

The Podcast “Onion System

PODCAST SECRETS

About Me – John North

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

- Over **30 years in business** and online marketing
- Over **25 million worth of sales** for myself and clients in 30 years
- Written **8 x #1 Best Selling Business books** (Amazon,USA Today and Wall Street Journal)
- Launched over **7 Podcast shows with over 800 episod**es over past 10 years
- **Published** or been involved in over **2,500 books**
- Built a **powerful game-changing 'SaaS' business** growth and marketing platform from the ground up



SCAN ME

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

PODCAST SECRETS

Why a Podcast “Onion” System?

SO many layers like an onion!

- 80-90% **Automated**
- Easy, Holistic **Lead Generation and Sales System**
- Email List Building
- **Qualified** Prospects
- We can get up to **44% Referral Rate** from Guests we don’t even know!
- **Easy Content** Creation (audio,video,text)
- Guests promote you their friends off their episode
- Become your own **“media company”**



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PODCAST SECRETS



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My Podcast 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 So launched a new show called “Evolvepreneur Secrets
I did over 40 episodes in 6 weeks.

The show did well and made a lot of interesting (no sales)

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



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PODCAST SECRETS

Classic Mistakes…

- Focused **too much** on expert guests
- Focused **too much** on post production quality
- **No clear offer** at end of each interview
- **Didn't leverage** the guests post-interview



SCAN ME

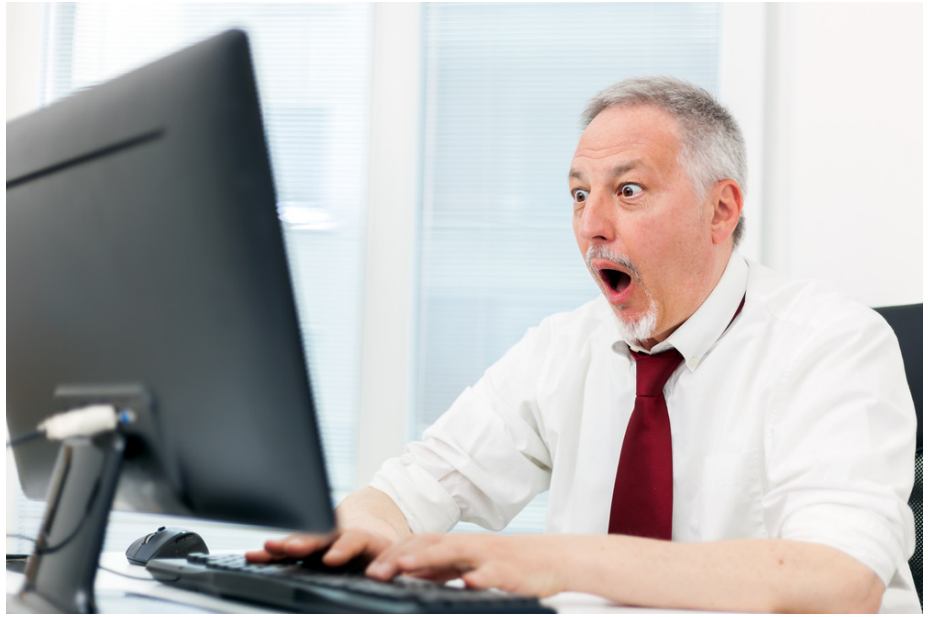
PODCAST SECRETS

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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PODCAST SECRETS

Our Podcast Story after 669 Episodes! (and counting)

One Year and $150,000+ of Development Later…



48 Episodes



265 Episodes



56 Episodes



300 Episodes

I did 7% of the work ☺

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PODCAST SECRETS

New – “A.I. Advantage Show”



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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



PODCAST SECRETS

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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PODCAST SECRETS

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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PODCAST SECRETS

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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PODCAST SECRETS

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 Profitable Podcasting Using the “Onion System” 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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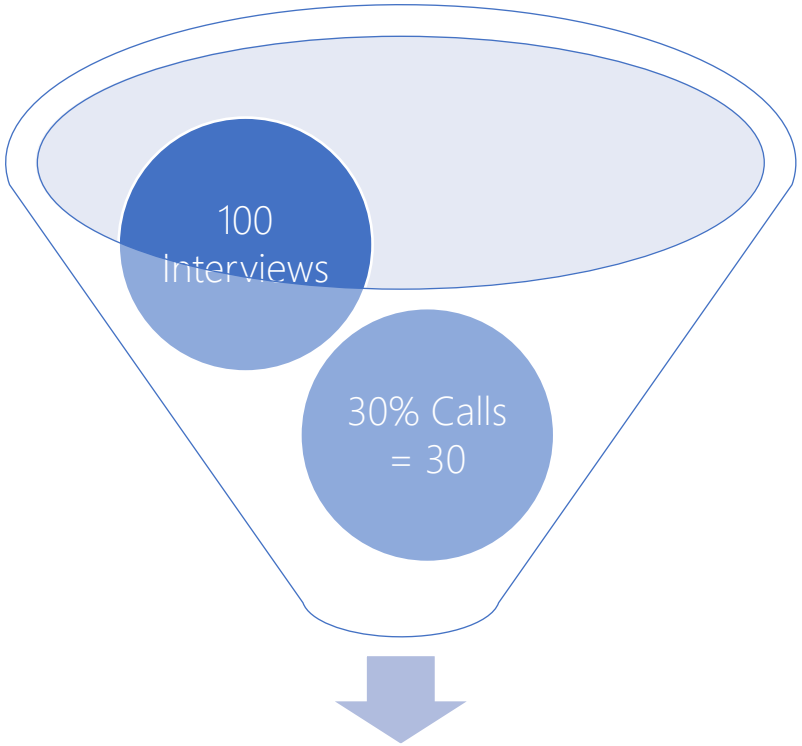
PODCAST SECRETS

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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WARNING: There's a lot today....BUT

I am going to cover our Podcast Sales System but once it's setup there is very little work...

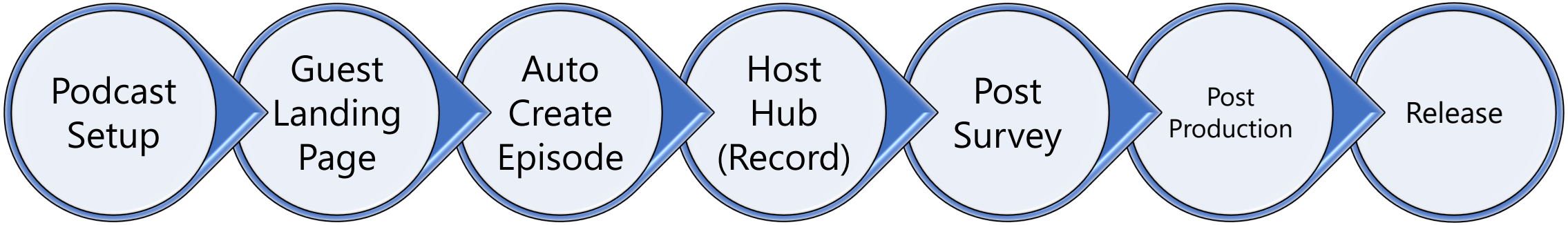
- Send Traffic to Guest Page
- Guest Applications flow and if auto approved no action or Manually approve
- Guest Books from your calendar
- You show up and record the interviews
- VA cleans up and schedules episodes
- Automated Emails (and link RSS Feed to your Social Media Post
- Sales Followup
- **The rest is totally automated!**



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The Podcast Process (90% Automated!)



- Show Page
- Application
- Approve/Decline
- Guest Hub
- Automated Followup
- Sales Opportunity
- Guest Hub
- Minor Edits
- Schedule
- Auto Emails
- Auto Social Posts

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PODCAST SECRETS

The Guest Process & “Perfect” 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

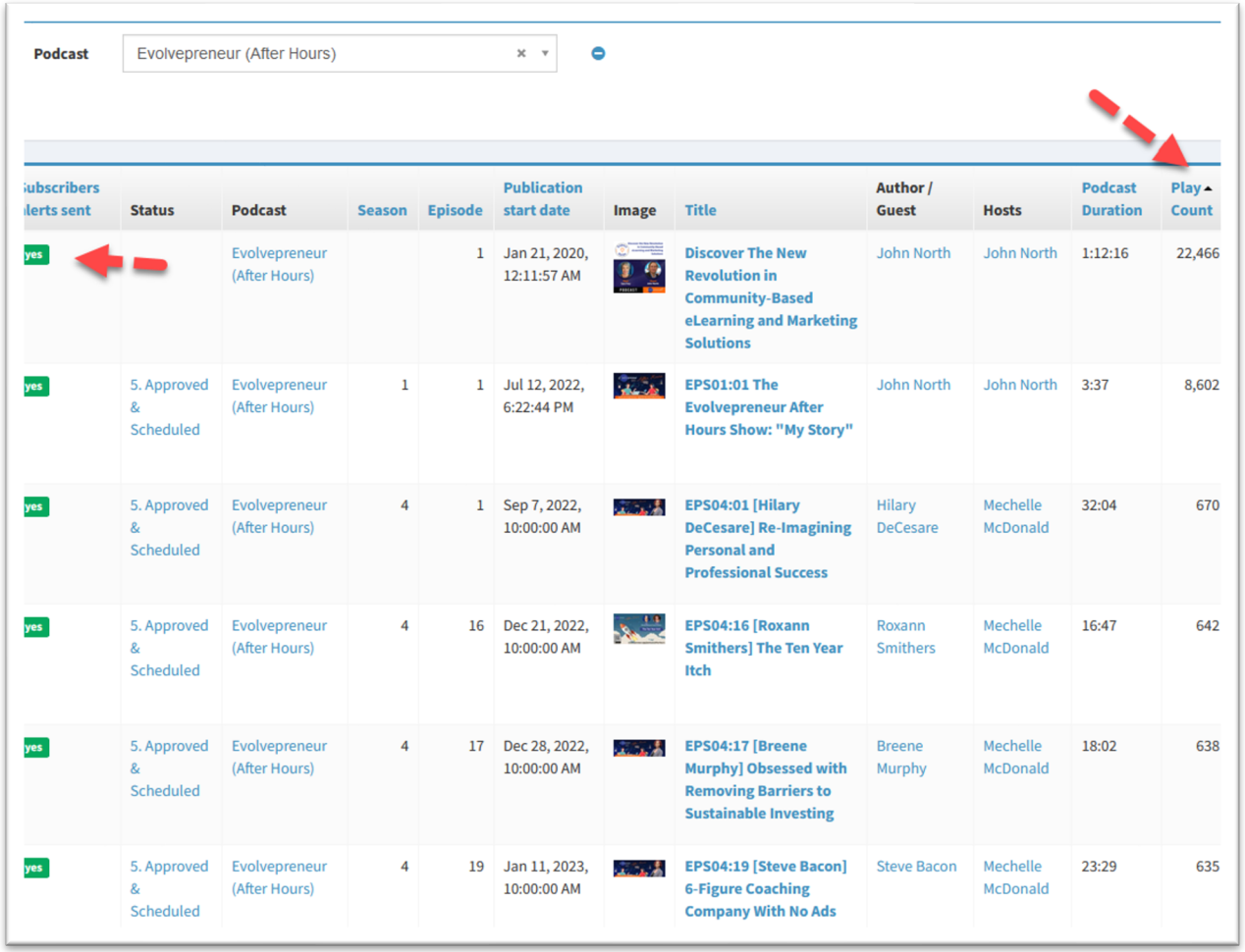


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Some Magic Sauce…

- Encouraging Podcast **Reviews** from guests before they are on the show
- Traffic **goes to your site first** so local plays to encourage engagement away from other platforms
- **Build a subscriber list** with listener bonuses as well as Auto-Subscribe Guests when they apply

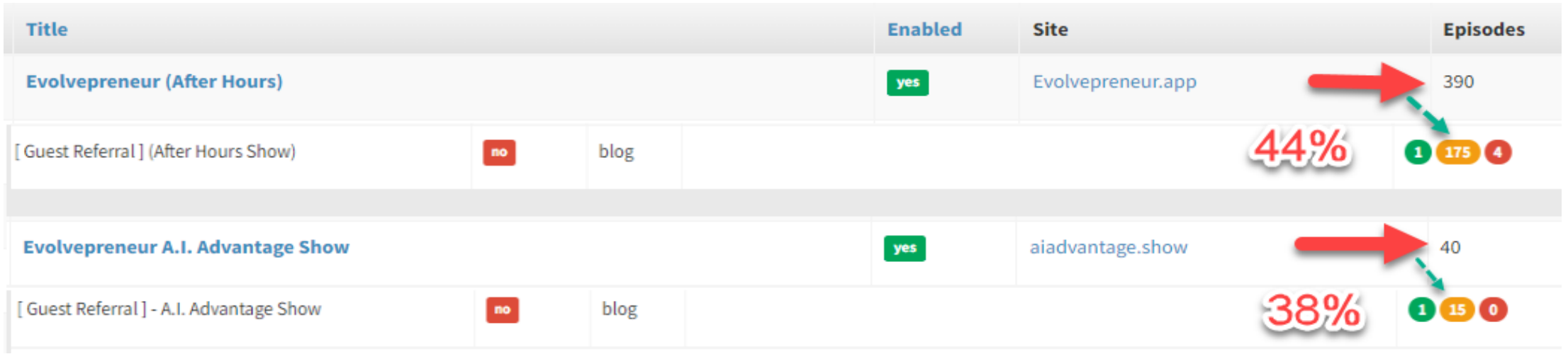


Subscribers Alerts sent	Status	Podcast	Season	Episode	Publication start date	Image	Title	Author / Guest	Hosts	Podcast Duration	Play Count
yes		Evolvepreneur (After Hours)		1	Jan 21, 2020, 12:11:57 AM		Discover The New Revolution in Community-Based eLearning and Marketing Solutions	John North	John North	1:12:16	22,466
yes	5. Approved & Scheduled	Evolvepreneur (After Hours)	1	1	Jul 12, 2022, 6:22:44 PM		EPS01:01 The Evolvepreneur After Hours Show: "My Story"	John North	John North	3:37	8,602
yes	5. Approved & Scheduled	Evolvepreneur (After Hours)	4	1	Sep 7, 2022, 10:00:00 AM		EPS04:01 [Hilary DeCesare] Re-Imagining Personal and Professional Success	Hilary DeCesare	Mechelle McDonald	32:04	670
yes	5. Approved & Scheduled	Evolvepreneur (After Hours)	4	16	Dec 21, 2022, 10:00:00 AM		EPS04:16 [Roxann Smithers] The Ten Year Itch	Roxann Smithers	Mechelle McDonald	16:47	642
yes	5. Approved & Scheduled	Evolvepreneur (After Hours)	4	17	Dec 28, 2022, 10:00:00 AM		EPS04:17 [Breene Murphy] Obsessed with Removing Barriers to Sustainable Investing	Breene Murphy	Mechelle McDonald	18:02	638
yes	5. Approved & Scheduled	Evolvepreneur (After Hours)	4	19	Jan 11, 2023, 10:00:00 AM		EPS04:19 [Steve Bacon] 6-Figure Coaching Company With No Ads	Steve Bacon	Mechelle McDonald	23:29	635

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Referral Magic



390 Guests refer 175 Guests

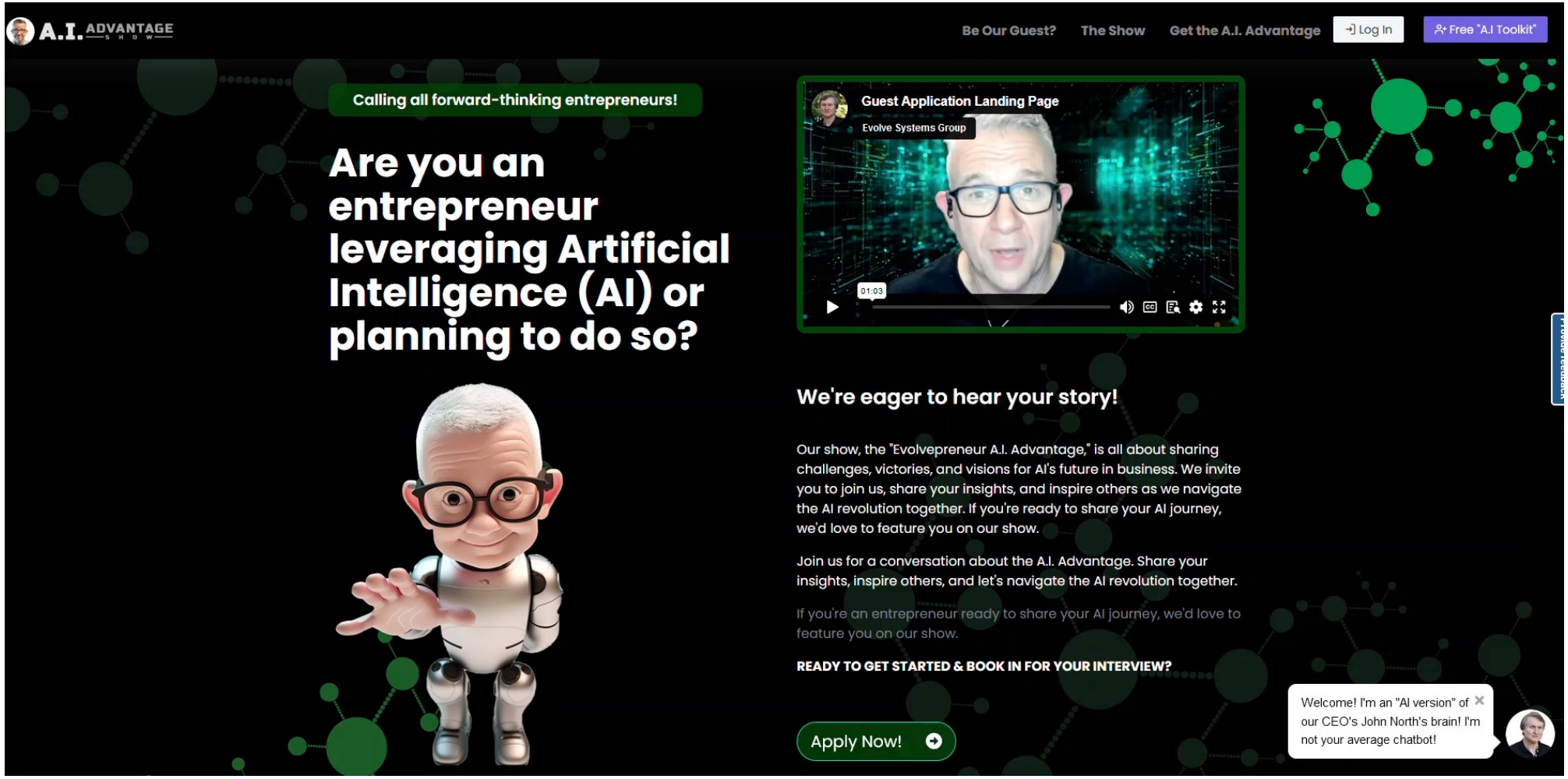
175 Guests refer 70 Guests
70 Guests refer 29 New Guests and so on…

274 New Guests Potential!

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Guest Landing page and Application Form



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- Sells the idea of being a guest and who you are looking for
- Gathers good information to decide if the guest is viable

PODCAST SECRETS

Guest Application – About You

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

Click Here for the Next Step →



Welcome! Please complete the details here.
Once you've applied, I will personally review your application and let you know the next steps.

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.

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

- (•) I am personally applying
- ( ) PR or Booking Agency

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

Transforming Entrepreneurs through Cutting-Edge Publishing and Software Solutions...
John North is a 7 Time #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

Where did your hear about the show? *

Other

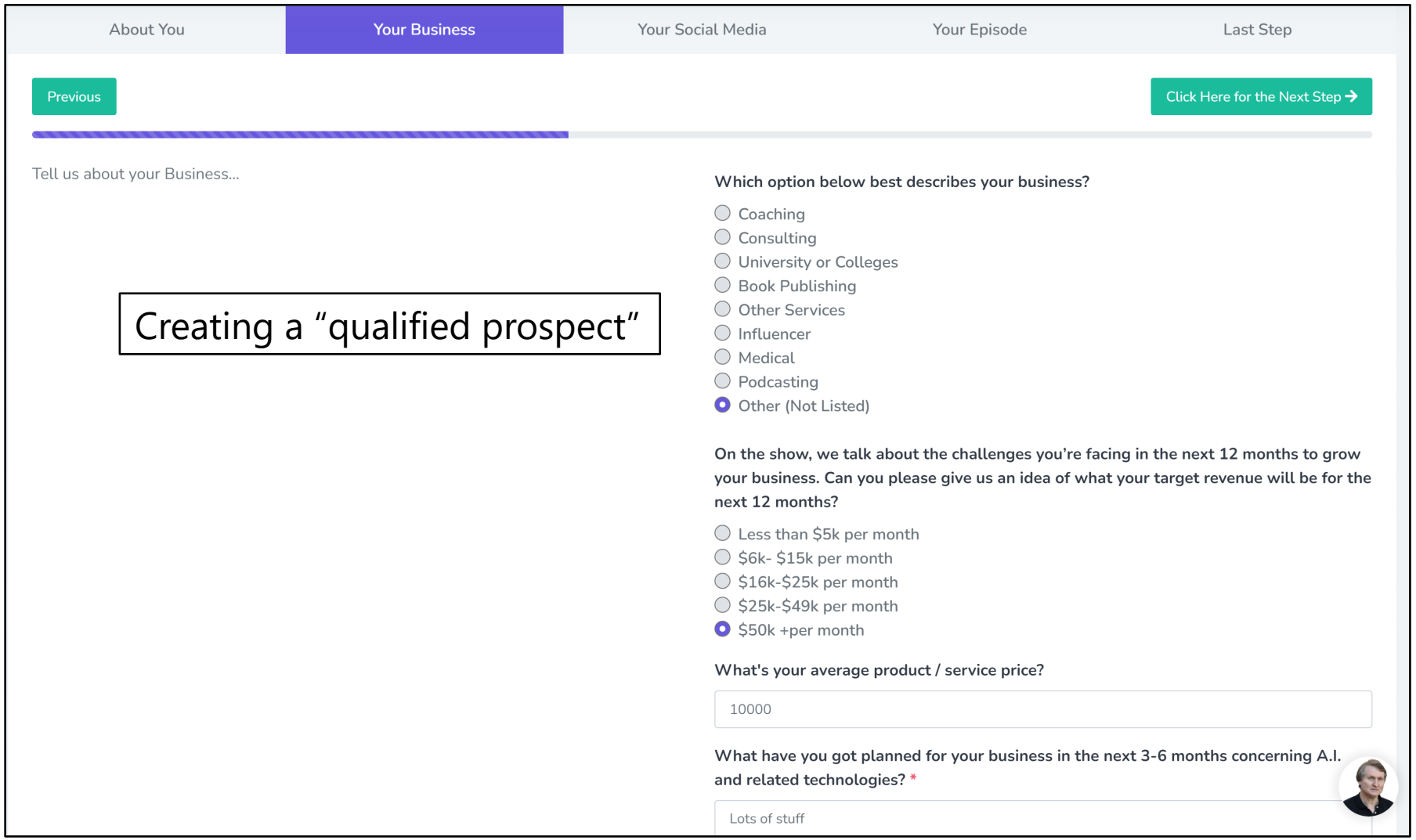
JUST FOR FUN. Share something really cool, weird or bizarre about you nobody knows about that makes you super unique and interesting!

I run the show!

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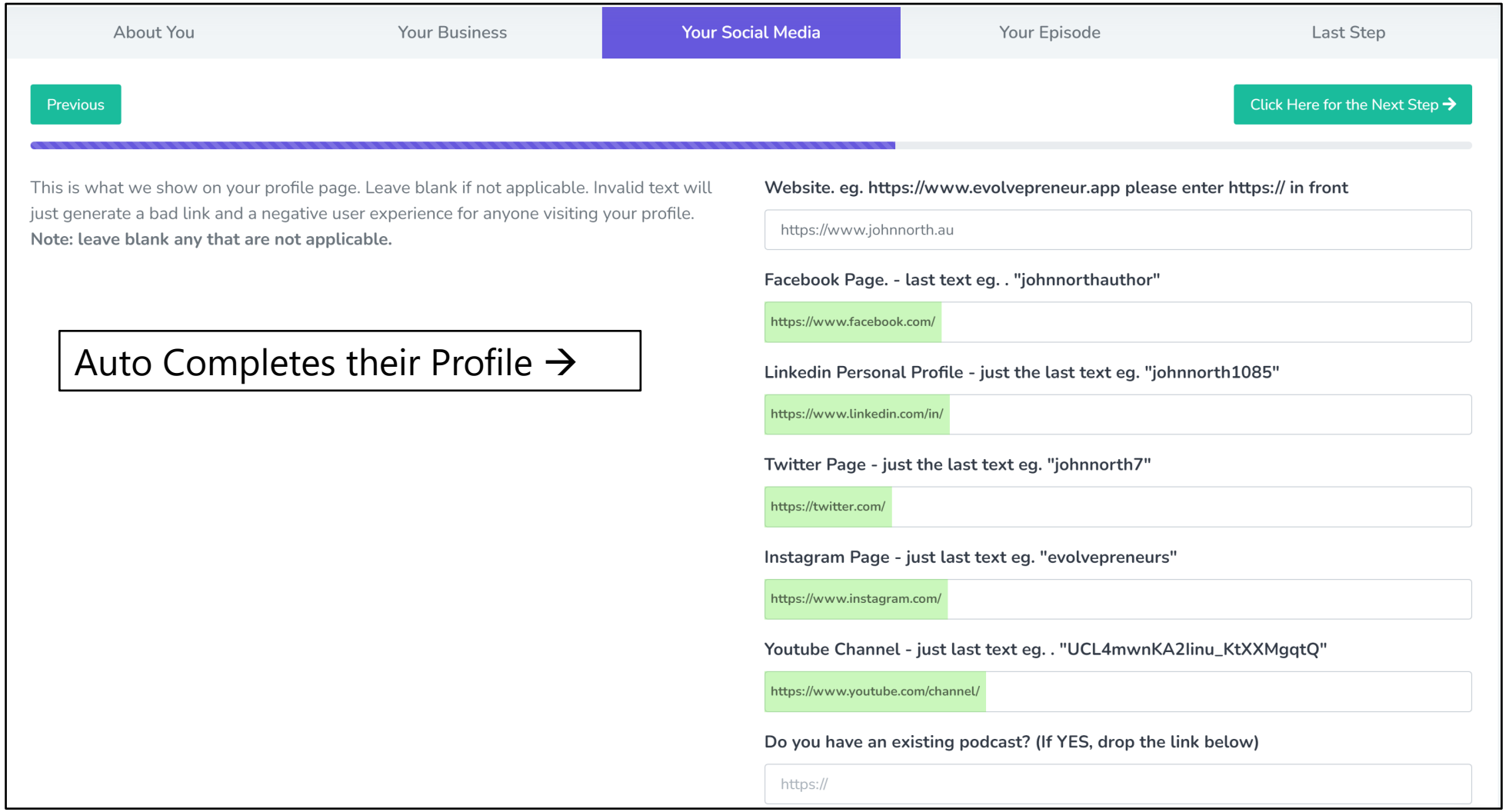
Guest Application – Your Business



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Guest Application – Social Media



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PODCAST SECRETS

Guest Application – Your Episode

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

Previous

Click Here for the Next Step →

Give us some of your ideas on what we can discuss on the show...

Your Photo (Will appear in episode and your profile) *



Could you share your key experiences with A.I. recently, particularly any challenges or breakthroughs? We're interested in discussing the impact of A.I. *

Lots planned

Do you have a suggested (SHORT) title for your episode? (max 60 Characters)

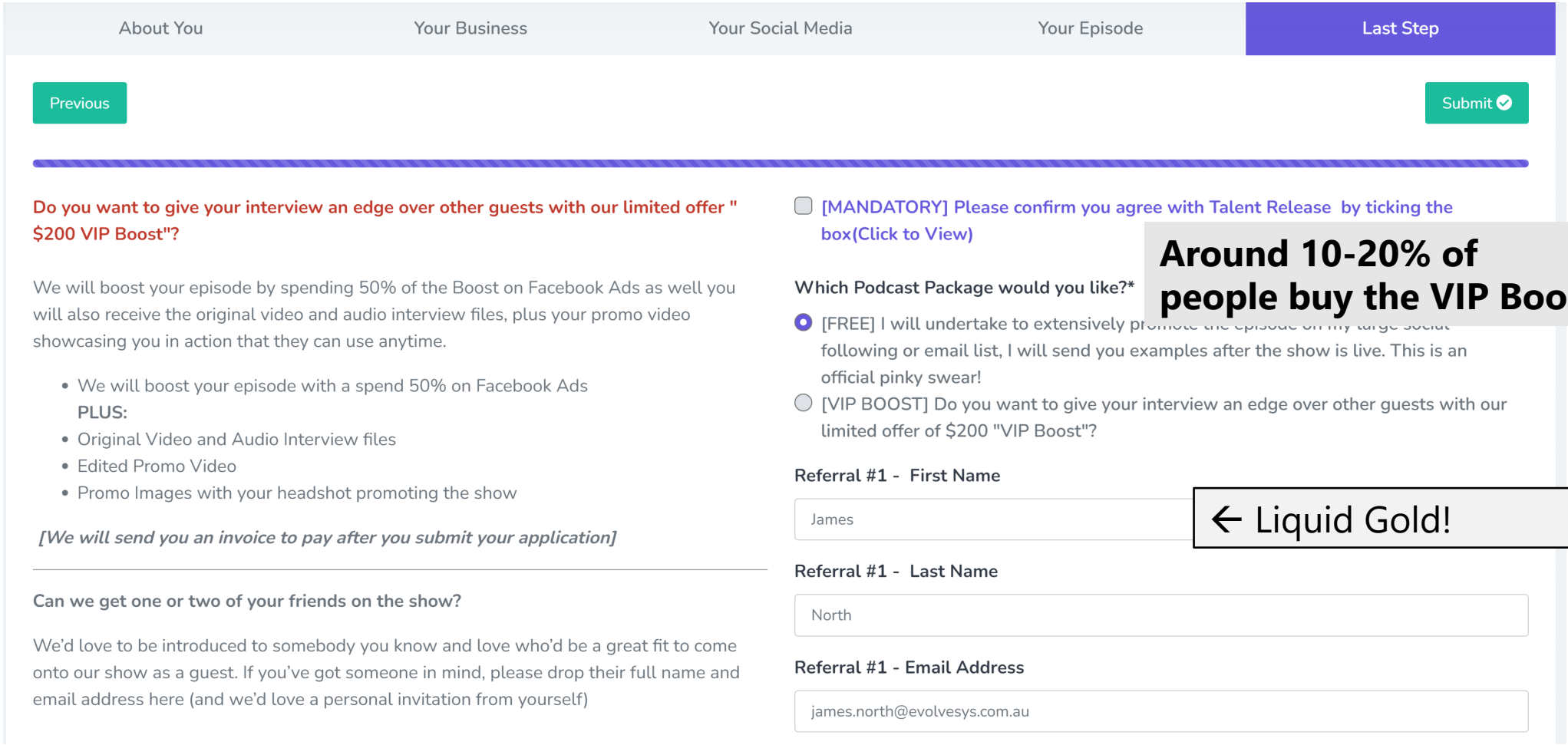
Lets Get This Party Started

We even ask them to come up with episode title! →

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Guest Application – Last Step



Around 10-20% of people buy the VIP Boost

← Liquid Gold!

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PODCAST SECRETS

Thank You Page

IMPORTANT: About Your Upcoming Interview...



Go to Your Guest Hub!

Thank you so much for your application to be on our Evolvepreneur A.I. Advantage Podcast Show ...

Thank you for your application - that's fantastic!

Your application is **being personally reviewed** right now.

Please allow us a few days for this process, as we always have a high demand for guest spots on our show. We will come back to you soon with the next steps.

In the meantime, we've created a **Special Guest Hub** just for you. You'll find a link to it on this page.

Feel free to explore the hub, check out our show, listen to a few podcast episodes, and browse the site. You'll also see a status bar on the Guest Hub, which will update you as we progress with your application.

Thanks again for applying. We appreciate your interest and are excited about possibly having you on the Evolvepreneur A.I. Advantage Show. Hope to see you soon!

While I have you would you like to boost your episode? [Click Here] for More Information

"Welcome to the Evolvepreneur A.I. Advantage Show", your ultimate destination for exploring the transformative power of Artificial Intelligence in entrepreneurship. I'm your host, Richard Wray

Are you an entrepreneur leveraging AI in your business or planning to do so? We want to hear your story. We're interested in your challenges, victories, and vision for AI's future in your industry.

Our mission is to delve into the realm where innovation meets intelligence, sharing strategies, insights, and tools that propel businesses forward. We engage with industry experts, thought leaders and fellow entrepreneurs to explore real-world AI applications and decode the latest trends.

Whether you're a seasoned business owner or an aspiring entrepreneur, our show empowers you to embrace the future, optimize operations, and unlock your business's growth potential.

Go to Your Guest Hub!

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Guest Hub – One Stop Portal

Home › My Episodes › AIS00X:00XX [John North] Lets Get This Party Started

Guest Hub - Evolvepreneur A.I. Advantage Show

Guest



John North

Admin

Online

Edit Profile | Book Call | Quick Access

Evolvepreneur Pty Ltd

Australia

https://www.johnnorth.au

Email: john.north@evolvesys.com.au

Evolvepreneur PODCAST Post Interview Feedback Survey

Episode Title: AIS00X:00XX [John North] Lets Get This Party Started

Application Pending

Your application has yet to be approved by our podcast team.

Instructions

Congratulations. You have been accepted as a special guest! We are excited to talk to you soon!

We need you to undertake a series of simple steps to ensure the best possible interview. Check out the Tabs for each stage of the interview below.

Our Podcast show's name is "**Evolvepreneur A.I. Advantage Show**" and our audience is mainly entrepreneurs or business owners.

We look forward to getting to know you better.

Richard Wray - Evolvepreneur A.I. Advantage Show

PS. If you miss your scheduled Interview time VISIT THIS LINK TO RESCHEDULE

Pre-Interview | Interview | Post-Interview | Feedback | My Downloads

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 lives with the use of A.I.
- We share stories from our personal and professional experiences and the mistakes we made in the past so that they can learn from all this and improve their situation.
- Towards the end of the show - we talk about your services and how you can help the audience move faster by purchasing your services/books, etc. We also put the links to your websites in the show notes.
- We generally like to have a framework for discussion with some specific questions. We also tend to deviate if a subject is going well.
- You are free to mention your business and promote it while on the show. We will prompt you to tell us what you are currently passionate about.
- That's when you can make your pitch. Then, when your show distributes, we will share the episode on social media channels. And we will make sure our list is informed about your appearance.
- We will use "Daily App" to record our interviews: A simple web link will also be included in your invite email and should appear above. (Don't connect to this link until you are ready to start your interview, as you might crash in on one already in progress).
- If you don't have a good microphone, use a high-quality headset.
- We should have already received your booking on our calendar, and a confirmation email should have been sent.

If you have any issues, please submit a ticket to our Podcast Team HERE.

Host



Richard Wray

Admin

Last seen: 1 hour ago

Message | Quick Access

Wray Media Consulting & Virtual Wrayality

Australia

Email: richard.wray@evolvepreneur.app



Behind The Scenes: Auto Created Episode

Post

Title *

AIS00X:00XX [John North] Lets Get This Party Started

Custom URL (slug)

ais00x-00xx-john-north-lets-get-this-party-started6489ab6e1c3ce

Abstract *

Welcome to Evolvepreneur A.I. Advantage Show

Join me today where we dig deep with our guests and get you the best concepts and strategies to fast-track your business.

My very special guest today is John North ...

Content *

Source | Styles | Format | Font | Size

Welcome to the Evolvepreneur A.I. Advantage Show

Join me, Richard Wray, to gain the A.I. Advantage today where we dive deep into the transformative power of A.I. to help fast-track your business.

My very special guest today is ***John North*** ...

Transforming Entrepreneurs through Cutting-Edge Publishing and Software Solutions... John North is a 7 Time #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 Book Publishing and Software Systems, which are designed to make a tangible difference in the lives of entrepreneurs. Fueled by a passion for enhancing the marketing intelligence and strategies of business owners, John consistently pushes the boundaries of what's achievable in today's fast-paced world. He is widely acclaimed among his contemporaries for his inventive and highly creative approach to problem-solving..

Status

- [ ] **Enabled**
- [ ] **Featured**
- [ ] **Subscribers alerts sent**

Status

1. Review Application

Podcast Episode

Podcast

Evolvepreneur A.I. Advantage Show

Podcast Media File or URL

No selection | List | Add new | Delete

Episode Type

full

Season

2

Episode

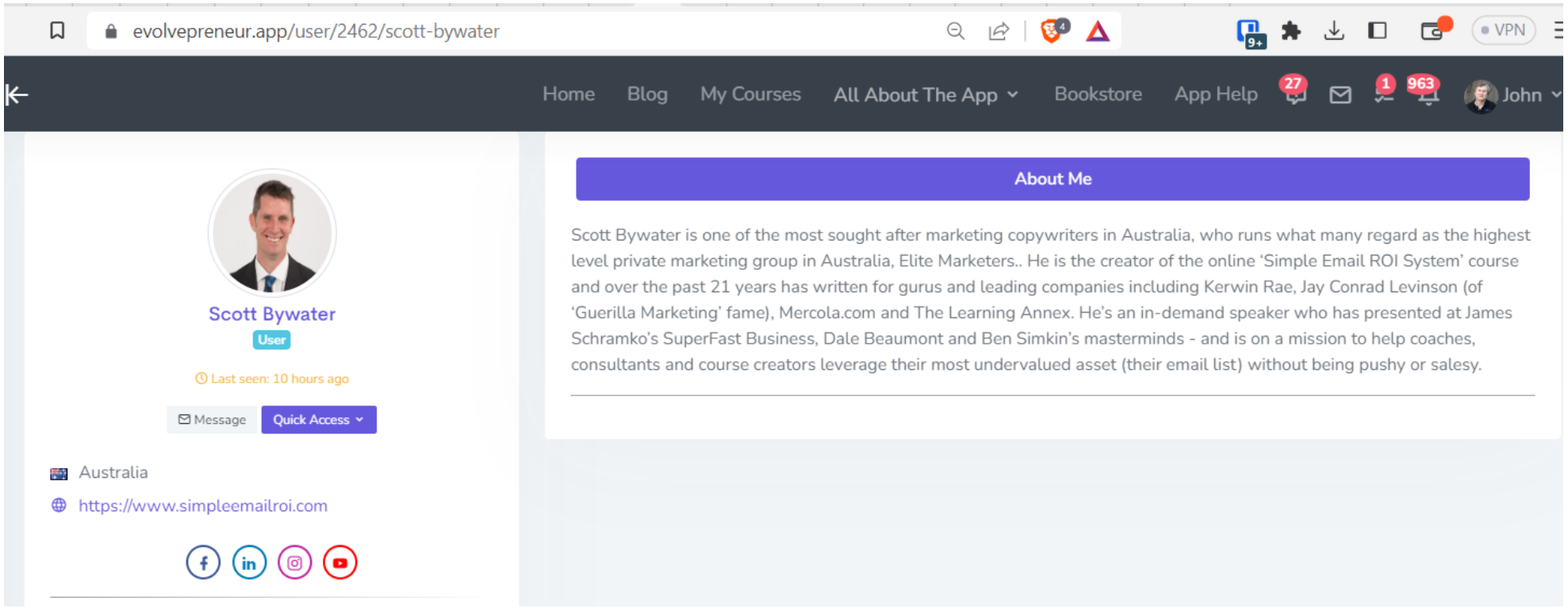
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PODCAST SECRETS

Behind The Scenes: Guest Profile Auto-Built



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PODCAST SECRETS

Magic Referral Email – Get's them laughing...

Hi {contactfield=firstname}, soooo this is kinda weird 😅 I don't know you, and you don't know me.

But your friend, **{contactfield=referred_by}** just recommended we reach out to you to invite you onto our Top 200 Podcast (Globally Ranked Top 1%) "Evolvepreneur (After Hours) Show" as a guest.

That's where we got your name and email.

"Why the heck would they just give out my email like that?!" — I know, I know. Being emailed by a stranger is SUPER annoying.

But they've just applied to come onto our top 200 podcast as a guest...

and well — they thought you'd be a good guest too.

Go figure. 🤷
You must be an awesome entrepreneur like them too haha. (dare I even say... **MORE awesome**?)

Now if you're kinda pissed off, please feel free to hit the unsubscribe button on the email footer.
And angry letters and postcards can be sent to:
•{contactfield=referred_by}

After all it was them that put your name forward... don't shoot the messenger 😅
And just for your own peace of mind, we've NOT added you to our main email list.

You're on a seperate "referral list". So you're not gunna start getting blasted by our frequent but honestly quite entertaining daily stories.
But let's just play devil's advocate and assume... YOU **ARE** INTERESTED IN COMING ON THE SHOW 😈

>>> Your invitation to come get featured on one of our top 200 podcast
So i'd love to have you featured on the show :)

And since {contactfield=referred_by} thinks its a good idea... well I guess we've gotta give it a go!

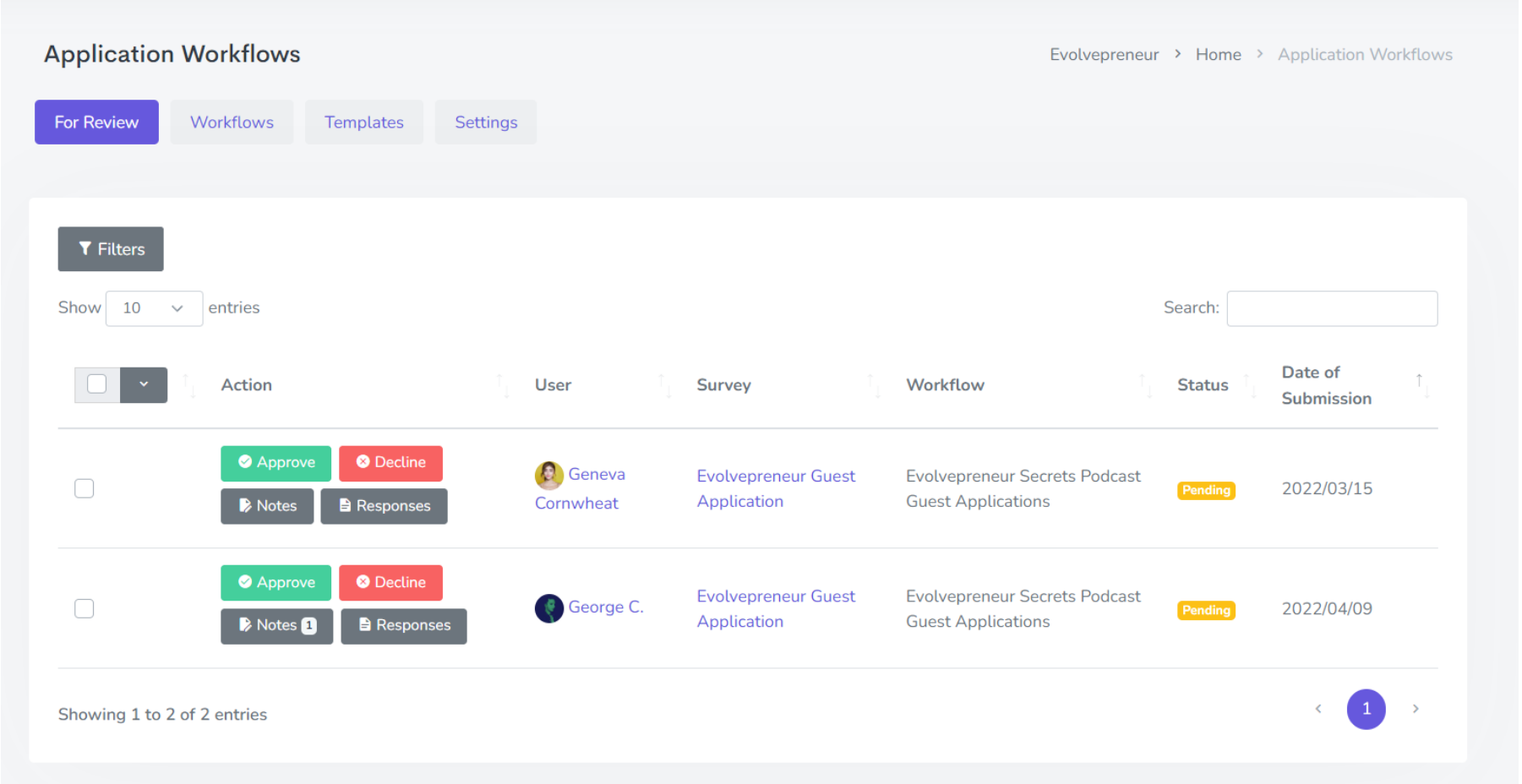
Anyways, click the link above, and hope to see you on one of our podcasts soon
I am really looking forward to seeing you on the show!

P.S. Then I invite you to join our official podcast subscribers list >>> Click here if you wanna get added to our main list :)

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Approve or “Auto Approve”



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You can auto approve guests or manually decide…

PODCAST SECRETS

Once Approved:

Home › My Episodes › AIS00X:00XX [John North] Lets Get This Party Started

Guest Hub - Evolvepreneur A.I. Advantage Show

Guest



John North

Admin

Online

Edit Profile | Book Call | Quick Access

Evolvepreneur Pty Ltd

Australia

https://www.johnnorth.au

Email: john.north@evolvesys.com.au

Evolvepreneur PODCAST Post Interview Feedback Survey

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Book A Time

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Book Interview ←Status Changes

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Richard Wray - Evolvepreneur A.I. Advantage Show

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Pre-Interview | Interview | Post-Interview | Feedback | My Downloads

Host



Richard Wray

Admin

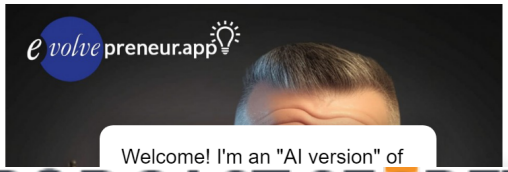
Last seen: 1 hour ago

Message | Quick Access

Wray Media Consulting & Virtual Wrayality

Australia

Email: richard.wray@evolvepreneur.app

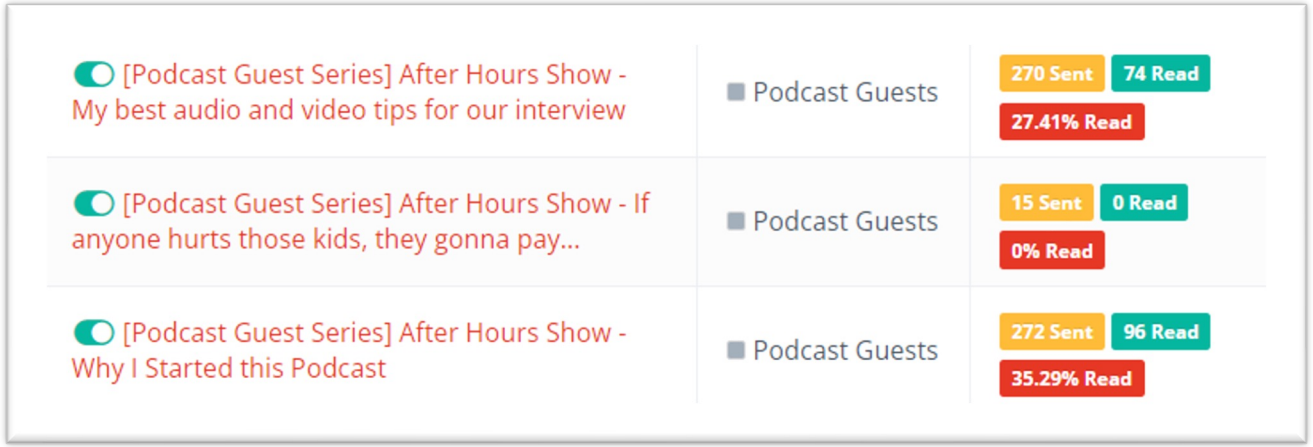


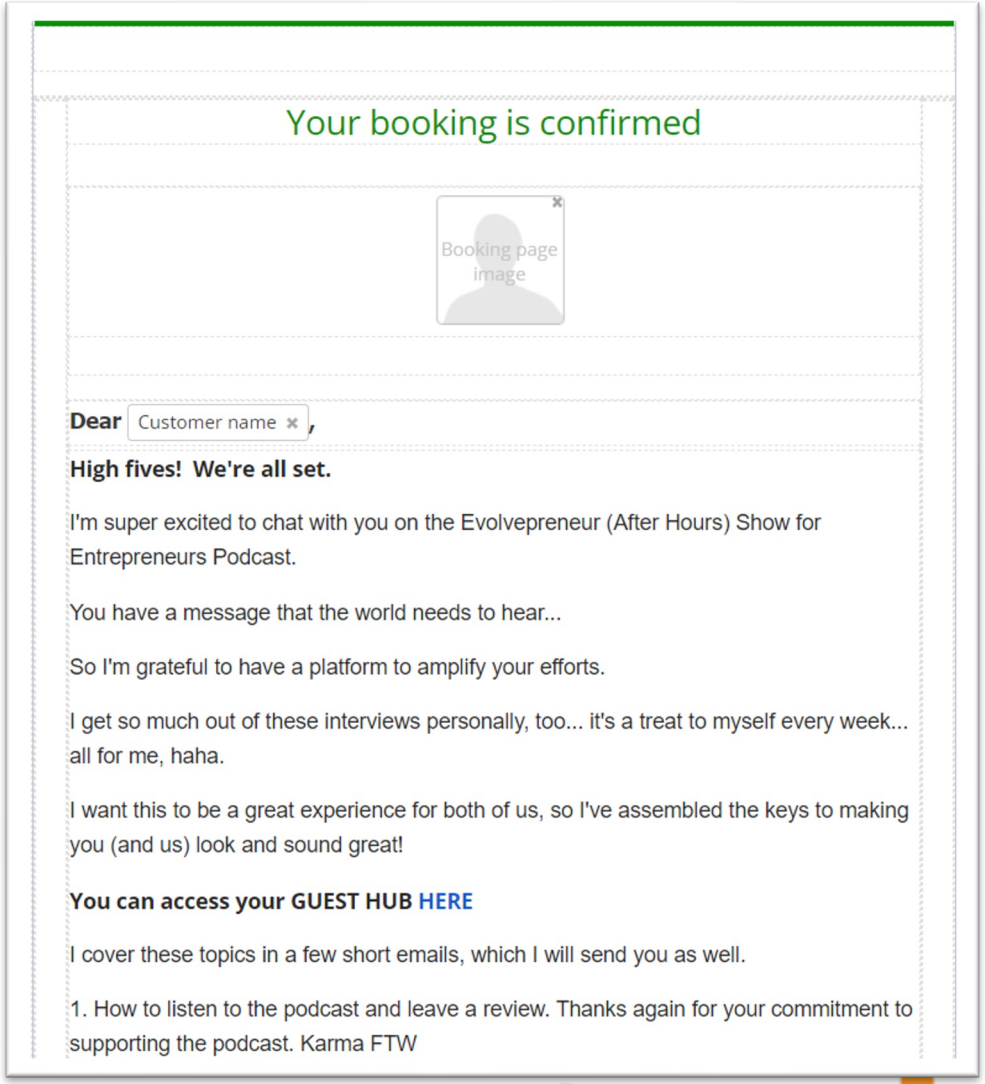
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Calendar & Emails

- Choose whatever current calendar you like
- We are working on one!
- Build rapport from the confirmation Email
- Followup Series (approx. 30% Open Rate)

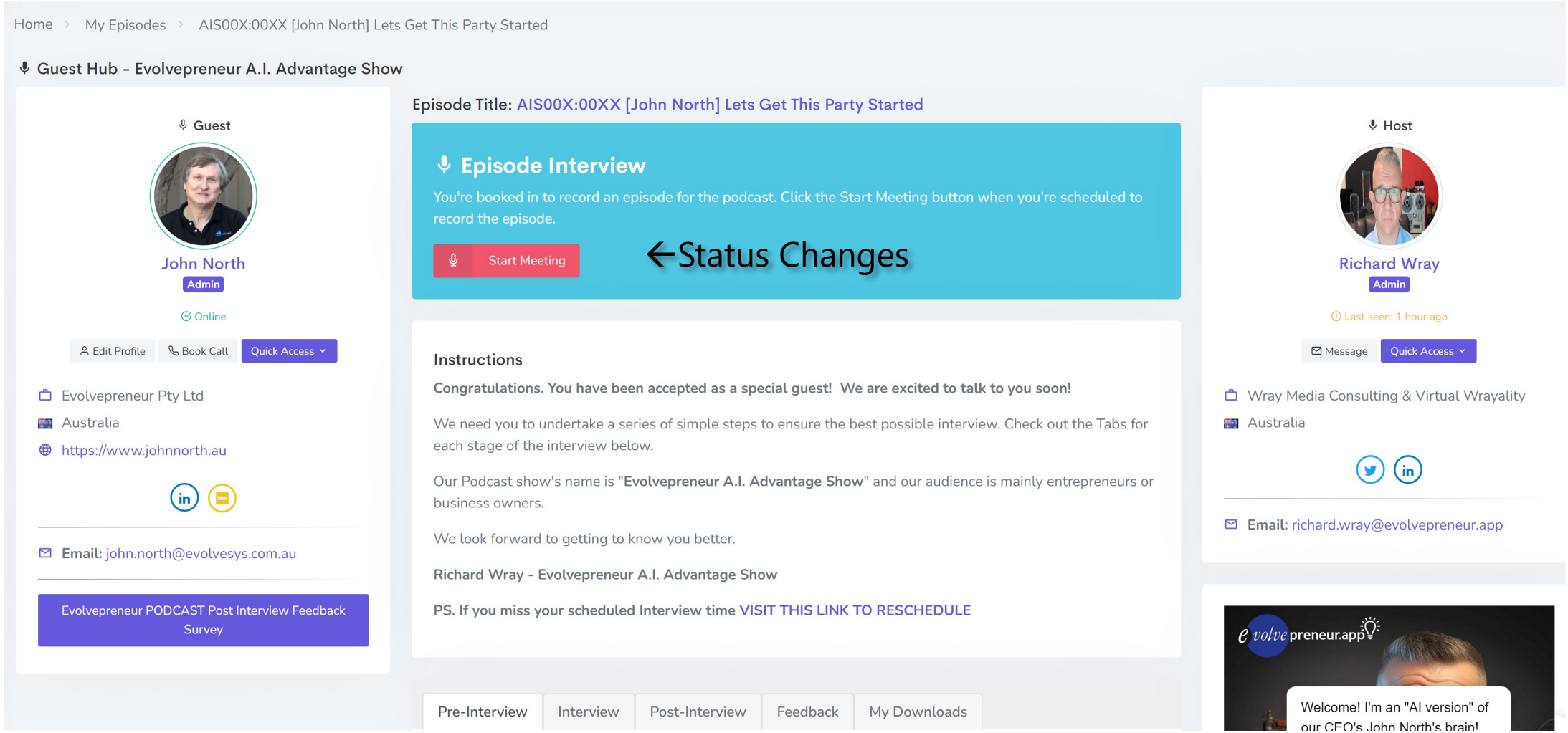




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PODCAST SECRETS

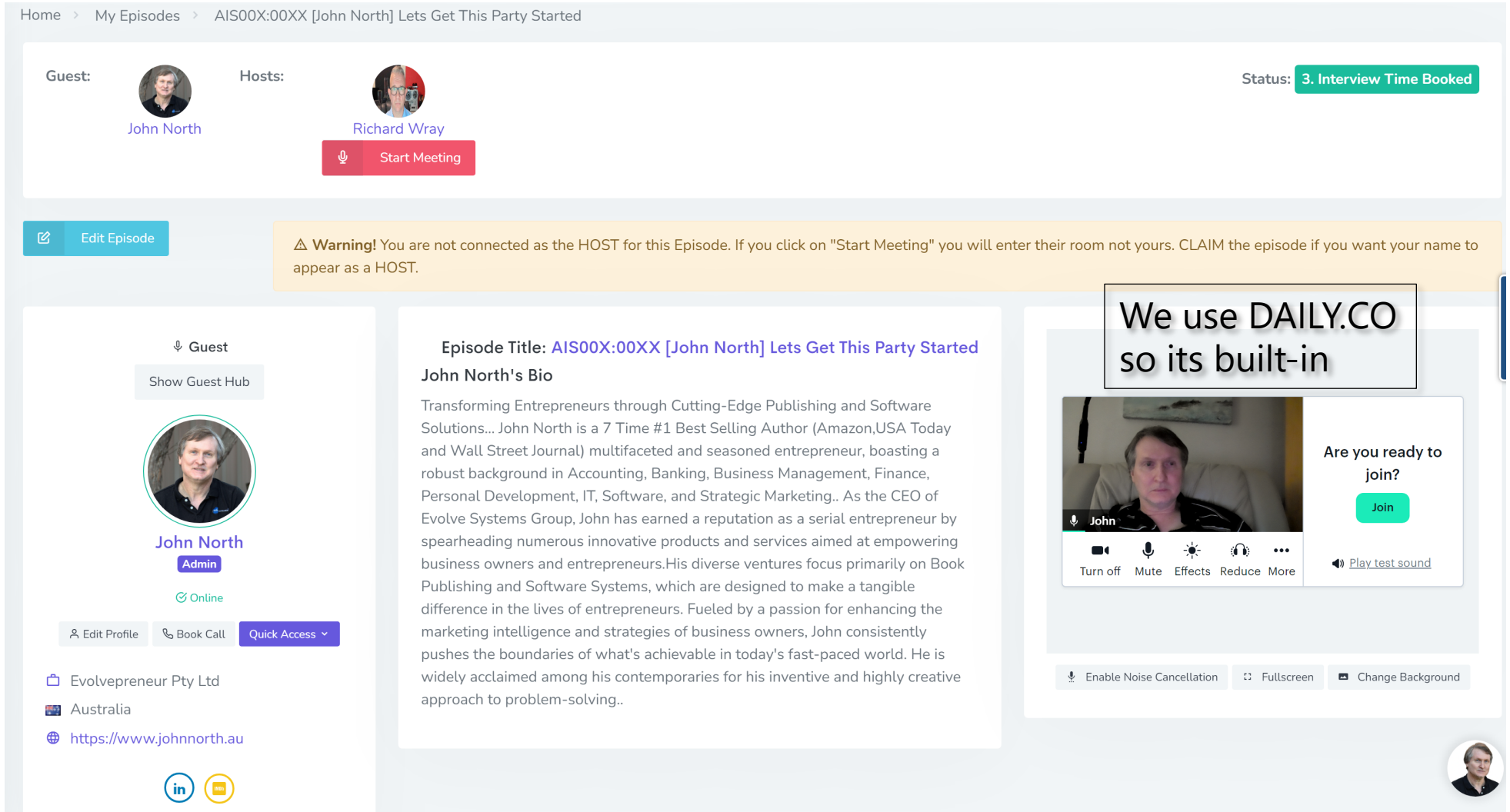
Once Appointment Booked



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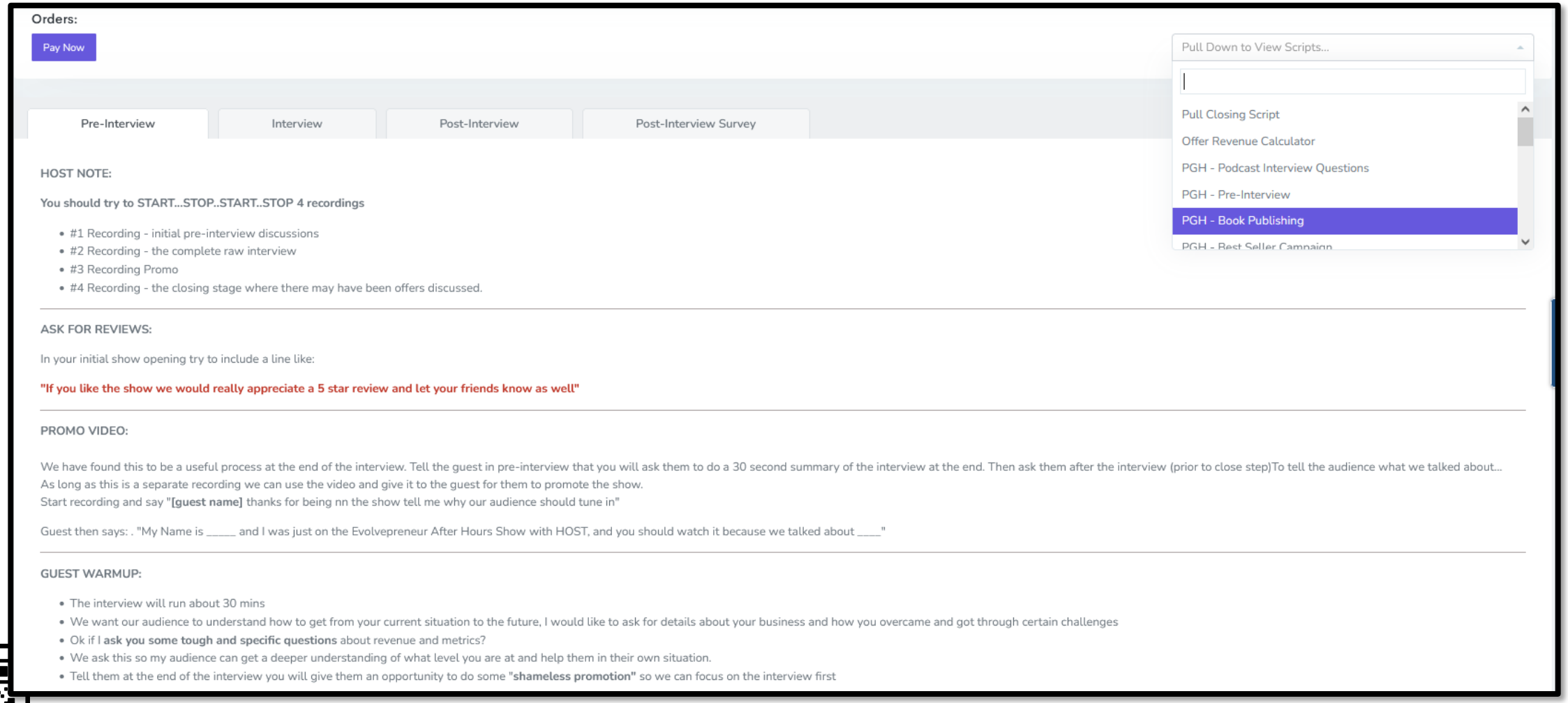
Host View



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Interview – Scripts and Resources



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Let's Roll! - Opening Scripts pre-made with their details

Pre-Interview	Interview	Post-Interview	Post-Interview Survey

LIVE SHOW SCRIPTS:

Show Intro:

You are listening to Evolvepreneur A.I. Advantage Show and I am your host, **RICHARD WRAY**

My mission is to help entrepreneurs make a difference and navigate the messy world of startup or re-launch (or commonly called a pivot]

Join me today where we dig deep with our guests and get you the best concepts and strategies to fast-track your business.

Today's special guest is: John North

Who is:

Transforming Entrepreneurs through Cutting-Edge Publishing and Software Solutions... John North is a 7 Time #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 Book Publishing and Software Systems, which are designed to make a tangible difference in the lives of entrepreneurs. Fueled by a passion for enhancing the marketing intelligence and strategies of business owners, John consistently pushes the boundaries of what's achievable in today's fast-paced world. He is widely acclaimed among his contemporaries for his inventive and highly creative approach to problem-solving..

Interview Questions:

- What inspired you to become a _____
- What do you like the most about the work that you do?
- What's the best piece of advice you've ever given?

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PODCAST SECRETS

Post Interview and Survey Submitted

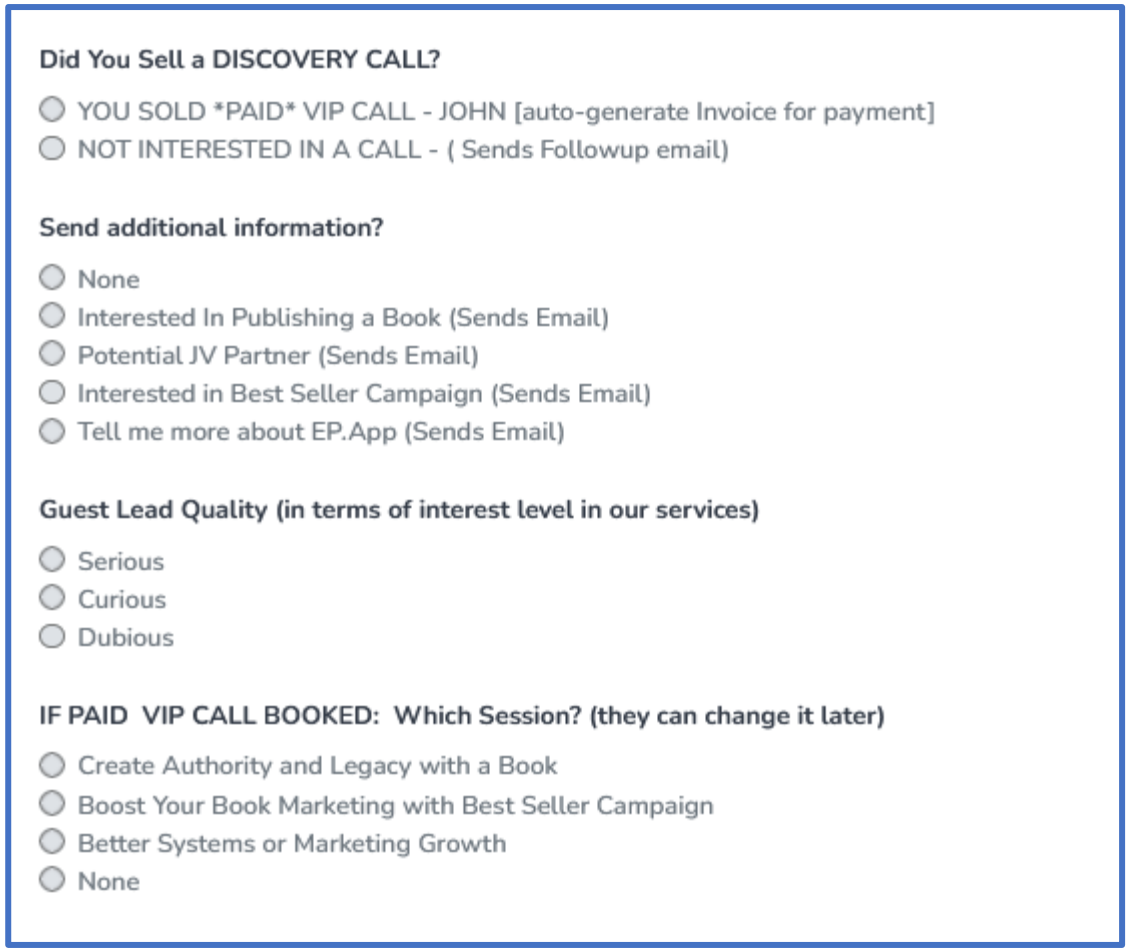
The host uses their “Host Hub” to interview and complete a survey form.

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

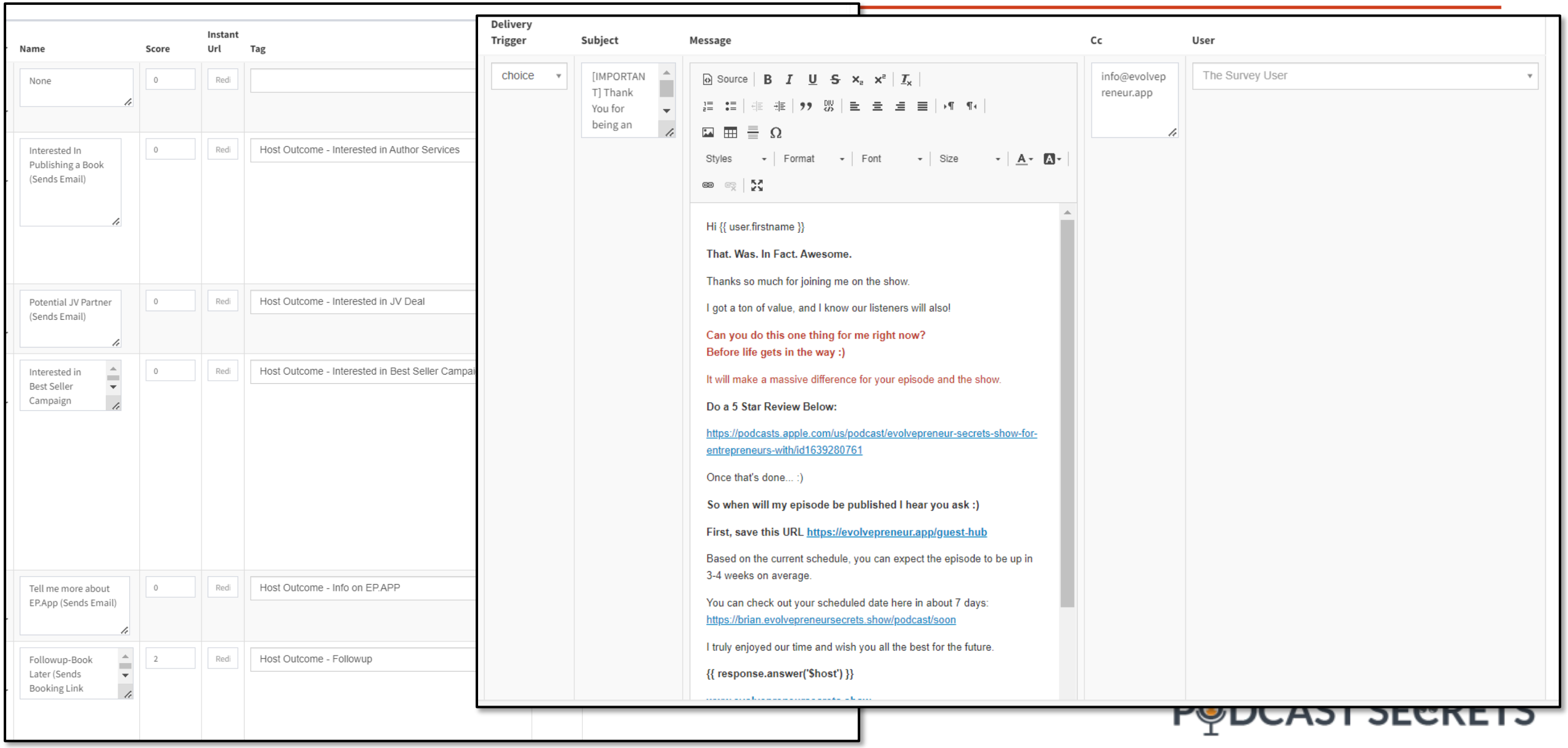
IF PAID VIP CALL BOOKED: Which Session? (they can change it later)

- 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

Auto Emails



Name	Score	Instant Url	Tag
None	0	Redi	
Interested In Publishing a Book (Sends Email)	0	Redi	Host Outcome - Interested in Author Services
Potential JV Partner (Sends Email)	0	Redi	Host Outcome - Interested in JV Deal
Interested in Best Seller Campaign	0	Redi	Host Outcome - Interested in Best Seller Campai
Tell me more about EP.App (Sends Email)	0	Redi	Host Outcome - Info on EP.APP
Followup-Book Later (Sends Booking Link	2	Redi	Host Outcome - Followup

Delivery Trigger	Subject	Message	Cc	User
choice	[IMPORTANT] Thank You for being an		info@evolvepreneur.app	The Survey User

Source | Styles | Format | Font | Size

Hi {{ user.firstname }}

That. Was. In Fact. Awesome.

Thanks so much for joining me on the show.

I got a ton of value, and I know our listeners will also!

Can you do this one thing for me right now?
Before life gets in the way :)

It will make a massive difference for your episode and the show.

Do a 5 Star Review Below:

https://podcasts.apple.com/us/podcast/evolvepreneur-secrets-show-for-entrepreneurs-with/id1639280761

Once that's done... :)

So when will my episode be published I hear you ask :)

First, save this URL https://evolvepreneur.app/guest-hub

Based on the current schedule, you can expect the episode to be up in 3-4 weeks on average.

You can check out your scheduled date here in about 7 days:
https://brian.evolvepreneursecrets.show/podcast/soon

I truly enjoyed our time and wish you all the best for the future.

{{ response.answer('$host') }}

PODCAST SECRETS

Auto Ticket to Production

has been completed

for Richard Wray **HOST**
for A.I. Advantage Show

EDITING OR TITLE CHANGES NEEDED:
New Title:
Embracing the Enemy - Copywriter to ChatGPT Trainer

Editing:
No edits needed

OUTCOME:

VIP CALL? With
BOOKED SALES CALL WITH RICHARD [https://go.oncehub.com/ai-advantagemm]

Outcome: *NEW* Interested in joining "A.I. Advantage Mastermind"
Lead Quality: Serious
VIP Session? None

Please undertake the following steps

← Virtual Assistant is notified

1. Download the Zoom/Daily Audio/Video Recordings
2. Upload to Episode
3. Summarise the Episode (KAGI)
4. Finalise episode with the CHECK TITLE
5. Schedule Episode
   IF A.I. SHOW (DON'T SCHEDULE AS POST PRODUCTION WILL REPLACE THE FILES
6. Upload PROMO Video to Vimeo Applicable Folder and add that Video to the Episode
7. If editing needed change this ticket to "Podcast Post Production"
8. If a repeat guest create a sub folder on their Name in box.

INSTRUCTIONS

- Daily.Co
- Episode Upload

IF THE OUTCOME WAS AN APPOINTMENT:

1. Upload the CLOSE Video to Vimeo (PODCAST HOSTS FOLDER) and add it to Sales Opportunity [instructions]

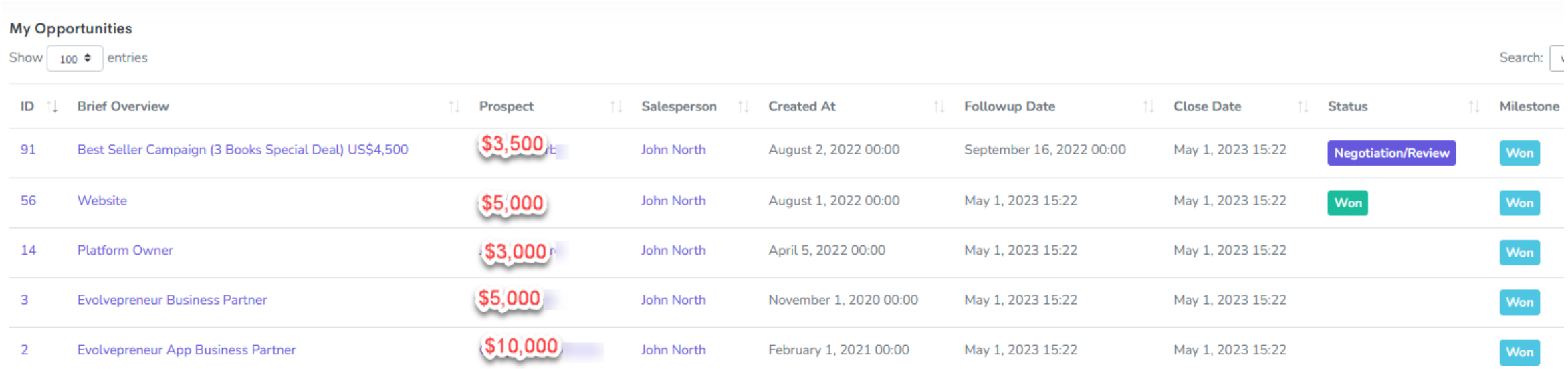
Coach Assigned: BOOKED SALES CALL WITH RICHARD [https://go.oncehub.com/ai-advantagemm]

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PODCAST SECRETS

Auto Create: 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	Milestone
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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Post Production

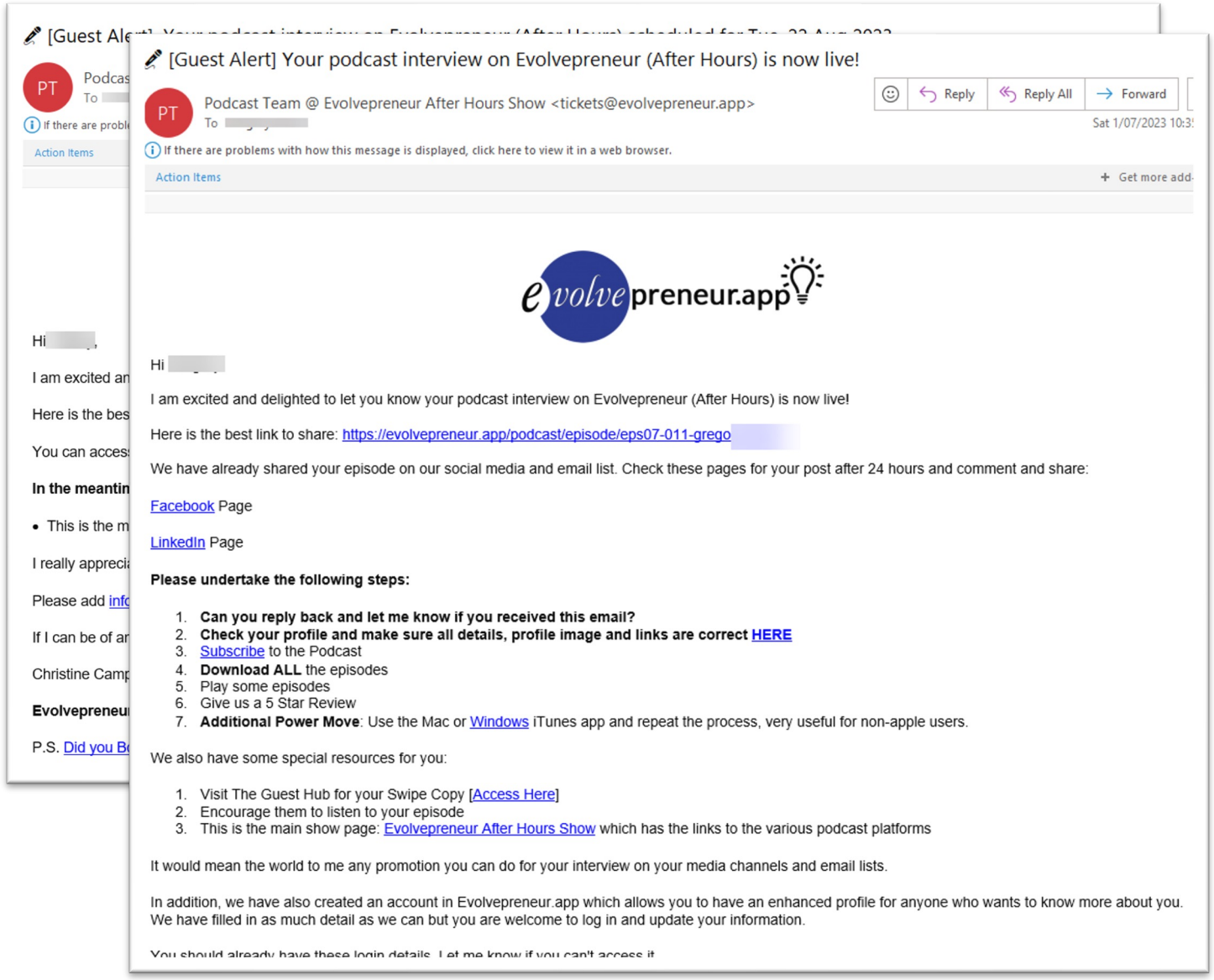
We record all our interviews like a radio show. So our production team simply checks the audio and uploads the updated file against the already created episode.

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.

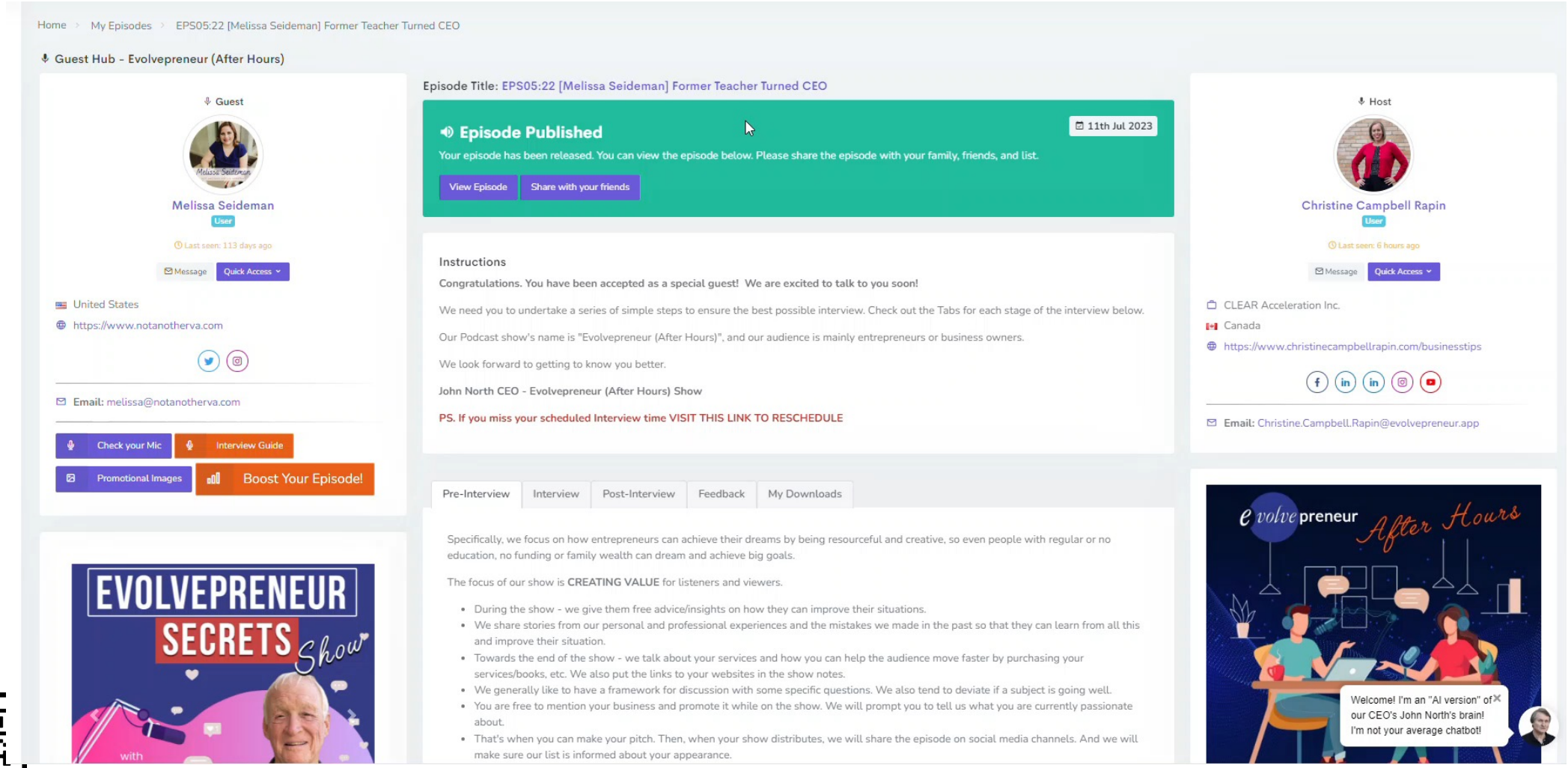
The guest is automatically sent an email to let them know their episode is coming soon and they appear in the coming soon section of our Show page. They are sent back to their personalised guest hub for the latest info

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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Guest Hub



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How To Get Guests?

That’s the fairly easy part!

- Callouts on Source Bottle
- Facebook Group in Guest Groups
- Invite via LinkedIn (we auto message)
- Email Lists Or leverage off other people’s lists
- Paid Ads don’t work very well! (Shame ☺)



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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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Last Slide

PODCAST SECRETS

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

PODCAST SECRETS

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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PODCAST SECRETS