and end this book with one final call to action :

If you received value from the words on these pages and within the videos I created for you, please take a minute to leave a review in the Amazon store for **Podcast Launch** at [EOFire.com/podcastlaunch](#).

It would truly mean the world to me!

And if you're ready to take the next step on your podcasting journey, then join me, Kate, and over 3,400 other podcasters in **Podcasters' Paradise!**

Podcasters' Paradise is the #1 podcasting community at PodcastersParadise.com with step-by-step video tutorials, resources, and a private Facebook group filled with other podcast-ers who are on the same journey as you - and who are excited to support YOU on your journey!

We hope to see you in Paradise, but either way, best of luck on your podcasting journey, and **prepare to ignite!**

~ JLD

Your Podcast Launch Resources

Contact me: John@EOFire.com

Your free video tutorials await! FreePodcastCourse.com

Your go-to resource to help guide you on your entrepreneurial journey: EOFire.com

Our Free Podcast Masterclass: Watch now or choose a time that works best for you! ThePodcastMasterclass.com

The Podcast Journal: Idea to Launch in 50 Days! Learn more at ThePodcastJournal.com!

EPILOGUE

MY PODCASTING JOURNEY

I grew up in a small town in Southern Maine, and at 18 I headed to Providence College in Rhode Island on a ROTC scholarship. After four years of embracing the college lifestyle and training hard as a cadet, I was commissioned as a 2nd Lieutenant in the US ARMY. The year was 2002, and we were the first Officers commissioned post 9/11, meaning we all knew we had some serious business ahead of us.

After training in Washington, Kentucky and Kansas, I was off to the desert with the 1st Infantry Division as an Armor Platoon leader (tanks) in charge of 16 men and equipment, to boot. We spent 13 months in Iraq, where we fought terrorists, built schools, water treatment facilities, and helped train the new Iraqi Army. 13 months later, our tour of duty was over, but let us never forget the hero's who gave the ultimate sacrifice while serving the USA

I spent the rest of my active duty time at Fort Riley Kansas, and in 2006, I entered the reserves. At that moment in time, I was as free as I had ever been: 26 years old, plenty of savings, no responsibilities (minus myself), and looking for adventure.

Over the next three years, my journey consisted of a variety of things. I started off with a four-month stay in Guatemala, living with

a family and taking in the culture. Then, I spent a semester in Law School, where I learned a lot, but mostly that Law was not the path for me. After that, I took a job in finance with John Hancock in Boston, and I spent 18 months living in a city I loved with great friends and a job that was exciting – for a time.

Next, it was off to the Big Apple to give it a go with a tech start-up. I loved living in NYC, but the job itself never materialized into what I was hoping for, and so I heeded the call from the Gold Coast. I took off for San Diego in 2009 with no job and no friends awaiting.

What was waiting for me was a 325 square foot studio located two blocks from the Pacific Ocean. Soon enough, I found a great Real Estate gig and a group of friends who knew how to take advantage of the warm weather and the relaxed environment.

After a wonderful 18-month stint in SoCal, I was offered a potential career opportunity that, at the age of 31, I was pretty excited to take. This opportunity was way across the country in my home state of Maine, a place I had left 13 years prior.

I was being offered a position at a Commercial Real Estate firm, one that came with a partnership track if I worked hard and was successful. I knew it was time to get serious about where my professional life was heading, and so I jumped at the opportunity. In June of 2011, I joined The Dunham Group based out of Portland, Maine.

I spent the next year hard at work, immersing myself in all the differences I found between Residential Real Estate in San Diego and Commercial Real Estate in Maine. I truly learned a lot, and I believe if I had been born 20 years earlier, I would have found a great career in Commercial Real Estate.

However, we live in very exciting times, and by June of 2012 I realized there was too much out there I wanted to explore to stay in my current role. Fortified by Chris Guillenbeau's "The \$100 Startup" and a trip to Blogworld in NYC, I was ready to make the break into the exciting – and terrifying – world of entrepreneurship.

Entrepreneurs On Fire is born

Let me take you back to San Diego for a moment so I can share how my love affair with podcasting began. My job in Residential Real Estate required that I spend A LOT of time in the car. I was often times driving the length of San Diego County daily.

I soon grew incredibly tired of hearing the same old songs on the radio, and when I tried to make the switch to talk radio, the randomness of it all and the long commercials killed me. I had to find something else – quick – and it was not my scratched version of Jock Jams circa 1995.

One morning while I was bemoaning this annoyance to my neighbor and friend, Susan, she looked at me quizzically and asked, "Why don't you download some podcasts?" I looked at Susan, puzzled, and asked, "Say what?"

Thirty minutes later I was excitedly browsing through a brand new world of incredibly on demand, passionate and targeted content. Oh, and did I mention this stuff is free?

From that moment on I was a podcasting fool, and I would not leave my apartment without an iPod chock full of great podcasts. I started with the big boys: Mr. Dave Ramsey, Wall Street Journal, and APM Marketplace all filled my now-energized car rides. I was finally in control of the content playing through my car speakers, and I never missed a word with that blessed play/pause button.

As I continued to delve deeper into podcasts, I began to fall in love with the shows that held a little more personal flavor. Soon, Mixergy, The Rise To The Top, and Smart Passive Income were replacing the corporate and impersonal podcasts. Andrew Warner, David Siteman Garland, Pat Flynn and others became voices I knew, liked and trusted. They became pseudo friends, as their banter kept my drives interesting and lively.

The years went by, but my love for these podcasts never withered. I took this love with me on my cross-country move, and the familiar voices were now with me on the country roads of Maine. I began to crave the episodes where the hosts interviewed successful and inspiring entrepreneurs. I loved hearing their journeys, and I couldn't get enough.

I was consuming these types of episodes much faster than they were being produced. Most podcasts air once a week, and I was flying through years of content in mere months. I needed more, but it just wasn't out there.

It was on a drive late one night when I was still far away from my destination that my "AHA" moment happened. A light bulb bright enough to engulf the dark roadway popped from my head.

One great podcast ended, and when I clicked next, there was nothing. I was out of podcasts. No more, and I knew my favorite podcasters' schedules by heart. None were being published for days, and I had some serious miles ahead of me.

What was I going to do? Go back to the radio? No – I promised myself I would never fall back into Miley's warm embrace. It was then that I realized there MUST be others out there, others like me who drove alone or hit the gym daily. There must be others who want – no, NEED – fresh content on a DAILY basis.

This podcast I had dreamed up in my mind did not exist, and in a moment of clarity I knew I was going to be the one to create it. I was going to create a podcast that released a fresh episode every day. It was at that moment the spark was lit; it was at that moment Entrepreneurs On Fire was born.

Building The Platform

Finally, at 32 years old, I had found a passion I could truly call my own. It was in June of 2012 that I made the decision to step away from Commercial Real Estate after a year in the business and fully commit my time, energy and drive into my newly minted company: EOFire LLC.

First things first: I knew I had to find a mentor. I was lucky: I had to look no further than 45 minutes up the road where Coach and Host of the popular podcast, Eventual Millionaire, Jaime Masters, resided. I reached out to her via email and laid out exactly what I envisioned. I had no idea what her response would be, and when I saw her reply in my inbox, I held my breath and clicked open.

Much to my delight (and relief), the contents of her email stated that she thought my vision was an attainable, albeit demanding, goal. She agreed to mentor me during the critical “platform building” stage, and she let me know focus #1 was to attend Blogworld in NYC so I could rub elbows with those who would surely be my initial interviewees.

So, it was off to NYC in June of 2012 for my first ever conference, and I have to say, Blogworld was a massive success. I walked away with a verbal “yes” from several entrepreneurs who turned out to be my initial interviewees. Cliff Ravenscraft, Adam Baker, David Risley, and others encouraged me to drive on with my dream, (although I’m sure they thought an episode a day was a little much for a newbie to handle).

I returned to my condo in Maine invigorated, and I immediately got to work putting the pieces together for my launch, which was to come in just three short months .My “Summer of Fire” was intense . I put in very long hours and learned A LOT, and much credit needs to go to my mentor Jaime Masters who guided me every step of the way.

Kate and I officially moved to the lovely island of Puerto Rico in 2016 .You can read about the exact reasons for this move here: EOFire.com/whypr and/or take a little crib tour of the home Kate and I purchased: EOFire.com/crib .

Podcasting has allowed Kate and I to live a life of financial and lifestyle freedom, for which I am very grateful .

Our podcasting business was built on the back of hard work and commitment to serving you, Fire Nation .No matter what the future holds, serving our audience will always be our priority.

I'll leave you with this: INVEST in yourself. Not just financially, but with your time, energy and effort .My Podcasting journey has been a fun one, but filled with long days, struggles and HARD WORK. Find the right mentor, join the right mastermind, surround yourself with the right people, and you'll soon be prepared to IGNITE!

BONUS

A STROLL THRU PODCASTERS' PARADISE

Podcasters' Paradise is the #1 paid podcasting community in the world. Kate and I launched Paradise in 2013 and continue to work hard to make sure Paradise is always cutting edge.

For a video walk-through, visit PodcastersParadise.com/pricing

Podcasters' Paradise consists of four components:

1. Over 200 Video Tutorials

Step-by-step video tutorials for podcasters at every level.

- Beginners - How to create & launch your podcast
- Intermediates - How to grow your podcast audience
- Experts - How to monetize your podcast!

2. A Thriving Community

Nothing is more important than building relationships with other podcasters, and the Podcasters' Paradise private Facebook group is the #1 podcasting community in the world!

Exchange honest ratings & reviews, find guests for your show, find shows to be a guest on, practice your interview skills, and receive feedback, advice, tips, tools, and tactics.

In addition, Kate and I are in the group daily helping answer questions and providing support, which altogether makes our community absolutely priceless!

We also match you up with an accountability partner who is at a similar place on their journey, which will give you that added support right from the start!

3. Monthly Webinars

Join us monthly as we host exclusive hangouts with top podcasters and offer a live Q&A with me, JLD!

Past webinar guests include Tim Ferriss, Amy Porterfield, Pat Flynn, Lewis Howes, and dozens more!

These webinars are live so you can ask questions, but if you miss it for any reason, we record and post every one on the Podcasters' Paradise membership site so you can watch (or re-watch) at your leisure!

4. Resources & Templates

We also offer an entire resources section to help provide the support and guidance you need on your journey.

Where should you go to get your podcast artwork designed? Who should you hire to edit your podcast?

What should you include in an email to a potential sponsor? We've got all the resources and templates you need!

If all this has you fired up for Podcasters' Paradise, you can lock in the lowest price we will ever offer from this day forward!

Visit PodcastersParadise.com today!

