

SECRETS

Turbocharge Your Business: Expert Strategies to Create a Profitable Podcast



Your Host: John North

PODCAST SECRETS

New Book: Get it for Free!

"Podcast Secrets for Entrepreneurs" is a comprehensive guide to creating and monetizing a successful podcast. Written by industry experts, this book covers everything from developing and producing a podcast to building an engaged and loyal audience.

Overall, "Podcasting Secrets for Entrepreneurs" is a must-read for anyone looking to create and monetize a successful podcast.



Part of the Bonuses for Attendees (Links at the End)

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About Me – John North

Transforming Entrepreneurs through Cutting-Edge Publishing and Software Solutions...

#1 Best Selling Author (Amazon,USA Today and Wall Street Journal) multifaceted and seasoned entrepreneur, boasting a robust background in Accounting, Banking, Business Management, Finance, Personal Development, IT, Software, and Strategic Marketing..

As the CEO of Evolve Systems Group, John has earned a reputation as a serial entrepreneur by spearheading numerous innovative products and services aimed at empowering business owners and entrepreneurs. His diverse ventures focus primarily on Podcasting, Book Publishing and Software Systems, which are designed to make a tangible difference in the lives of entrepreneurs.



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USA TODAY IMDb amazon.com iBooks BARNES&NOBLE THE CONVO COUCH THE WALL STREET JOURNAL. PODCAST SECRETS

Why Do Most Methods of Growing Your Business **Don't** Work?

The reason why most marketing strategies don't work is they don't hit all 3 key components:

1. Target a Rich Market
2. Automatic Sales System
3. Accountability & Focus



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Target a Rich Market

1. **Target a Rich Market**
2. Automatic Sales System
3. Accountability & Focus

You need to speak to the right prospect who already understands the solution you provide, but still in pain and they have the money to invest in your product to service

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Automatic Sales System

1. Target a Rich Market
2. **Automatic Sales System**
3. Accountability & Focus

A system that allows you to get rich from the target market, week in, week out. In a way that can be sustained by you or outsourced easily to others.

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Accountability & Focus

1. Target a Rich Market
2. Automatic Sales System
3. **Accountability & Focus**

You can have the best idea of who you are going to target and a powerful sales system but if you don't allocate time in your calendar for the boring work that brings an outcome, nothing will really happen...

Correct?

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What have you tried in the past?

- **Paid Ad Agency**

So maybe you used an agency. They got you traffic, they did most of the work and checked in with you a bunch. But the costs were high, and the quality wasn't great.

They didn't give you a proper system to vet and verify the people coming in. The problem was that they kept blaming you for not closing the deals, and you kept blaming them for low quality leads that were really expensive.

Eventually, you had to cut them off because it wasn't sustainable to spend so much money with the wrong prospects.

Why it didn't work (Missing Component #1)

You didn't have
#1: The Rich Market… and
#2: The sales system wasn't sustainable for you… (too much cost).

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What have you tried in the past?

- Paid Ad Agency
- **Facebook Organic Marketing**

Why it didn't work (Missing Component #2 & #3 (focus)) — The sales system they created for you wasn't automatic (it took a lot of your time). It relied on YOU doing the work. And it wasn't sustainable… because the process of what you need to do, you didn't LOVE.

You need a system **that is automatic**. It doesn't rely on YOU to get booked appointments. And the parts that do require you – are things you LOVE doing.

Maybe you tried focusing on **organic traffic**. (Way better than paid, right?!) You got a **traffic system** from them that helped you target the rich market with your posts, groups and copy.

Sort of… except, they didn't tell you how to close the deals. They also didn't help you to simplify the process of creating the content or how to make the system not so manual.

It worked — but **only if YOU worked**. (And you probably didn't LOVE the things you were having to do to grow your business).

You need to LOVE the process so you can do it forever. Could I write facebook posts multiple times a day forever **without getting burnt out?** Never.

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What have you tried in the past?

- Paid Ad Agency
- Facebook Organic Marketing
- **Appointment Setters in Direct Messages**

Why it didn't work — Component #2 Wasn't Automatic — Did you know that most people get busier when their marketing works? That's why so many people only do marketing programs for a burst of time, and not for the long game.

As they get busier, they have less time to 'market' and their sales drop. It's a vicious cycle.

But, if you build a sales system the right way, one that can be handed off once the sales levels are 'good enough'... and you have a system that can bring you leads each week without you needing to spend 2-3 hours a day creating "content"... then you can build out a sales system that is sustainable in the long run.

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Maybe you tried using an **appointment setting sales system** in the past to get more leads. It worked for a little while but you didn't stick it out, right? The problem was one of two things.

It wasn't sustainable for you. The sales process is sort like a diet. You can do a keto diet for a few months, but eventually… you're going to want to eat Pizza. You need to find a system that is something effortless that you (or a team member) can do forever.

When you started booking more sales calls and sales, **you actually LOST time** (because you were taking more sales calls and onboarding clients) which meant you didn't have time to USE the system. IE. it wasn't automatic.

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So back to that issue…

- You can't book **enough** sales calls
    - You can book enough calls… but they're with **un-qualified prospects** (who don't buy).
- You may already have a podcast
- But almost all the people I speak to with podcasts **aren't making significant money** with their show.
    - Seriously like 99% of the people we have calls with
        - are making $0 with their show.



But it's such a huge missed opportunity…

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Why Profitable Podcasting?

Podcasting can be a **powerful tool for entrepreneurs** looking to reach a targeted and engaged audience, build trust and credibility, and grow their businesses. Whether you are just starting out or have been in business for years, **podcasting is worth considering** as a marketing and content strategy.

We also introduce you to a concept we call "**Profitable Podcasting**", which is a very different way to launch a podcast. It requires a change in mindset and might even sound **counter-intuitive** compared to the traditional way podcasting is done.



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Why Does Podcasting Work?

- The majority of people want to get featured on podcasts.
- The majority of people also have problems that need solving… which they'd happily pay for.
- Most of the time, they've just not found the right person to fix the solution.
- Our process is the "secret sauce" which is about helping you have more conversations with people who are in pain, who need your solution.
- This is one of the core reasons why podcast closing done right works so well.



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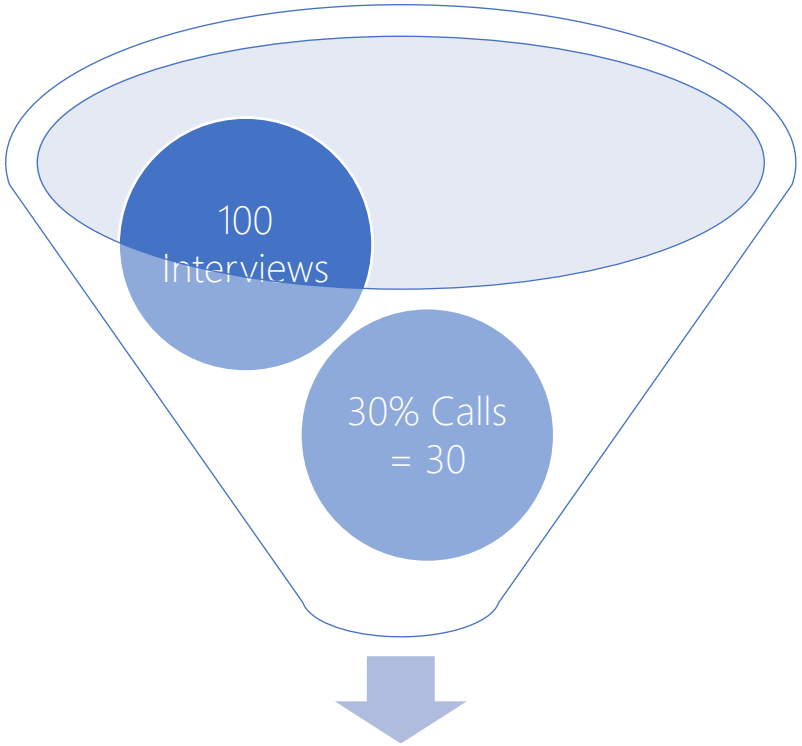
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What is "Podcast Closing"

This is the major component of our "profitable podcast" strategy.

You are 100% focused on a few key factors:

- You attract your "**perfect customer**" based on the application landing page and "**perfect questions**" you ask for guests to be on the show
- You are **brutal by rejecting anyone** who doesn't fit this avatar
- You plan the process so the conversation will **naturally transition** to how you might be able to help them
- You or the Host schedules a future call after the episode to draw a clean line between the 2 steps. and the **ONLY goal** is to convert the interview to a sales call (not make a sale).
- They are **added to your email list** as well so guests who don't finish the application or don't show for the interview still can be marketed to.



20% Sales = 6

$5,000 Product Price x 6 = $30,000
5% Commission to Host = $1,500

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Sample Daily “Outcome” Responses…

Answers:

1. 1. Host Name
   - Brian Silverthorn
2. 2. Feedback/Comments
   - Matt is easy to talk with, He didn't balk at the fee.
3. 3. *WHAT HAPPENED? [IMPORTANT]: Did You Book a Success Coach Call or something else? NOTE: if you book a VIP Call do not choose the top CALL BOOKED option as well this will duplicate everything
   - FREE "SUCCESS CALL" BOOKED VIA ONCEHUB (Good Job!) We will Auto Create an opportunity, make sure you choose the applicable Success Coach in 5 below., Interested in Best Seller Campaign (if you choose Book Publishing don't choose this as well (Sends Info Email), PAID "VIP CALL" BOOKED WITH JOHN (DO NOT CHOOSE ANY OTHER CALL BOOKED OPTIONS) Generates a order to pay and they get a booking link when they pay.
4. 4. (IF INTERESTED OR CALL BOOKED) Any comments about Book Publishing or Best Seller Campaign
   - Matt has three books. None are best sellers. He'd like them to be and says he needs help.
5. 5. (IF) BOOKED CALL: Which Success Coach Booked?
   - John North
6. 6. (IF) BOOKED CALL: Lead Quality
   - Serious
7. 7. (IF) BOOKED CALL: Comments for Success Coach
   - This one fell into place very nicely. It should be a done deal. Fingers crossed.
8. 8. (IF) BOOKED CALL: Key Areas of Interest (tick as applies)
   - Best Seller Campaign
9. What sort of VIP Session is required? May trigger an additional email for pre-work prior to the call
   - Better Systems or Marketing Growth

First Name: Danny

[redacted]

Answers:

1. Podcast Host Name
   - Christine Campbell Rapin
2. Which Show?
   - After Hours Show
3. Feedback/Comments about requirements or any other matters
   - Interested in support with a best seller campaign.
4. Did You Sell a DISCOVERY CALL?
   - NOT INTERESTED IN A CALL - (Sends Followup email)
5. Send additional information?
   - Interested in Best Seller Campaign (Sends Email)
6. Guest Lead Quality (in terms of interest level in our services)
   - Serious
7. IF PAID VIP CALL BOOKED: Which Session? (they can change it later)
   - Boost Your Book Marketing with Best Seller Campaign

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Some Logical Steps so You Don't Come Off as "salesy"

People don’t expect to be sold in a Podcast interview. Podcast interviews are for authority building, sharing expertise, and talking about your journey. They’re not for selling.

That means **people’s guards are down**. Not in a creepy pick up artist or manipulative marketer way. In a “**this doesn’t look like every other sales process I’ve seen kind of way**”.

We let them know UPFRONT, that they’re going to be made an offer. **This gets rid of all the uninterested people right away — and gets everyone else to lean in and get curious about how you can help them**. If you thought this was a bait & switch… you’re wrong.

We tell them upfront that you’re going to make them an offer at the end of the podcast interview for a sales call — **and conversion crushes.**

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Some Logical Steps

You can have a ***lot* of fun** with Podcast Closing. You can bond with the guest, share your own embarrassing or personal stories, connect over shared situations (or traumas).

So before you're ever in a position to make them an offer to chat about how you can help**… you've spent 45 minutes just getting to know them.**

You're giving them something that's *hugely powerful* for their business, before you ever ask for anything. You spend 20-30 minutes giving them the floor, making them look like a rockstar. **This builds huge reciprocity**.

So by the time you point out that you might be able to help them in their business**… they're incredibly open to it.**

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Some Logical Steps

Podcast closing allows you to **attract potential prospects** you could **only *dream of*** coming to you through any other marketing process.

Who never would have **never given** you a second glance on social media.

Podcast Closing allows you to almost **instantly book out your sales calendar**, without any buyer resistance.

And those who book in, **happily refer their friends and colleagues** into the process for you as well.

(On average **they refer 250%** more people into your interview process)



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Some Logical Steps

Through built in **filtering systems**, we can make sure that 100% of people you interview are qualified… which means naturally, if all you do is 'ask them if they need some help' 50-60% of people are going to **be open to a call**.

So what if you were able to use a podcast to:

- Completely book out your sales calendar for months at a time
  - (with 1 post in **under 10 minutes**)
- Make sure that ***every*** **conversation was qualified** before you talked
- In a way that you could do for the rest of your life… because you LOVE the process (**and its outsourceable**)

Imagine being able to **completely walk away from social media** for client generation.

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There are three primary things you need to Focus on when it comes to your podcast interviews:

(so you can book a lot of calls)

- **Attracting qualified dream clients** to you on autopilot (filtering)
- Building an amazing rapport & know, like, trust factor with the prospect (relationship)
- Making them a **simple offer to get onto a sales call** after the interview (offer every time)

If you're a 6-figure, 7-figure or 8-figure business owner. And you have a podcast… this idea should be a **no-brainer for you**.

Now — if you sell a **product that's less than $3,000 then this strategy is probably not for you**. (unless of course, you want my help to turn your $1,000 or less offer into a $5k+ high-ticket offer in just a few tweaks)

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Our Story...

Around July 2021 we wanted to find a way to solve our lead generation problem and be able scale our software business.

We decided to use podcasting as way to do this but all I had was my Evolvepreneur show which interviewed “experts” and **rarely made any money**.

So launched a new show called “Evolvepreneur Secrets” https://evolvepreneursecrets.show/ and out a callout for guests and did over 40 episodes in 6 weeks.

The show did well and made a lot of interesting contacts but I realised I couldn’t do the daily volume needed to generate low ticket sales and run my business at the same time.

So I decided to move onto to other ideas and disabled my application form.



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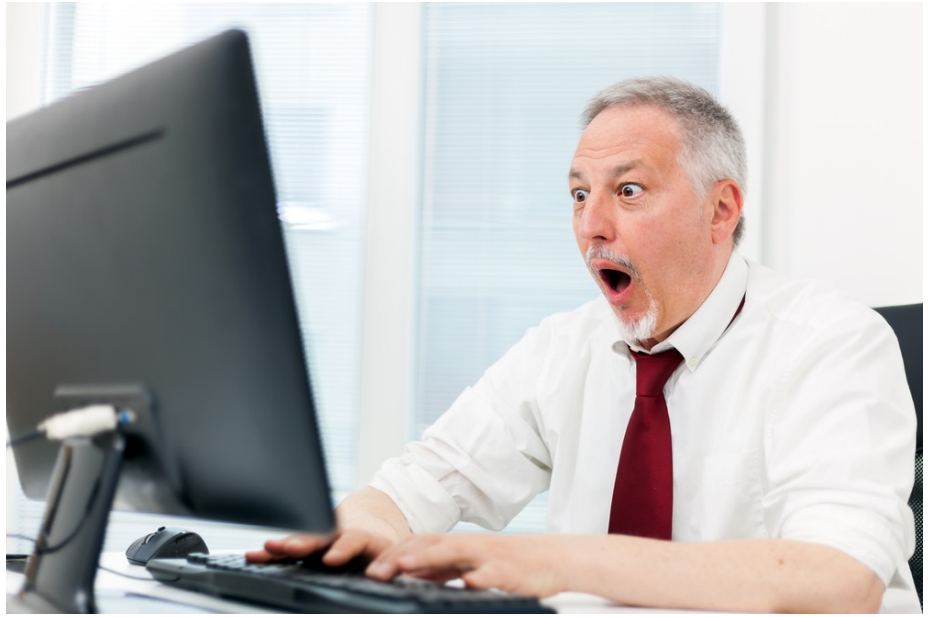
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Then “Podcast Closing” happened…

In February 2022 we engaged an expert who introduced an idea to me called “podcast closing” and wanted me to be part of his “beta test”

The idea was **simple find your best prospects, invite them to a podcast and build a relationship** and they might just buy from you.

Seemed simple enough, hire some hosts and build an application form and interview some guests.



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Profitable Podcasting - Different Pathways – Same Result

- You can **“Host”** the show yourself and also handle the sales interview – great for higher ticket prices and initial testing.
  Low Cost & Low Risk

- You can **“Hire”** a host (or several) and pay them a commission based on sales generated from followup/sales interviews,
  Still Low Risk No Sale no Commission

- Hire a sales team member to handle the bookings from Podcast closer, ***Higher Risk but is the last step to scaling***



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Our Podcast Story after 669 Episodes! (and counting)

One Year and $150,000+ later…



48 Episodes



265 Episodes



56 Episodes



300 Episodes

I did 7% of the work ☺

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Wait! But how did we get there?

We started searching for hosts in March 2022 and by early May we had 3 hosts ready to start accepting interviews.

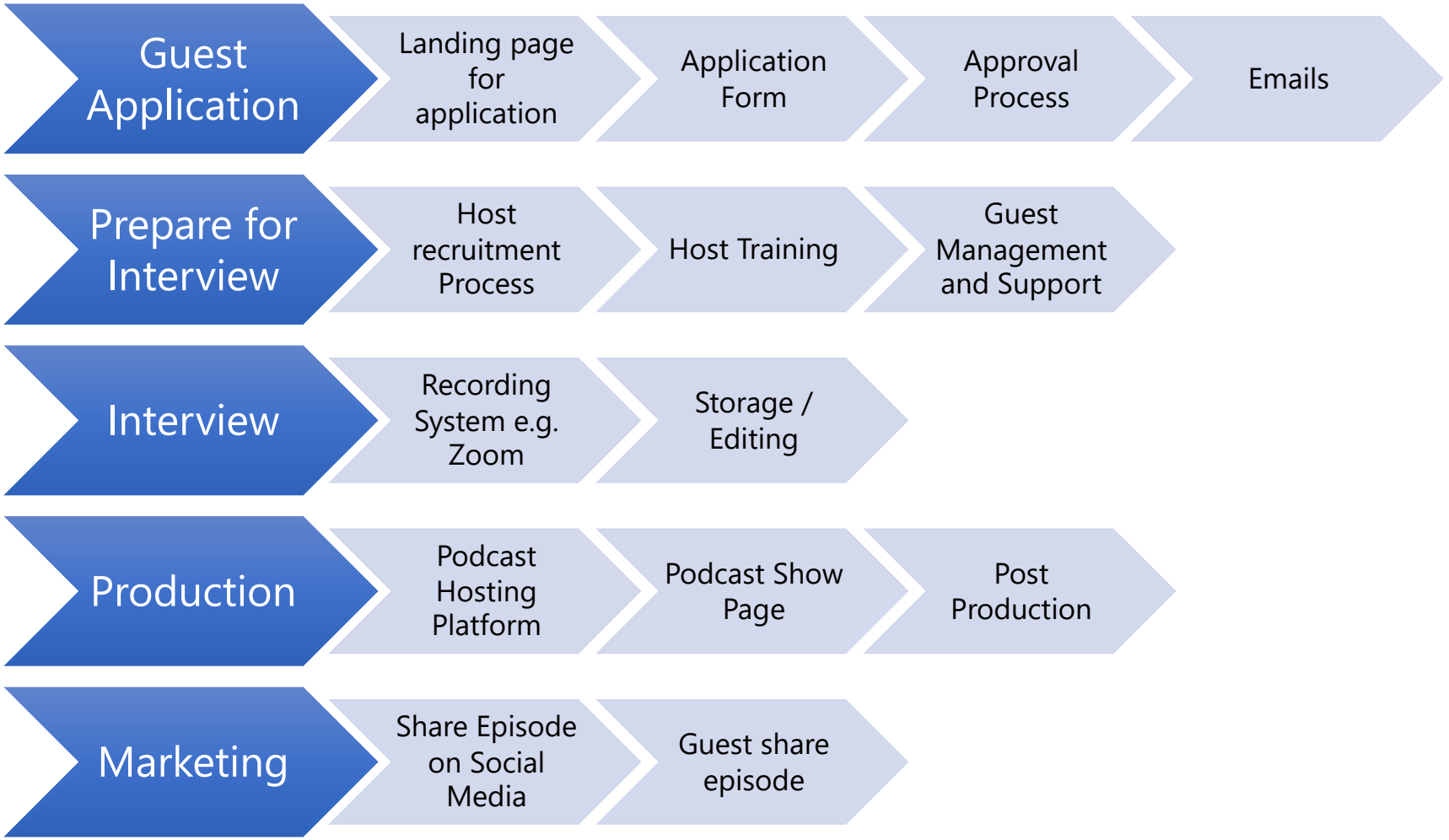
This was our Project Plan:



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Our Journey... the task list!

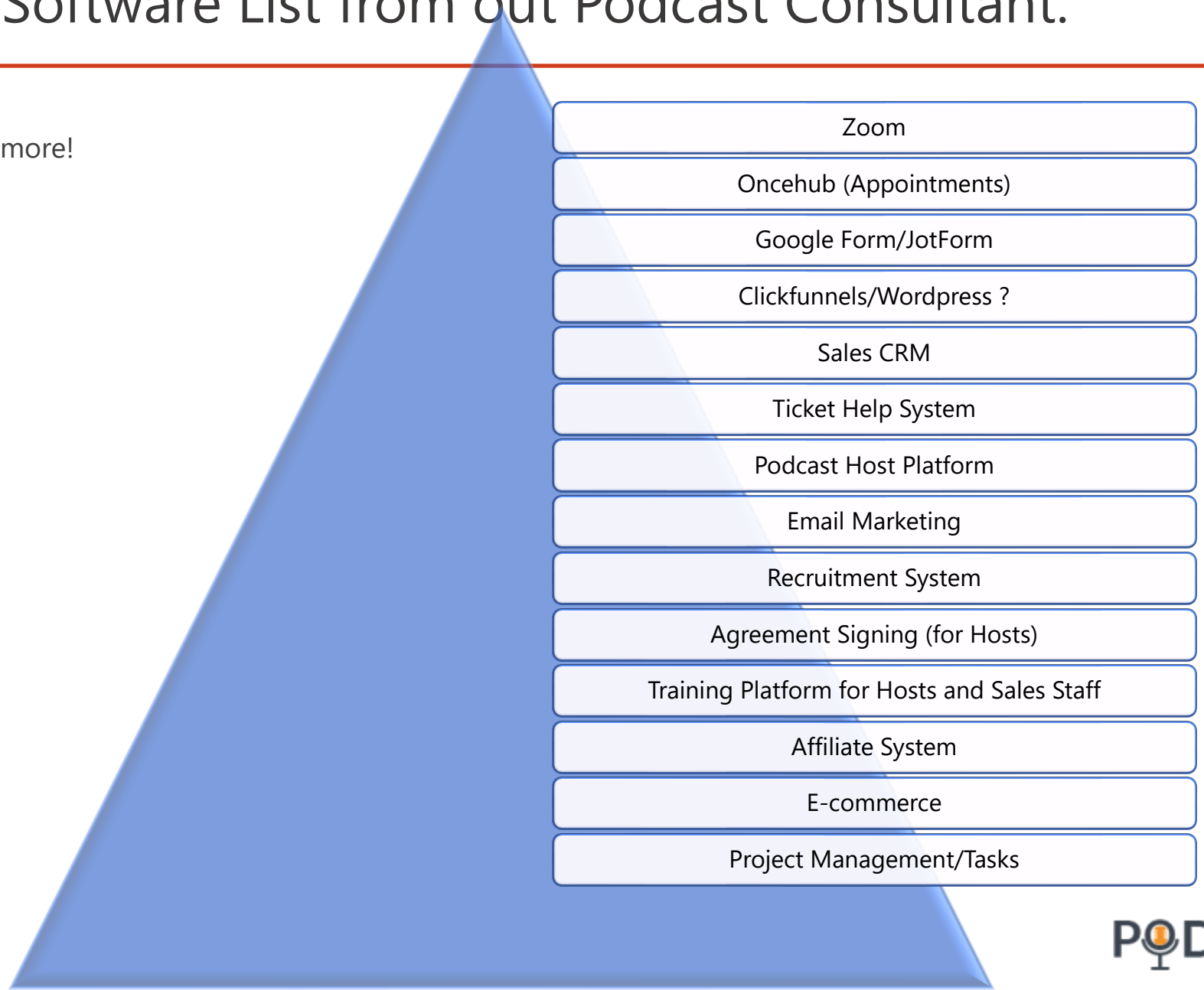


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Proposed Software List from out Podcast Consultant:

There was probably more!



- Zoom
- Oncehub (Appointments)
- Google Form/JotForm
- Clickfunnels/Wordpress ?
- Sales CRM
- Ticket Help System
- Podcast Host Platform
- Email Marketing
- Recruitment System
- Agreement Signing (for Hosts)
- Training Platform for Hosts and Sales Staff
- Affiliate System
- E-commerce
- Project Management/Tasks

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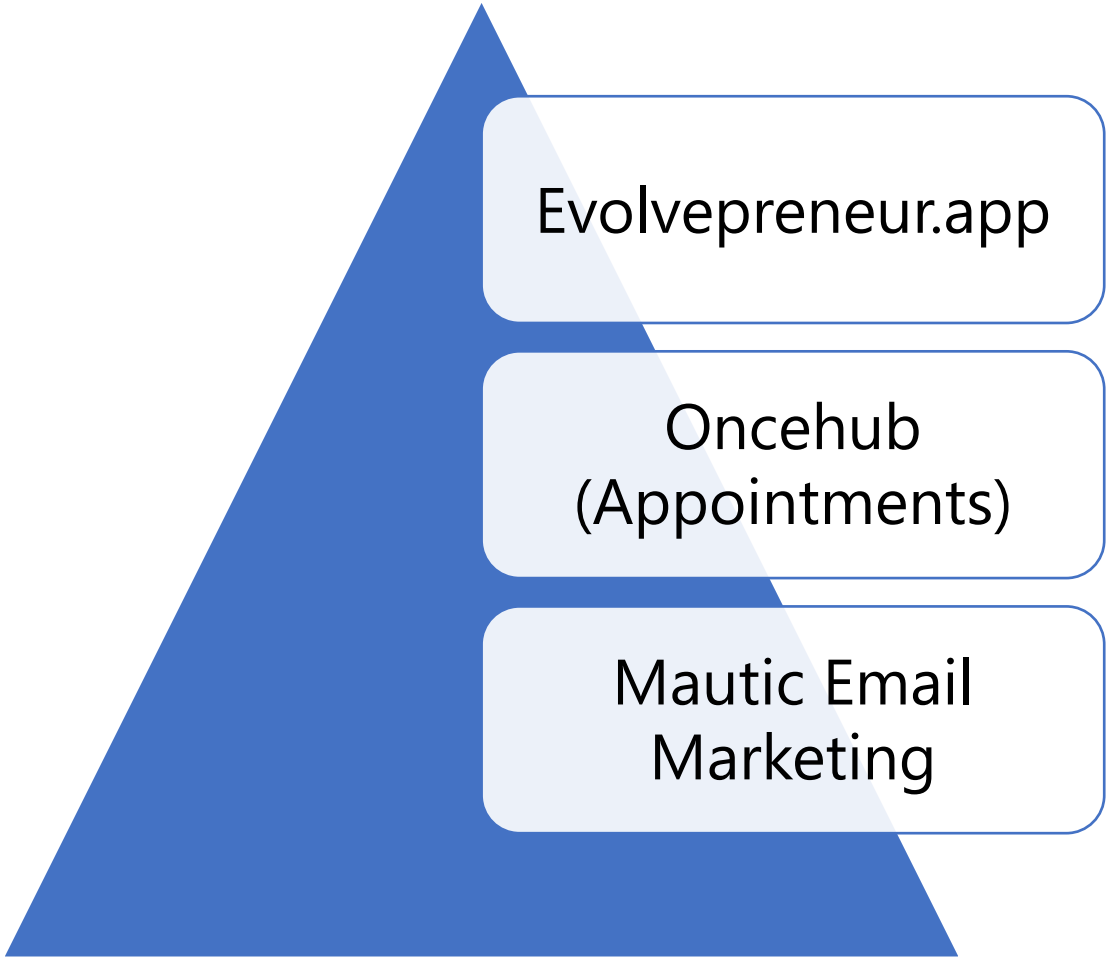
There must be a better way!

We had an advantage that few other businesses had, we had just spent the last few years developing our own marketing platform which already included podcast hosting.

So faced with the list from our Podcast consultant I said no way we can do better than this!

But many of the systems and processes our consultant suggested was not part of anything we had thought of.

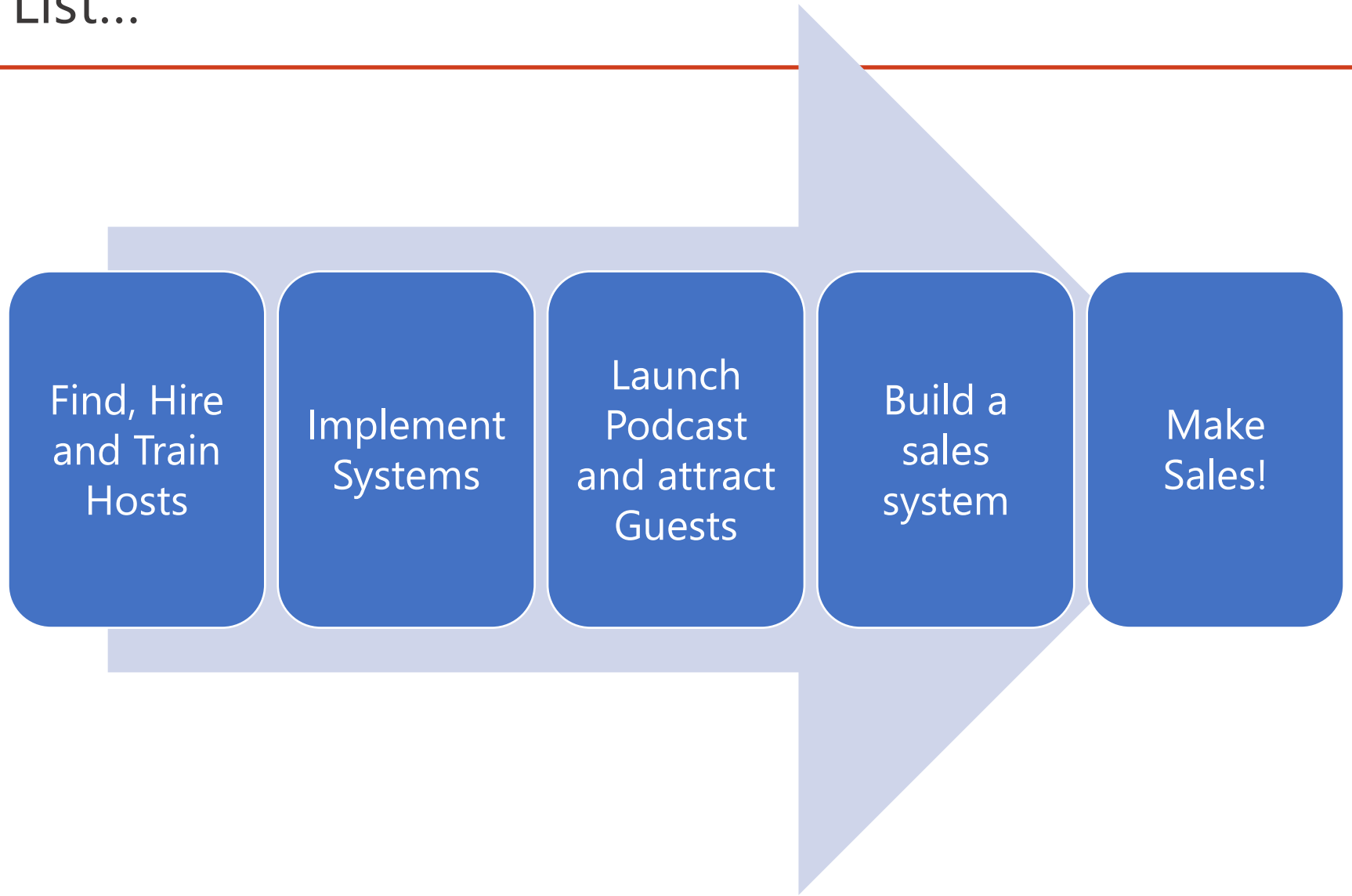
This set us on a twin journey, to develop a host of new features for our podcast platform and actually use it for our hosts and guests!



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Our Task List...



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Our Development Goals...

Use our **evolvepreneur.app** platform to do 80-90% of what is needed and rely **on very few outside systems**.

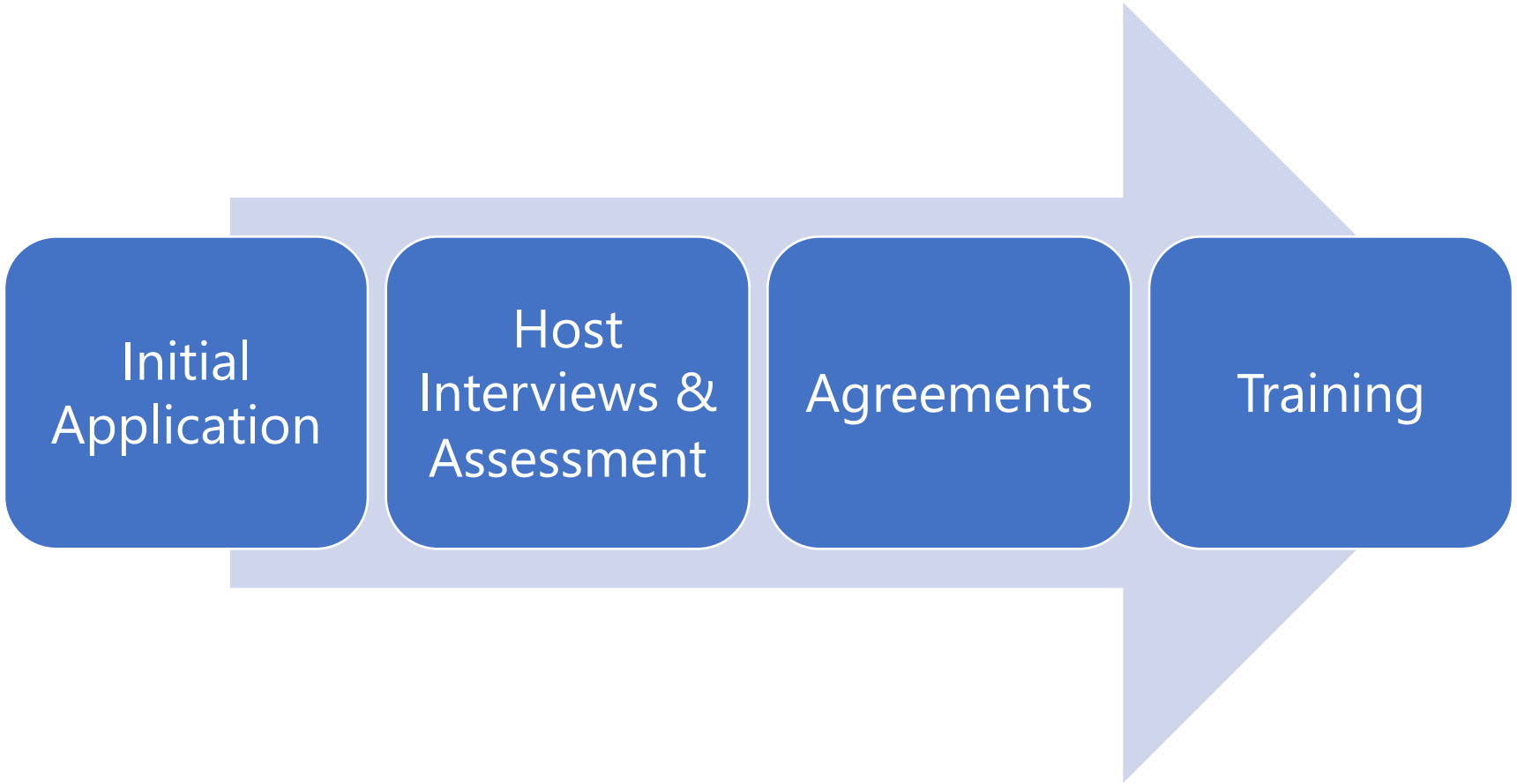
- Handle the **whole process** from recruitment to Publish
- **Autocreate** and **Template** as much as possible
- The hosts would manage their episode from **ONE SCREEN**
- The guest can manage their progress from **ONE SCREEN**
- Record the Interview on the Host Screen **SAME SCREEN**
- The majority of the system needed to be automated and scalable and didn't need me to constantly manage it , **no longer than 5-10 mins admin time per episode**



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Step 1: Host Recruitment



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Step 1(a): Build an Host Job Application

The initial application needed to apply all the ideas from our consultant which was a very different approach to normal recruitment to find a host that would also ask as “Podcast Closer”

We build the entire system using our survey & eLearning modules:

- Job Application
- Approval / Decline process
- 3 Step Interview and offer process
- Agreements to Sign
- Host Training & Setup



Evolvepreneur.app is currently offering the role of hosting podcast interviews on a "guest host" basis where we have a pool of podcast hosts taking our guest interviews we generate.

The show is ***"Evolvepreneur - After Hours"*** designed for a broader audience of online entrepreneurs but focused on coaches, consultants, authors, podcast hosts and agency/done for you services.

The Guest Host's primary objective is to create an interesting interview with the Guest of approximately 10-15 minutes. The show is recorded like a radio show so all content is included and shouldn't require any editing.

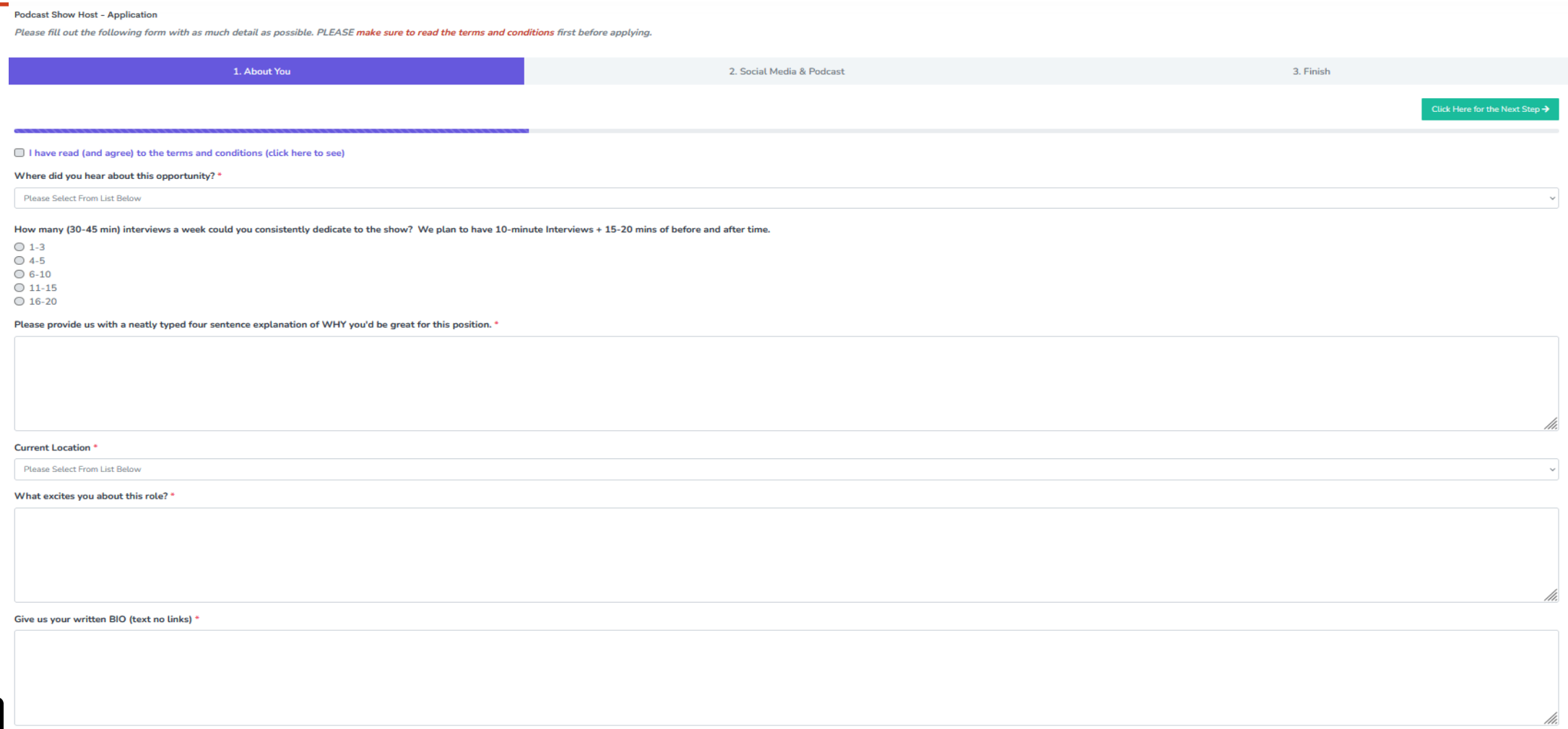
This is a commission-only role.

At the end of the interview, if the Guest Host sees an opportunity to refer one of our products or services they make note of it in the OUTCOME Survey and any commission is paid accordingly within 14 days of cleared payment of the sale.

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Step 1(b): Host Application



Podcast Show Host - Application

Please fill out the following form with as much detail as possible. PLEASE make sure to read the terms and conditions first before applying.

1. About You | 2. Social Media & Podcast | 3. Finish

Click Here for the Next Step →

☐ I have read (and agree) to the terms and conditions (click here to see)

Where did you hear about this opportunity? *

Please Select From List Below

How many (30-45 min) interviews a week could you consistently dedicate to the show? We plan to have 10-minute Interviews + 15-20 mins of before and after time.

- ○ 1-3
- ○ 4-5
- ○ 6-10
- ○ 11-15
- ○ 16-20

Please provide us with a neatly typed four sentence explanation of WHY you'd be great for this position. *

Current Location *

Please Select From List Below

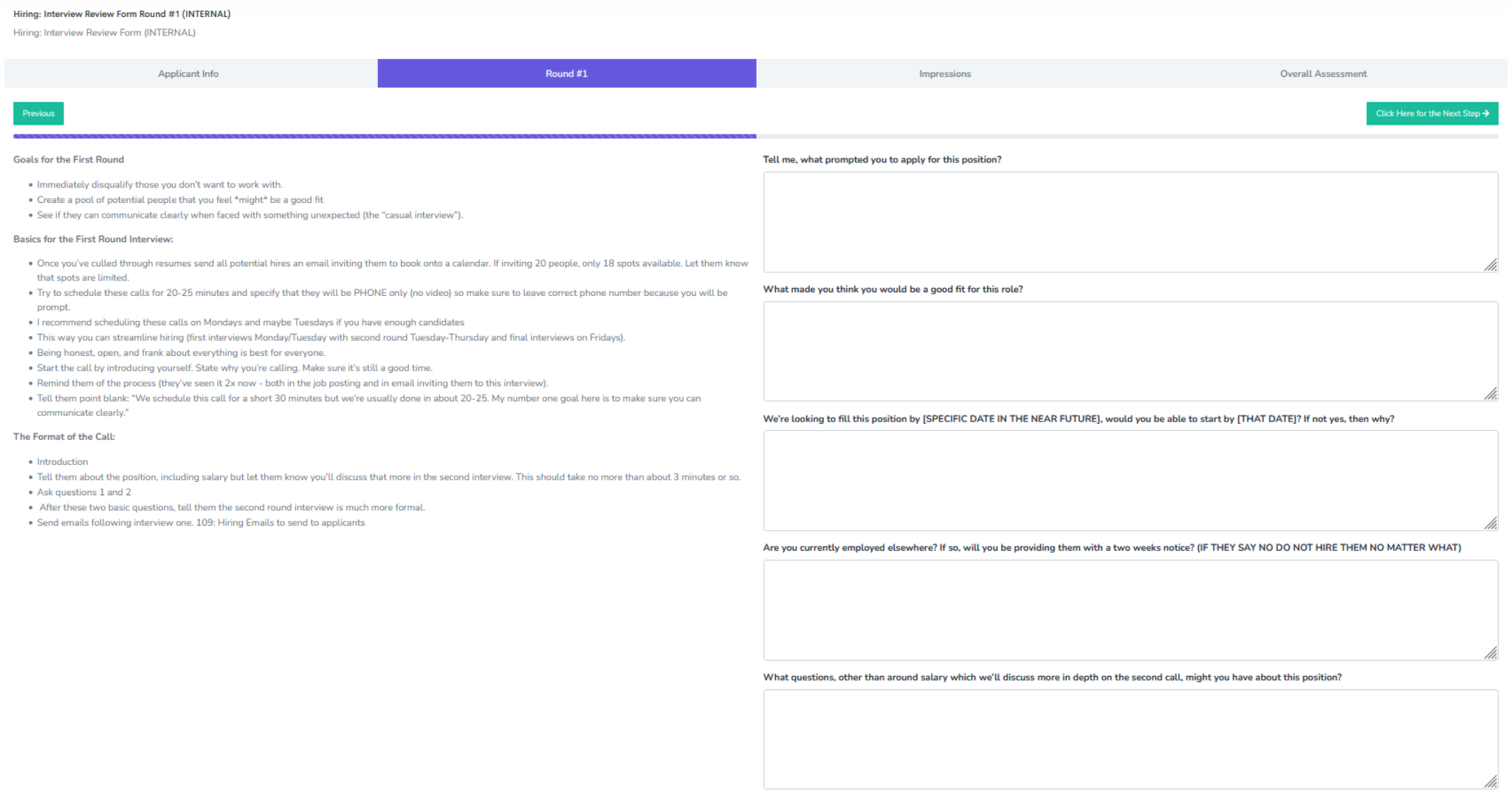
What excites you about this role? *

Give us your written BIO (text no links) *

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Step 1(c): Host - Assessment



Hiring: Interview Review Form Round #1 (INTERNAL)

Hiring: Interview Review Form (INTERNAL)

Applicant Info | Round #1 | Impressions | Overall Assessment

Previous

Click Here for the Next Step →

Goals for the First Round

- Immediately disqualify those you don't want to work with.
- Create a pool of potential people that you feel *might* be a good fit
- See if they can communicate clearly when faced with something unexpected (the "casual interview").

Basics for the First Round Interview:

- Once you've culled through resumes send all potential hires an email inviting them to book onto a calendar. If inviting 20 people, only 18 spots available. Let them know that spots are limited.
- Try to schedule these calls for 20-25 minutes and specify that they will be PHONE only (no video) so make sure to leave correct phone number because you will be prompt.
- I recommend scheduling these calls on Mondays and maybe Tuesdays if you have enough candidates
- This way you can streamline hiring (first interviews Monday/Tuesday with second round Tuesday-Thursday and final interviews on Fridays).
- Being honest, open, and frank about everything is best for everyone.
- Start the call by introducing yourself. State why you're calling. Make sure it's still a good time.
- Remind them of the process (they've seen it 2x now - both in the job posting and in email inviting them to this interview).
- Tell them point blank: "We schedule this call for a short 30 minutes but we're usually done in about 20-25. My number one goal here is to make sure you can communicate clearly."

The Format of the Call:

- Introduction
- Tell them about the position, including salary but let them know you'll discuss that more in the second interview. This should take no more than about 3 minutes or so.
- Ask questions 1 and 2
- After these two basic questions, tell them the second round interview is much more formal.
- Send emails following interview one. 109: Hiring Emails to send to applicants

Tell me, what prompted you to apply for this position?

What made you think you would be a good fit for this role?

We're looking to fill this position by [SPECIFIC DATE IN THE NEAR FUTURE], would you be able to start by [THAT DATE]? If not yes, then why?

Are you currently employed elsewhere? If so, will you be providing them with a two weeks notice? (IF THEY SAY NO DO NOT HIRE THEM NO MATTER WHAT)

What questions, other than around salary which we'll discuss more in depth on the second call, might you have about this position?

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Step 1(d): Host Agreements

Agreement: Podcast Setter

Re: Podcast Setter Role (Independent Contractor Agreement)

Following our recent interview, we would like to offer you the role of **Podcast Host/Setter** within Evolvepreneur Pty Ltd, with a start date to be confirmed

Commission Only Basis:

- 3% commission of cash collected from clients for Publishing Services
- 10% based on KPI's As per the Contractor Agreement **based on USD currency.**

If you are prepared to accept this offer please digitally accept this agreement below.

You will be automatically emailed a copy of all agreements.

I look forward to working with you.

Yours Sincerely,



John North
CEO - Evolvepreneur Pty Ltd

Instructions:

1. *Review the KPI and Job Description below*
2. *Review the additional standard agreements (you can view them)*
3. *Accept the various agreements*
4. *Complete the form below*
5. *After Submit you will be sent emails of each confirmed agreement*

Podcast Close Setter – Basic Role &

- [ ] I personally Accept this offer (Above) and agree to the KPI Targets.
- [ ] Independent Contractor Agreement
- [ ] Non-Compete Agreement
- [ ] Non Disclosure Agreement

Business Name (if Applicable)

Evolve Systems Group Pty Ltd

Payment Options

- (•) Paypal
- ( ) Bank Transfer (WISE)

Payment Details: (Paypal Email or Bank Details) *

Date Signed *

30 / 04 / 2022

Telephone Number: *

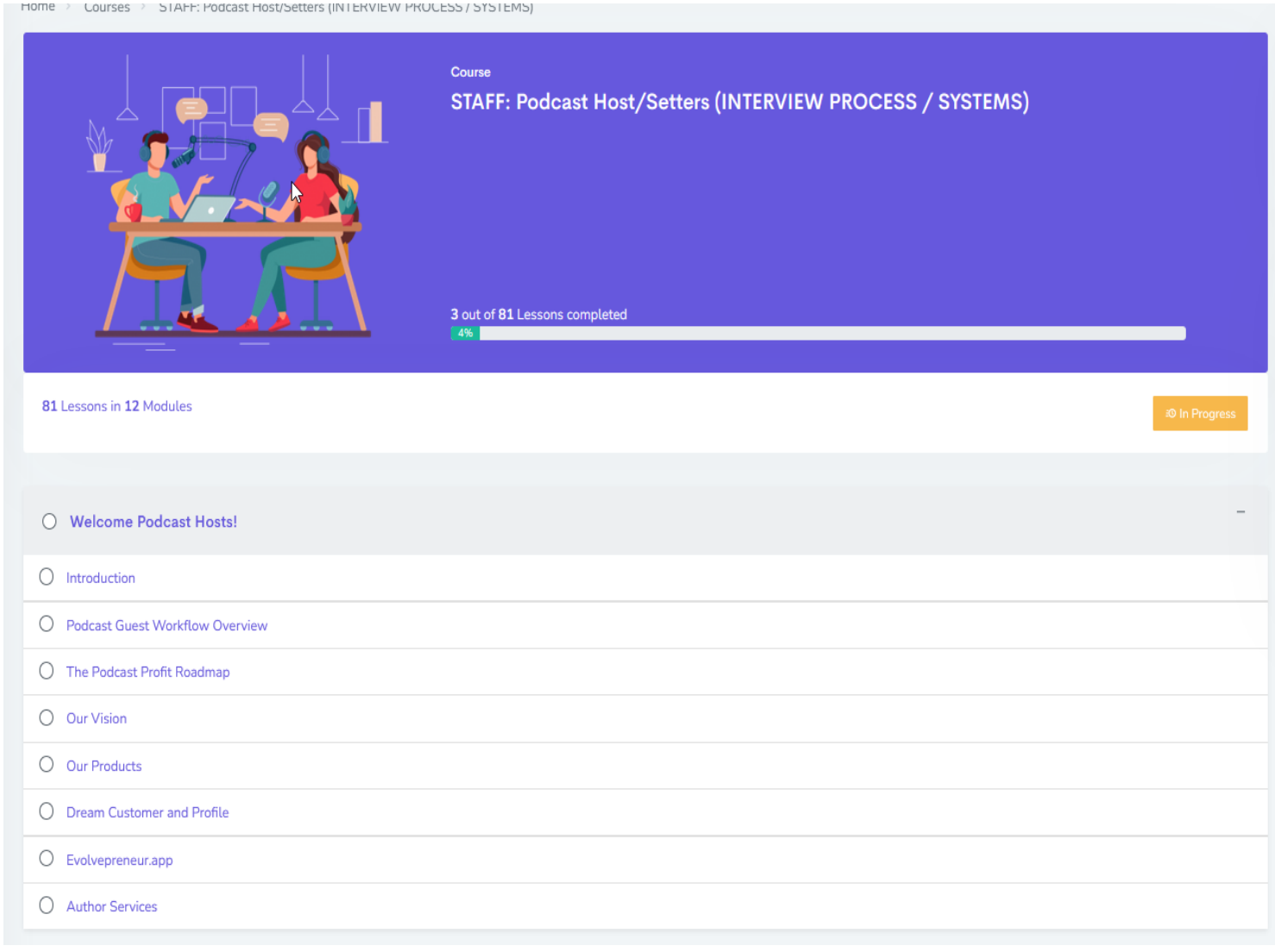
Emergency Contact Details (Name, Relationship and Contact)

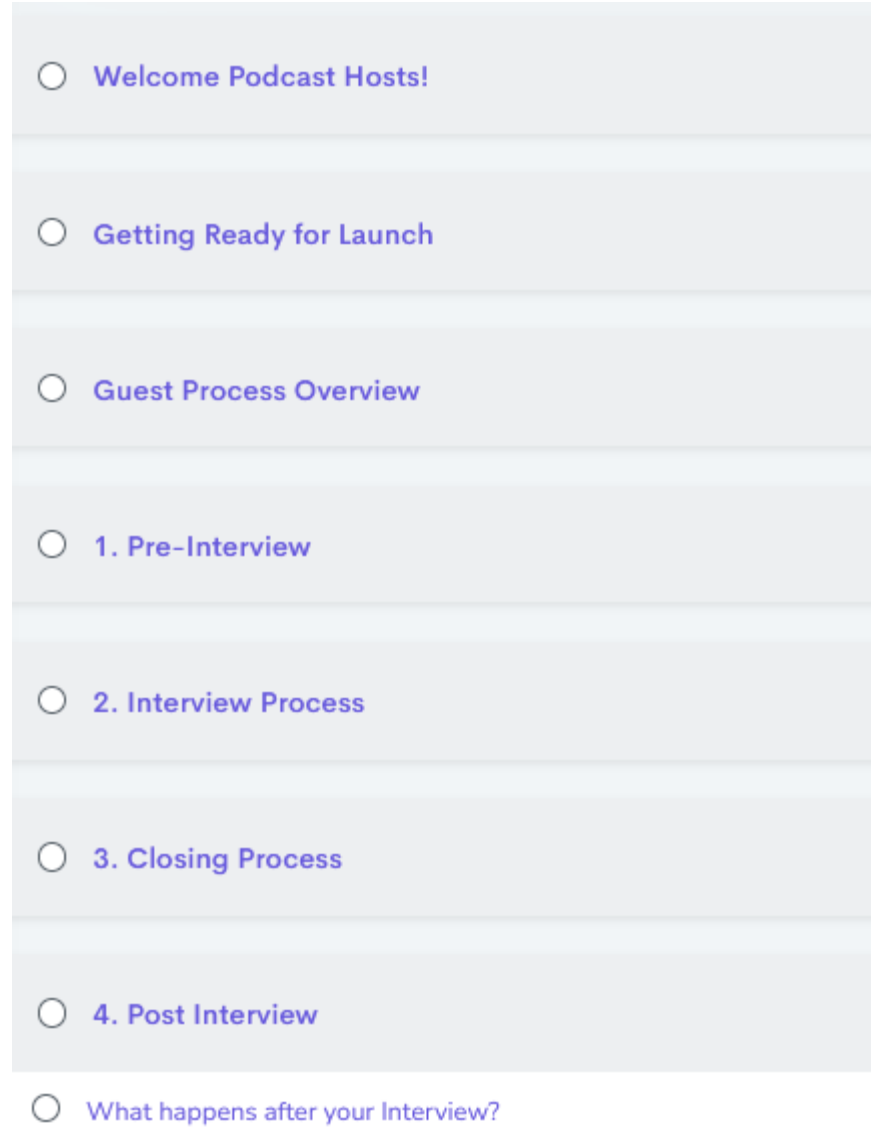
Submit

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Step 1(e): Host Training



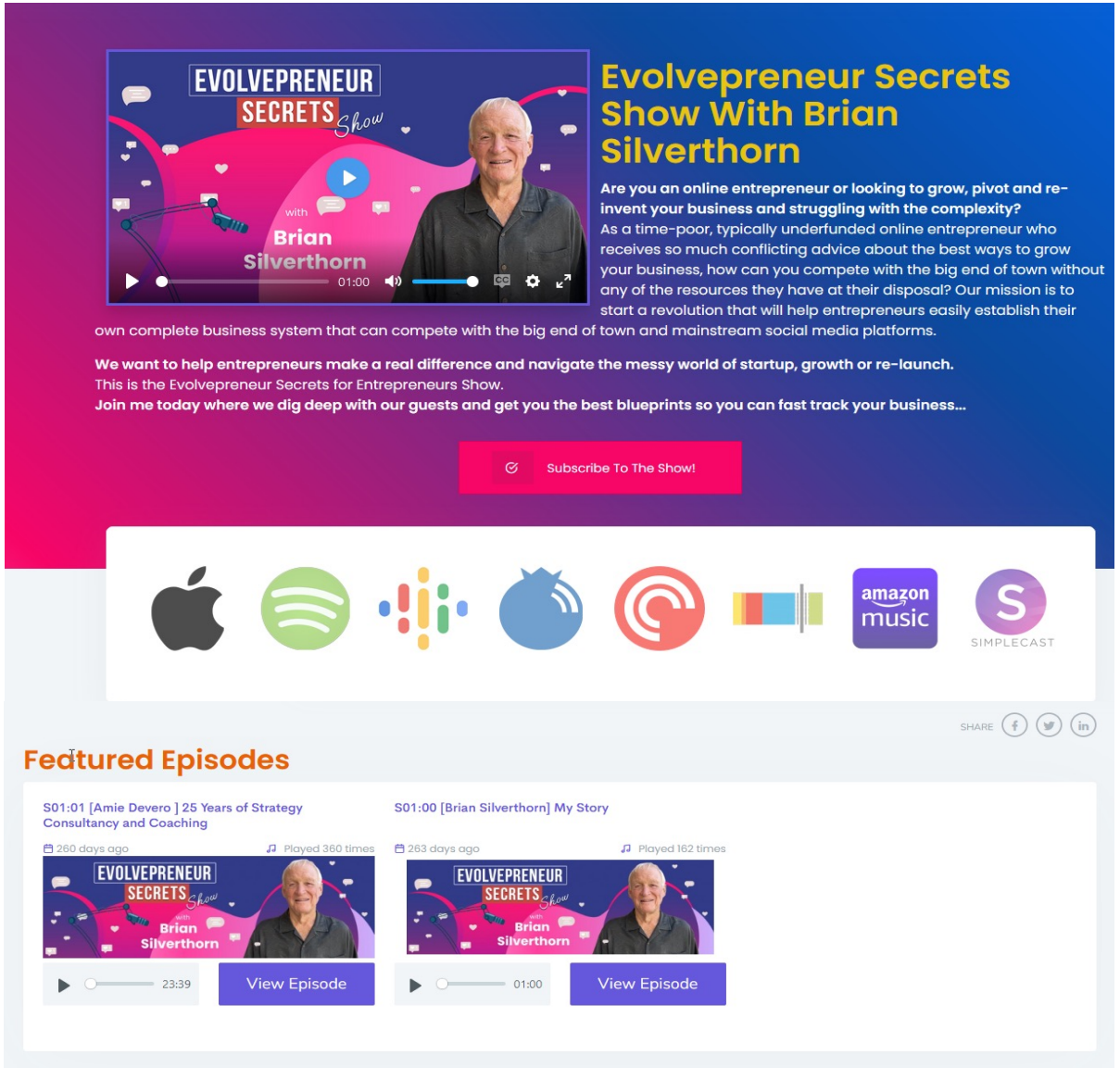


Step 2: The Guest Process & Show Page

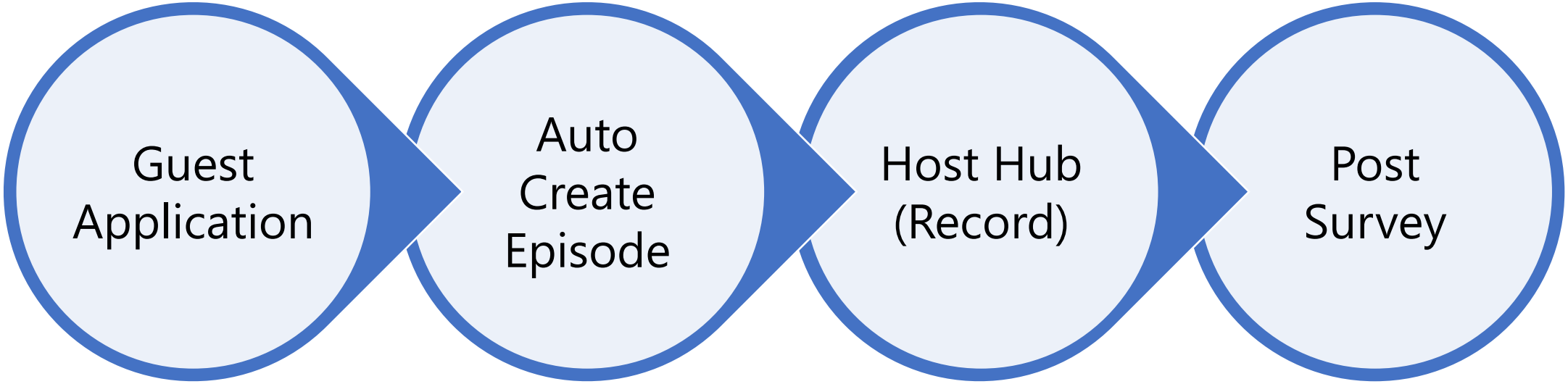
There are 2 key components you need:

- **Podcast "Show Page"**
  - Includes all your distribution links
  - Shows your episodes and can be played on the page or view an optional video
  - Encourage subscribers to join your direct email list
  - Featured & Coming Soon Episodes
- **Guest Application Landing page and application form**
  - Sells the idea of being a guest and who you are looking for
  - Gathers good information to decide if the guest is viable

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The Process (Had to be 90% Automated!)



- Approve/Decline
- Guest Hub

- Automated Followup
- Sales Opportunity

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PODCAST SECRETS

Had to be our platform

Using Evolvepreneur.app we developed:

- Guest Application and Landing Page
- We also tagged specific answers to the our application questions so we could customise the sales followup and give our hosts about their guest.
- Guest Approval/Decline Process
- Ticketing system for guest support (they confuse easy)
- Auto Templated Episode creation - merged guest info quick and easy cleanup and schedule
- Guest Interview Guide and email followups – a guest is hyper vigilant because they have booked a commitment and will likely read all your emails.
- We also have a guest profile page that ranks on google with their name sometimes better than their own stuff ☺
- Attend interview using our built in recording studio
- Post automated emails for coming soon and your episode is live
- Oh and it needed to handle complexity of having more than 1 host per show!

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PODCAST SECRETS

Sample Guest Application

Podcast Guest Application - Evolvepreneur Secrets Show (Hosts)

Welcome to the " Evolvepreneur Secrets for Entrepreneurs" Show.
We are really looking forward to seeing you on the show! We are looking to interview figure entrepreneurs, coaches, consultants and authors about the challenges of being an online entrepreneur and starting or growing their business in a low-pressure conversational interview. You don't need any prior experience with podcasting interviews. Lastly, we don't charge for interviews, and there is no cost to you.

Please Follow The Instructions Below

About You | Your Business | Your Social Media | Your Episode | Last Step

Click Here for the Next Step →

WARNING: If you use the same login email address any of this detail will overwrite the existing your Guest information and Profile. We use this profile to promote and create your episode.

IF you are a PR or Podcast Agency you MUST use the client email address otherwise all of your applications will be declined automatically

Before we get started, are you filling this form out for someone else?

- (•) No I am personally applying

Can you advise a SHORT background about yourself (this will appear in your public profile, use some space) Max 250 Characters *

Seven-Time #1 Amazon International, Wall Street Journal and USA Today Best Selling Author...
John North is regarded as a versatile and experienced entrepreneur with a solid background in Accounting, Banking, Business Management, Finance, Personal Development, IT, Software and Strategic Marketing.

John is the CEO of Evolve Systems Group. He is a serial entrepreneur who has created many products and services that are designed to empower business owners and entrepreneurs. Some of these ventures include: Evolve Global Publishing, Evolvepreneur.app, Evolvepreneur.club, EvolveYourBusiness, and Evolve Mobile.

What City & Country are you located in? *

Sydney

Where did your hear about the show? *

LinkedIn

Do you have a book on Amazon?

- (•) Yes
- ( ) Planning on Writing One
- ( ) No

If you have a book on Amazon, what's the link? Or Title

JUST FOR FUN. Share something really cool, weird or bizarre about you nobody knows about that makes you super unique and interesting!

Sample Guest Hub “One Screen”

Home › My Episodes › EPS03:01 [Rian Janan] Cut Through The Noise

Guest Hub - Evolvepreneur (After Hours)

Guest



Rian Janan

User

Last seen: 260 days ago

Message | Quick Access

Powerhouse Wellness

Australia

https://powerhousewellness.com.au/

Email: [redacted]m

Interview Guide

Promotional Images

Episode Title: EPS03:01 [Rian Janan] Cut Through The Noise

Episode Published

23rd Aug 2022

Your episode has been released. You can view the episode below. Please share the episode with your family, friends, and list.

View Episode | Share with your friends

Instructions

Congratulations. You have been accepted as a special guest!

We have a series of simple steps we need you to undertake to ensure the best possible interview.

Check out the Tabs for each stage of the interview below.

Our Podcast show's name is "Evolvepreneur (After Hours)" and our audience is mainly entrepreneurs or business owners.

We look forward to getting to know you better.

John North

CEO - Evolvepreneur (After Hours) Show

Pre-Interview | Interview | Post-Interview | Feedback

Specifically, we focus on how entrepreneurs can achieve their dreams by being resourceful and creative, so even people with regular or no education; no funding or family wealth can dream and achieve big goals.

The focus of our show is **CREATING VALUE** for listeners and viewers.

During the show - we give them free advice/insights on how they can improve their situations.

We share stories from our personal and professional experiences, and we share the mistakes we made in the past - so that they can learn from all this and improve their situation.

Host



Christine Campbell Rapin

User

Last seen: 28 Apr 2023

Message | Quick Access

CLEAR Acceleration Inc.

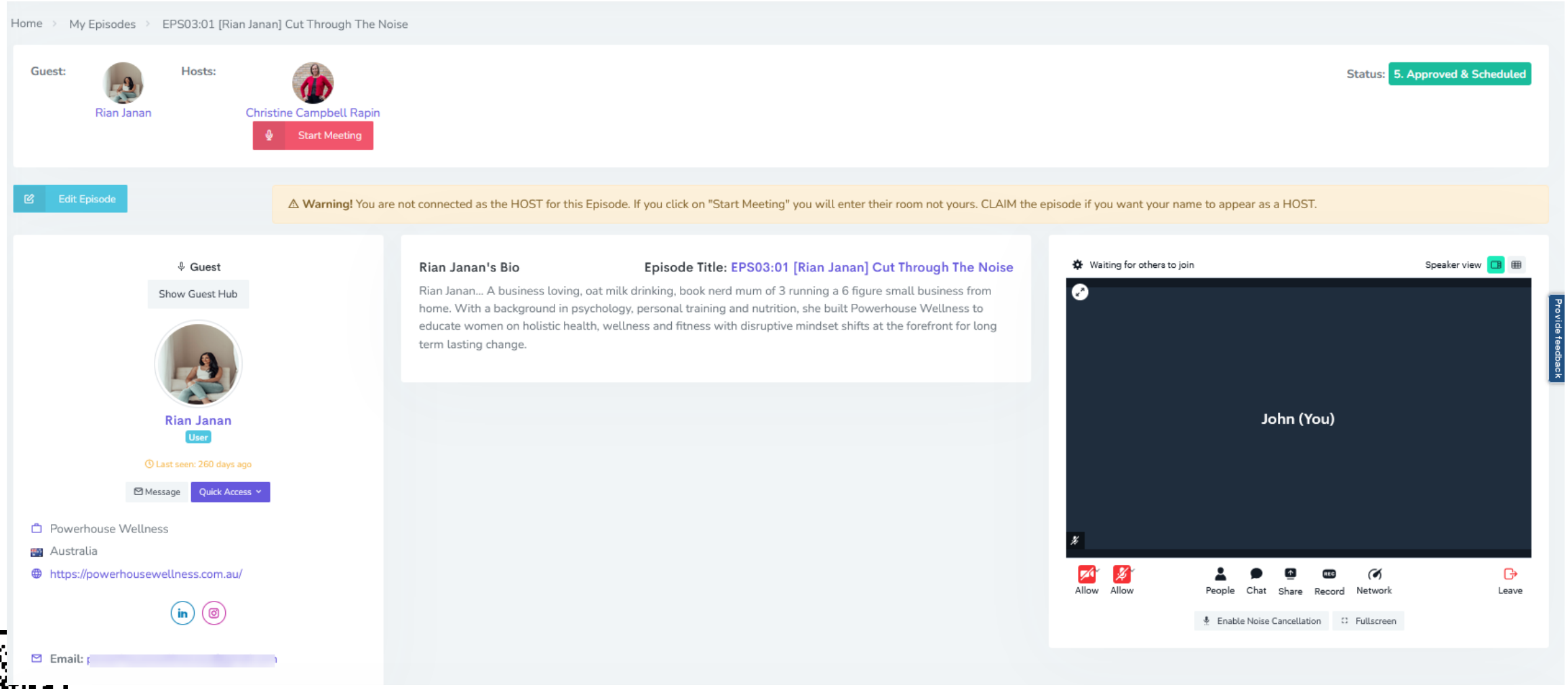
Canada

https://www.christinecampbellrapin.com/businesstips

Email: Christine.Campbell.Rapin@evolvepreneur.app



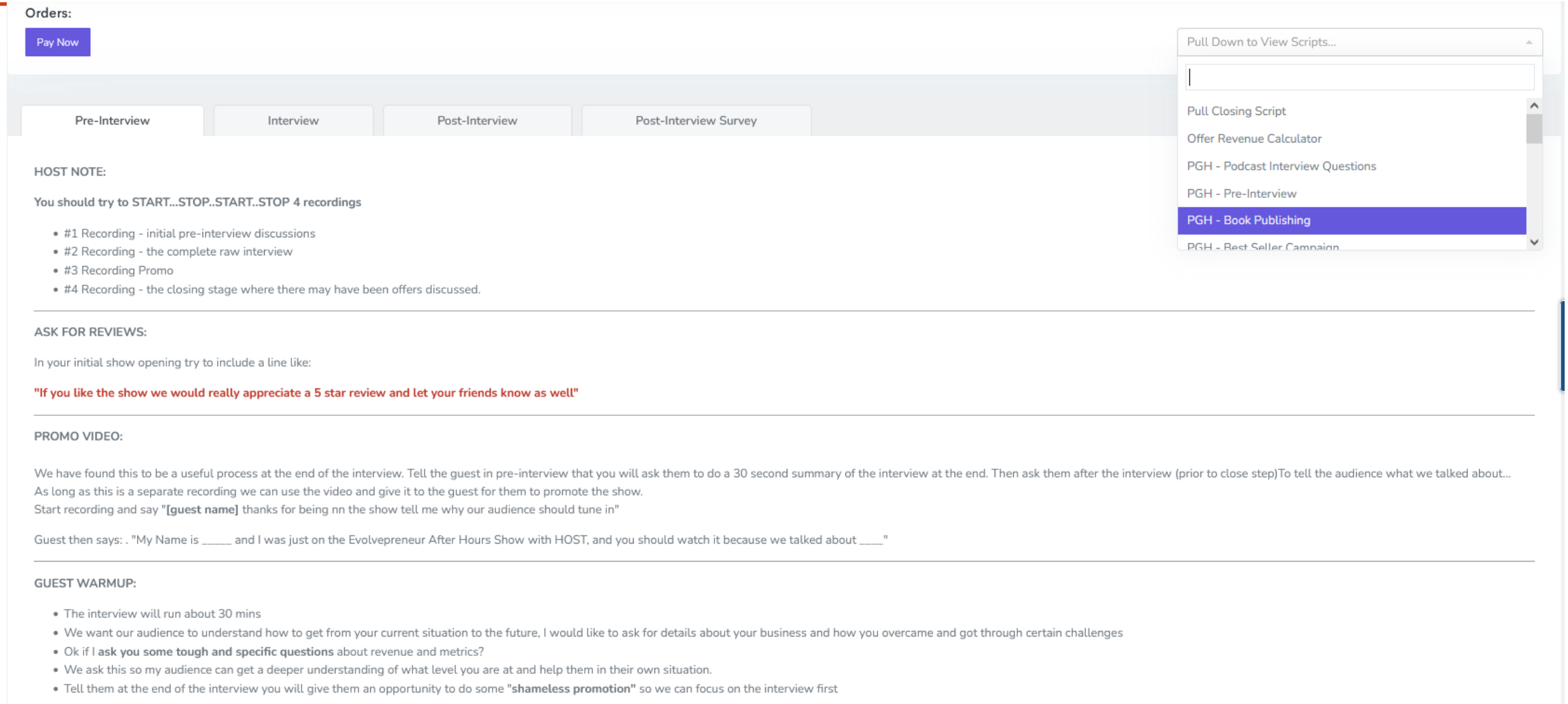
Sample Host Hub “One Screen”



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PODCAST SECRETS

Host – Interview Process (Still the same screen!)



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PODCAST SECRETS

Post Interview

The host uses their “Host Hub” to interview and complete a survey form.

This form automatically handles the next steps

1. Sends an alert to production team to cleanup and schedule the episode (about 5-10 mins work for them)

2. If interested in specific areas sends automated emails, tags them for followup

3. If a VIP call is booked creates a CRM opportunity with all the details and sales team is alerted.

Did You Sell a DISCOVERY CALL?

- ○ YOU SOLD *PAID* VIP CALL - JOHN [auto-generate Invoice for payment]
- ○ NOT INTERESTED IN A CALL - (Sends Followup email)

Send additional information?

- ○ None
- ○ Interested In Publishing a Book (Sends Email)
- ○ Potential JV Partner (Sends Email)
- ○ Interested in Best Seller Campaign (Sends Email)
- ○ Tell me more about EP.App (Sends Email)

Guest Lead Quality (in terms of interest level in our services)

- ○ Serious
- ○ Curious
- ○ Dubious

IF PAID VIP CALL BOOKED: Which Session? (they can change it later)

- ○ Create Authority and Legacy with a Book
- ○ Boost Your Book Marketing with Best Seller Campaign
- ○ Better Systems or Marketing Growth
- ○ None

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PODCAST SECRETS

Sales Opportunities

Every sales lead outcome is recorded for followup.

My Opportunities

Show 100 entries Search:

ID	Brief Overview	Prospect	Salesperson	Created At	Followup Date	Close Date	Status	Milesto
91	Best Seller Campaign (3 Books Special Deal) US$4,500	$3,500	John North	August 2, 2022 00:00	September 16, 2022 00:00	May 1, 2023 15:22	Negotiation/Review	Won
56	Website	$5,000	John North	August 1, 2022 00:00	May 1, 2023 15:22	May 1, 2023 15:22	Won	Won
14	Platform Owner	$3,000	John North	April 5, 2022 00:00	May 1, 2023 15:22	May 1, 2023 15:22		Won
3	Evolvepreneur Business Partner	$5,000	John North	November 1, 2020 00:00	May 1, 2023 15:22	May 1, 2023 15:22		Won
2	Evolvepreneur App Business Partner	$10,000	John North	February 1, 2021 00:00	May 1, 2023 15:22	May 1, 2023 15:22		Won

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PODCAST SECRETS

Post Production

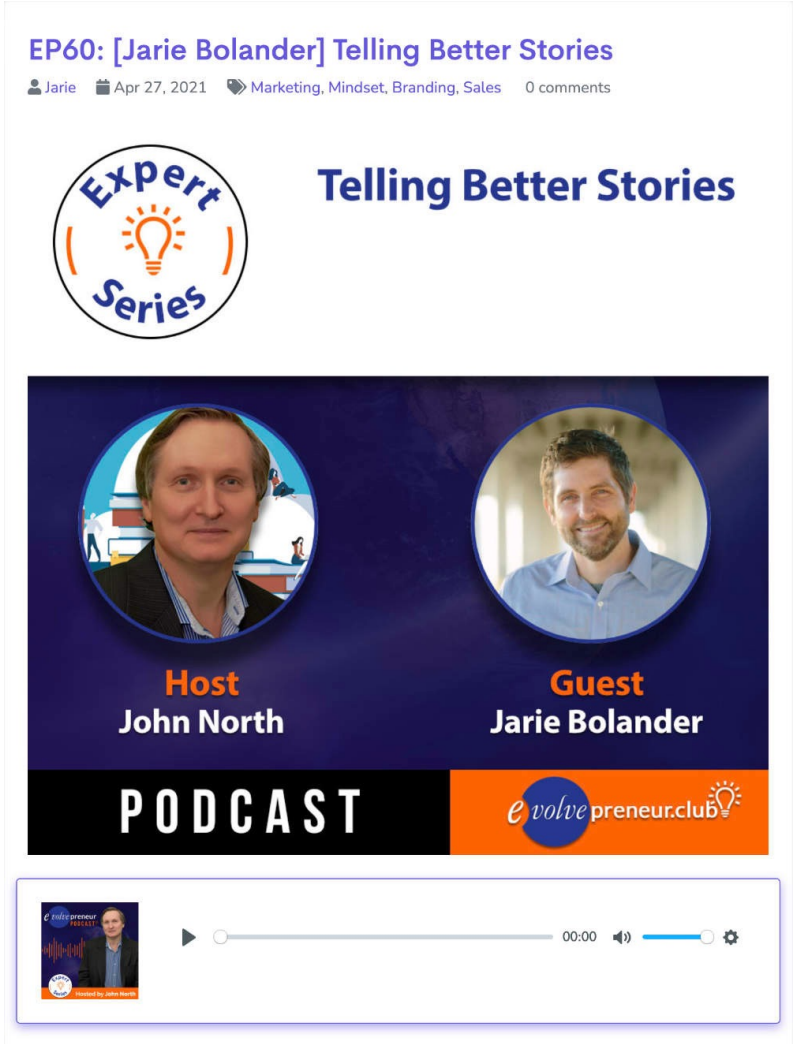
We record all our interviews like a radio show. So our production team simply checks the audio and uploads the updated file against the already created episode.

They clean up any text and make sure there are not issues and title the episode. (we ask the guest for a title in the application so often we just use what they said)

Then schedule the episode.

The guest is automatically sent an email to let them know their episode is coming soon and they appear in the coming soon section of our Show page. They are sent back to their personalised guest hub for the latest info

When the episode goes live the Guest is emailed again and we also use our RSS feed to autopost on social media and email our subscribers.



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PODCAST SECRETS

One Last Thing – Our 5 Step Blueprint...



New Book: Get it for Free!

FREE BOOK

"Podcast Secrets for Entrepreneurs" is a comprehensive guide to creating and monetizing a successful podcast.

This book covers everything from developing and producing a podcast to building an engaged and loyal audience.

Overall, "Podcasting Secrets for Entrepreneurs" is a must-read for anyone looking to create and monetize a successful podcast.



https://evolvepreneur.club/page/freebooks

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Where to from here? – Questions?

Do it Yourself Podcast Solution

PODCAST SECRETS.app

Powerful Yet Simple "All in One" Podcast Solution

www.podcastsecrets.app

Done with/for You Podcast Solution

PODCAST SECRETS

www.podcastsecrets.biz

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FREE BOOK

Ready to Scale Your Business?
Book a call?
www.evolvecall.com

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