PODCASTING
PROFIT SECRETS



RESOURCE CHEAT SHEET

Podcasting is a complex topic. You need to know how to create the perfect content, understand how the technical side works (recording and editing), how to grow your audience, and so much more. It's easy to get lost and confused. To help you out, we've compiled this cheat sheet so you have a handy guide - all in one place - to the most useful podcasting resources you'll ever find on the web!

Courses

How to Start a Podcast - Podcasting Made Easy
https://www.udemy.com/powerpodcasters

Scott Paton's 9-hour podcasting course is one of the highest rated courses on Udemy. This course is great for anyone who wants to know how to make a podcast and it covers practically everything there is to know about this medium! And yes, according to reviews, this show is great even for absolute beginners.

Podcasting Success Strategies: Get Podcast Sponsorships
https://www.udemy.com/podcast-sponsorships

One of the top 'mysteries' of podcasting is how to make money from it. Well, sponsorships are one of the most popular money-making techniques in the podcast world, but it's not easy to get into. Finding, approaching and pitching to potential sponsors isn't exactly easy. If this is something you're very interested in, then you should sign up for this course!

Professional Podcast Production, Editing & Blueprint
https://www.udemy.com/professional-podcast-production

One of the most difficult aspects of podcasting is the technical side of things. The level of your technical skills will greatly affect the quality of your show, hence it's important to be well versed with the technical side. Ian Robinson's course is the bestselling course on Udemy on this topic. He'll teach you everything there is to know about recording, editing, uploading and publishing your podcast!

How I Got 50+ Podcast Appearances Using RadioGuestList

https://www.udemy.com/how-i-got-50-podcast-appearances-using-radioguestlist

Getting interviewed on other, more popular podcasts is a great way to get the word out about your show. You'll also establish your authority and your status as an 'expert' in your niche. In this course, you'll learn how you can do this on your own without spending thousands of dollars on a publicist!

Blogs and Websites

Entrepreneurs On Fire

https://www.eofire.com

John Lee Dumas is the man behind the ultra-popular Entrepreneurs on Fire podcast. He's interviewed over 2,000 guests on the show and covers everything there is to know about podcasting, marketing, and entrepreneurship in general. You can listen to all 2,000+ episodes directly from his blog. He earns six figures every month with a huge chunk coming from his show's sponsors.

The Audacity To Podcast

https://theaudacitytopodcast.com

Daniel J. Lewis has published over 300+ episodes on this show. He talks about the ins and outs of podcasting, the software Audacity, and blogging on WordPress. While the podcast hasn't been updated in a while (he cited personal issues), his show is literally still a goldmine for podcasters of all levels. Check the 'Get Started' section first for a list of recommended episodes and resources.

The Libsyn Blog

http://blog.libsyn.com

Libsyn is one of the most popular podcasthosts around, so it's not surprising that they publish a lot of valuable content on their blog. Their blog categories include promoting and marketing your podcast, hosting, Libsyn updates, podcasting news/events/tips/gear, and more. Plus, they even interview Libsyn podcasters, so if you're planning to host on Libsyn, there's a chance you could get interviewed on their blog!

Smart Passive Income's Podcasting Blog

https://www.smartpassiveincome.com/podcasting

Pat Flynn is a well-known digital marketing expert, having been hands-on with his online businesses for well over a decade now. His blog has a solid section on podcasting. He offers free courses and tutorials on podcasting. He's also neatly categorized his podcasting page with links to his top content on podcasting (tips, interviews, content workflow, case studies, and more).

Books

How To Podcast: Four Simple Steps To Broadcast Your Message To The Entire Connected Planet

https://www.amazon.com/How-Podcast-Broadcast-Connected-Podcasting-ebook/dp/B072M382Y1

Podcasting is complicated, but in this book, Paul Colligan has simplified the entire process into four simple steps. There's no need for you to wait for weeks or months before you launch your show. Get this book if you want to know how to get started ASAP.

Profitable Podcasting: Grow Your Business, Expand Your Platform, and Build a Nation of True Fans

https://www.amazon.com/Profitable-Podcasting-Business-Expand-Platform-ebook/dp/B01N10YB3U

Podcasting is one of the quickest ways to establish yourself as an authority in your niche. Unlike blogging, there is relatively less competition in the podcasting world. In this book, Stephen Woessner will

teach you how you can create, launch, market and monetize your podcast no matter what your niche or industry is.

Podcast: Learn how to Stop Babbling & Start Podcasting Like a Pro
https://www.amazon.com/Podcast-Learn-Babbling-Start-Podcasting-ebook/dp/B018WJDOJE

Beginner podcasters often find themselves tongue-tied on the microphone. If this is something you can relate to, then you should definitely check out Mike Eiman's book. He'll teach you how to come up with suitable ideas for your episodes, how to write an outline or script, and sound like a pro on your show!

Podcasts

Mike Murphy Unplugged

https://www.mikemurphy.co/thepodcast

According to his site's bio, Mike Murphy is a 'one-man band who helps people figure things out.' He lives by the words 'Learn, create, move forward.' In his podcast, he shares the how-tos on how to run a blog or podcast. He's also not afraid to share his failures and mistakes as these are what helped him to become the successful podcaster he is today.

Podcast Answer Man

https://thecliffravenscraftshow.com/category/pam

Cliff Ravenscraft is the guy behind this popular podcast. His courses and tutorials on podcasting have helped thousands of people launch their own shows. He's published over 560+ episodes on this show including interviews with top online marketers. He also runs the 'Free The Dream Conference.'

The Podcasters' Studio

http://thepodcastersstudio.com

Marketed as a 'podcast for podcasters,' this show is hosted by professional podcast producer, Ray Ortega. Anyone looking to start their own podcasts, or are looking for ideas to help improve their current shows, then you should subscribe and follow this show right now.