

Online Library Profitable Podcasting: Grow Your Business, Expand Your Platform, And Build A Nation Of True Fans

## *Profitable Podcasting: Grow Your Business, Expand Your Platform, And Build A Nation Of True Fans*

*A Financial Times Book of the Year 2020! Should companies be run for profit or purpose? In this ground-breaking book, acclaimed finance professor and TED speaker Alex Edmans shows it's not an either-or choice. Drawing from real-life examples spanning industries and countries, Edmans demonstrates that purpose-driven businesses are consistently more successful in the long-term. But a purposeful company must navigate difficult trade-offs and take tough decisions.*

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*Edmans provides a roadmap for company leaders to put purpose into practice, and overcome the hurdles that hold many back. He explains how investors can discern which companies are truly purposeful and how to engage with them to unleash value for both shareholders and society. And he highlights the role that citizens can play in reshaping business to improve our world. This edition has been thoroughly updated to include the pandemic, the latest research, and new insights on how to make purpose a reality.*

*In 2008, Rob Kosberg faced the biggest business test of his life. Like many others he had to start over after the financial crisis and build a business in the worst economy of our generation. He did this with his own bestselling book and has*

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*gone on to help thousands of other authors to replicate his success. In Publish. Promote. Profit. he tells you exactly how they are doing it. How some clients are earning over \$100,000 per month with their books, getting booked on massive stages, getting press and media on demand and becoming the hunted in their industries. Publish. Promote. Profit. explains the current self-publishing environment and covers the ins and outs of what it means to be an author, expert and thought leader in your field. Far beyond "how to self publish" or "book marketing" Publish. Promote. Profit. explains how to create compelling content quickly and become a true bestselling author even if you have no list, no following and no platform. It contains many real life examples and case*

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*studies of the successful systems his authors are using to attract an endless flow of leads, clients, speaking opportunities and media.*

*Everything you need to know about how to grow your own podcast today! Have you been struggling to get your head wrapped around the podcasting world? Do you feel you lack ideas of what to do, and has it been hard making a profit? Are you finding writing for your podcast almost unbearable? Do you want to have fun podcasting and get paid to do it? It is time to get a new perspective on all things podcast-related. In this book, you will: - Understand how the podcasting world works. - Learn how to develop the premise for a successful podcast. - Discover how to choose the right niche and*

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*audience for you. - Get insight into the business side of podcasting by learning how to start a brand. - Learn all about the different equipment you may need according to your budget. - Learn all you need to know about editing and post-production. - Discover the best places to upload your podcast. - Explore the many ways through which you can monetize your content. - Master how to market your podcast. - Master interviewing techniques for when you bring on guests. As a content creator, your time, effort, and financial resources are too precious to be wasted on techniques that do not work. It's time for you to take a step back and plan a new approach. This insightful book will walk you through the process of building a podcast, distributing it, and profiting from it.*

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*There has never been a better time to start your own podcast. Sales of smartphones over recent years have fueled more interest in podcasts and now there are more podcast listeners than ever before. And the numbers are growing every year. Planning your podcasts is a very important step in the process and many marketers make the mistake of trying to wing it...*

*The Ultimate Guide to Growing Your Business with a Podcast  
Podcast Recipes*

*Make Noise*

*50 Recipes to Build Your Brand, Grow Your Audience, and  
Make More Money*

*Learn how to Start and Grow Your Profitable and Successful*

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*Podcast*

*Podcast Guest Profits*

*Podcasting for Beginners*

**If you want to get into podcasting but you don't know where to start, this book could save you thousands of dollars and hundreds of hours. Here's the deal: This book isn't for everyone, here's what I mean: "Podcast Recipes" is a print (paper and ink) book featuring a mix of hard podcasting teachings and instructions along with real world business advice from me and my mentors that is tested and proven to work today. It's not just**

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**theories. Create a profitable podcast in as little as 30 days That's my goal for you. I want you to tear into this book, read it in one sitting, and immediately use the information to make your podcast more profitable and popular than you ever thought possible. Take a look at some of the things you'll learn inside this book:**

- \* 4 steps to manufacture your celebrity status\***
- \* How you can get all the benefits of podcasting without all the work\***
- \* How to hack iTunes to get top rankings\***
- \* How to use the billion listener technology developed by apple to grow your audience\***
- \* Key strategies for booking the best guests\***
- \* The secret to ethically stealing other**



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**people's audience\* 3 questions you should immediately ask yourself before starting your podcast\* A simple strategy to make yourself a trusted expert in your market\* The ingenious strategy for knowing exactly what your listeners want to hear\* How to use the forgotten magic of the telephone to find out exactly what your listeners want to hear\* What key ingredients separate the losers from the winner in podcasting\* Why 99% of podcasters miss this hidden resource that will build their email list and make them sales\* The secret of starting your podcast with no money down. Before I learned this recipe I started two**

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**podcasts where I invested a bunch of money and time with zero results. This recipe alone is the reason I was able to start The Podcast Factory.\* Why you really don't need to be an established podcaster to get big name guests on your show\* Getting other people to do your marketing for you\* A simple way to get people back to your website (even when they're not listening to your podcast show)\* The magic bullet you need to make your show and your business a complete success no matter what gets in your way\* How to use the secret iTunes traffic match to get your show to the top of the charts\* How to cancel out price resistance in**

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**your customers\* The brain-dead simple way to never run out of topics again\* Insider tips from the world's savviest podcasters on how to book big name guests on your show (even if you're just starting out)\* How to use the concept of "audience jacking" to attract more loyal listeners to your show\* Why pilot shows increase your chances of bonding with new listeners\* 6 too-simple-to-pass-up ways to make money with your podcastAnd a whole bunch more including:\* The easiest way to build your email list, a never-fail way to book big name guests on your show, the best defense against running out of topics, a great way to enlist the**

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**help of gurus in your market to promote your show, a blueprint for building your audience, how to stack the deck so your show hits the top of the charts in any category you choose. Turn your podcasting dreams into a money making machine! Create your own profitable internet radio podcast. Have you ever listened to a podcast on iTunes or elsewhere and thought, "I can do that"? The truth is, you definitely can do that. It's much easier than you might imagine. A successful podcast can easily reach many thousands and thousands of people (sometimes hundreds of thousands) and is an incredible way on which to build a business or**

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**augment an existing one. You can create a podcast on almost any topic...and have it to be successful. The Internet is a very, very large place and if your podcast is well-designed, you will attract a large audience. Perhaps your interest is in politics, religion, business, health, or even a hobby such as fine wine, you can easily create a podcast on that topic...and make money from home. Podcasting for Dollars takes you through the process of selecting the right equipment and software, setting it up, and making a go in your first podcast. You'll learn how to market your podcast, how to gain followers, and how to make money from your**

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**podcast. It's much easier than you could ever imagine which is why the industry is growing so quickly.**

**Wondering how to launch, grow, and monetize your own podcast? Discover the ultimate podcasting tips and strategies that will help you with all of your podcasting goals! Imagine what life would be like if millions of people visited your content and all of your product launches were massive successes. You can create the content you love and know it will have an impact on your audience. You don't have to create content and grow your brand on the side. Your content brand is the full-time job.**

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**You would probably feel more fulfilled and happy with the work you're doing. All of this is possible when you know and implement the key secrets that have transformed many content brands in the past (and continue doing so in the future). Most of these secrets involve small changes on your end that will have a compounded effect over the long-term. That way, you can continue creating the content you love...but with more traffic and revenue. In Podcast Domination, you will find: How to book top guests for your podcast How to drive listeners to your episodes The secrets to monetizing your podcast Getting booked on**

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**other podcasts Regardless of your experience with creating and marketing your content, you can use the insights in this book to take your business to the next level and beyond. Don't wait! Read this book now and unlock the benefits of having a successful podcast today! "An interestingly idiosyncratic and personal vision of how to make podcasts."—Ira Glass Veteran podcast creator and strategist Eric Nuzum distills a career's worth of wisdom, advice, practical information, and big-picture thinking to help podcasters "make noise"—to stand out in this fastest of fastest-growing media universes. Nuzum identifies core**



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**principles, including what he considers the key to successful audio storytelling: learning to think the way your audience listens. He delivers essential how-tos, from conducting an effective interview to marketing your podcast, developing your audience, and managing a creative team. He also taps into his deep network to offer advice from audio stars like Ira Glass, Terry Gross, and Anna Sale. The book's insights and guidance will help readers successfully express themselves as effective audio storytellers, whether for business or pleasure, or a mixture of both.**

**Podcast Marketing Secrets**

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**An Essential Guide to Profitable Podcasting for Beginners.**

**How to Grow Your Podcast, Brand, and Business With Compelling Copy**

**Podcasting Made Simple**

**A Creator's Guide to Podcasting and Great Audio Storytelling**

**Copywriting for Podcasters**

**Podcast Launch: a Complete Guide to Launching Your Podcast with 15 Video Tutorials!**

Methods and Advice for Making the Most of Your Podcast—Pricing, Sponsors, Crowdfunding, and More Pick up any book

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on podcast monetization, and you will find 90 percent of it only covers how to launch a podcast. If you already have a podcast, you have that information; you're ready for the next step. Profit from Your Podcast provides top strategies and real-life examples of podcast monetization. This book is more than what to do. It also tells you how to do it. Chapters cover such topics as: How to Grow Your Audience How to Set Your Pricing Understanding

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Advertising Jargon How to Find Sponsors  
Best Strategies for Making Money as an  
Affiliate Master Strategies for  
Crowdfunding Harnessing the Power of  
Webinars and Events The Top Tools to  
Make Your Job Easy Built on the  
author's fifteen years of experience in  
podcasting, this action-packed guide  
will benefit new and veteran  
podcasters. Get clear on who your  
audience is and what they want, deliver  
value, and build an engaged audience

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that wants to give you money. Leverage your relationships and the integrity you have built through your podcast to create multiple streams of income.

Profit from Your Podcast gives you the tools to do it all.

Still dreaming about launching your own podcast? Or maybe you've already tried recording a few episodes and got completely stuck... Podcasting can be overwhelming, especially at the start, when you have no process or plan - just

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your passion. Here's the good news, though: You Can Launch A Podcast With No Prior Experience (Even When You're on a Budget). "Podcasting" is a soup-to-nuts practical guide by Amanda Mayo, Podcast Producer and Production Director at Chicago Independent Radio Project (CHIRP), where she manages an award-winning weekly artist interview podcast. From choosing the best podcasting equipment to monetizing your podcast, Amanda covers everything you

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need to know about profitable podcasting. You'll learn... The 4 crucial questions to help you come up with the right podcast idea. How to narrow down the true "who" of your podcast. The different podcasting styles and how to choose the best one based on your audience. The three simple rules to determine your ideal podcast length. How to make your guests comfortable (what to ask and what NOT to ask...). How to get great guests on

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your show using nothing but email. How to buy the right podcast equipment including a list of the best podcast microphones. How to distribute your podcast, including a list of the best podcasting hosts. How to record a professional-sounding podcast. What you need to do to build listener loyalty and grow your audience. How to leverage social media for marketing and where to spend your ad money. The 7-Step No-Fail Podcast Launch Strategy. The 5



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essential ways to monetize your podcast. Ready To Let Your Voice Be Heard? This podcast book contains all the advice you'll need on the "Getting Started" stage - not just recording an episode, but also planning your podcast, finding guests and distributing your content. If you want honest, time-tested, real-world guidance in a simple, actionable format, scroll up and get your copy today!

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Provides a plan for using the fast-growing world of video and audio podcasting, to promote a business and turn a profit.

Book Yourself Solid-now in paperback-is a complete instructional guide for startingn and growing a successful service business. It gives you simple, yet effective techniques for creating relentless demand and endless leads. It includes more than 200 proven marketing strategies for attracting new clients,

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earning more referrals, and building profitable, long-lasting professional relationships. If you want to take your service business to the next level, start here and Book Yourself Solid.

Give to Profit

Turn Virtual Connections into Paying Customers

How to Create, Launch, Grow and Monetize a Podcast

Go Live!

How to Grow Your Business by Supporting

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Charities and Social Causes

Book Yourself Solid

***How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How***

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***to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to***

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***get more done in one week than most people do in a month - And much, much more***

***You Can Launch A Podcast With Zero Prior Experience Using This Simplified But Powerful Guide! Podcasting is getting more popular daily as more people are listening to podcasts than ever before. This guide was written to give you all you ever need to start a profitable podcasting business. In this book, you'll learn: -The different***

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***podcasting styles and how to choose the best one based on your audience. -The three simple rules to determine your ideal podcast length. -How to get great guests on your show -How to get the right podcast equipment -How to distribute your podcast, including a list of the best podcasting hosts. -How to record a professional-sounding podcast. -What you need to do to build listener loyalty and grow your audience. -How to leverage social media for marketing -The***

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***essential ways to monetize your podcast.***

***-Tips to make your podcast artwork stand out -Tips to getting listed in Apple Podcasts, Google Podcasts, and Spotify***

***-And lots more.... What are you still waiting for? Grab your copy NOW!!!***

***Exclusive Podcast Academy training now available in a book! Podcast Academy, the leader in audio/video podcast and new media education, brings you their first book, Podcast Academy: The Business Podcasting Book, based on***



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***their seminars. Written by industry experts, this book brings you practical experience that you can apply to your own business. It covers planning, content creation, legal considerations, branding, marketing, advertising, monetization, and much more. The authors and contributors have been behind many of the earliest corporate podcasts and share their knowledge, success, and real-world experience with you. Podcasting is changing the way***

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***organizations are communicating with their customers, prospects and the media. It is an essential new medium for any company looking to extend their communications outreach, and expand their brand awareness. This applies for companies, organizations, charities, schools and groups that range in size from small to Fortune 500 enterprises. If you are thinking about podcasting as a medium for your organization, The Business Podcasting Book will give you a***

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***solid understanding of how to create your own company's voice, measure your efforts and maximize your opportunity. Implement your podcasting strategy now!***

***Learn how to go online with a winning sales and marketing strategy in this insightful resource Go Live! Turn Virtual Connections into Paying Customers helps readers understand and take advantage of several online tools to boost their sales and increase their revenue.***

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***Accomplished salesperson, consultant, and online personality Jeffrey Gitomer describes how tools like Facebook Live and podcasting can drive sales and help you connect with your customers. You'll discover: How to use tools like YouTube, LinkedIn Live, podcasting, and Facebook Live to connect with and develop your leads How to properly utilize social media like Instagram and Twitter to spread your message and sell to clients How to promote and repurpose content***

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***to create as big an impact on your audience as possible Written specifically for a post-pandemic sales audience, Go Live! Turn Virtual Connections into Paying Customers delivers results for anyone expected to deliver sales results in a virtual environment. It also belongs on the bookshelves of those who hope to take their successful offline sales strategies to the online world. Start Or Grow Your Online Business Using the Power of Blogging, Podcasting,***

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**and Content Creation**

**Podcasting for Profit**

**Turning Warm Fuzzy Feelings Into Cold  
Hard Cash**

**A Complete Guide to Gas Station  
Business a to Z**

**Make Profitable Connections and Grow  
Your Business, Without Paid Ads,  
Sponsors, Or Thousands of Listeners**

**Podcast Domination**

**Podcast Secrets**

Is it worth doing a podcast if nobody

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listens? You started your podcast because you want to: - Spread an important message - Share your passion - Make money But your podcast hasn't quite taken off like you thought it would. What happened? This book is for podcasters who can't quite figure out what they're doing wrong (and are ready to do things right). You'll learn: - Why your "natural personality" may be repelling to people and how to make it attract listeners to your podcast like a magnet (See p198) - What to do when a company tries to "lowball" you on

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advertising fees (do nothing, except send them the email on p424) - It's easy to screw up an interview. To be sure you don't run into any problems, use my "guest contract" on p311. - A six-word "trick" (learned from a 20-year radio veteran) that will instantly make you a better host (it's on p210) - 9 reasons to kill an interview before it happens - ignore these "red flags" and you'll be sorry (p299) - What Victoria's Secret models know about podcasting (even though you never hear them talk) - this lesson starts on p208! -



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Nervous on the mic? You have lots of company - 75% of podcasters to be exact. I give you a 5-step way to cure your "stage fright" on p229. - If you're scared of getting bad reviews, don't worry - I have three simple ways to handle critics on p236 (two of which can turn critics into fans) - Why copying top podcasters may be killing your podcast (I share the story on p116) and how to develop a podcasting style that works for you (and will attract more listeners) - My 3-step "episode teaser" formula - it's boring, but it

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works (get it on p110) - Thinking of doing a "daily" podcast? You must read p103 before you start. - Want to impress a guest? See the chapter starting on p321 for my 3-step followup "ritual" that will make being on your podcast unforgettable (and encourage guests to promote your episodes) And that's just the start ... This book contains my complete system on how to attract listeners, deliver your message effectively, and build a big podcast. You can't build a big podcast on "hope." But you can build a big podcast. And if you're

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ready to do just that, read this book. Discover how to create a successful podcast with the help of this amazing guide! Want to start a profitable podcast? Do you have a message to share with the world, but you're not sure where to start? Then keep reading! Inside this book, you'll uncover comprehensive, powerful strategies for creating a successful podcast. With reference to technical tools, building your brand, and generating traffic for free, this incredible guide is your all-in-one for podcasting success!

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From monetization and advertising to a summary of must-have technical tools, now you can go from beginner to podcasting pro with ease. Here's what you'll discover inside:

- The A-Z of Podcasting - A Detailed Breakdown
- Must-Have Tech and Equipment
- How to Plan, Shoot, Edit, and Upload Your Podcast
- Strategies For Getting FREE Traffic
- Mastering Ads and Building Your Brand
- Tips and Tricks for Monetizing Your New Podcast
- And More!

So if you want to supercharge your success and create your dream podcast, then this is the book for

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you! Create high-quality material, master the world of ads, and start making money today! Buy now to begin your podcasting journey!

The Give-to-Profit model is an authentic and potent way to turn your business into a force for good. Whether you'd like to raise funds for charity, volunteer, find a cause to support, buy social or are simply looking for ideas, this book will help you step forward with confidence - no matter what stage of business you're at right now.

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When nearly every business has a blog, it's tough to make yours stand out. But did you know there's a much better tool for spreading influence and generating revenue--one with far less competition? Podcasting offers rich opportunities, especially if you get in early and do it right. Author and CEO Stephen Woessner wants to share with you the secrets he learned in podcasting while building a \$2 million venture from scratch. Profitable Podcasting lays out the precise formula Woessner has learned from experience to be

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necessary for creating, launching, marketing, and monetizing podcasts in any industry. Packed with priceless production help, software recommendations, web and social strategies, schedules, checklists, and examples, this indispensable guide explains exactly how to:

- Choose the ideal format for the type of show you are producing.
- Get the best guests.
- Create intriguing interview questions.
- Record and edit like a pro.
- Maximize buzz for the launch.
- Secure generous sponsorship.
- Achieve top rankings fast.

And more! Don't

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let the tech side of this incredible marketing and sales outlet scare you away from the lucrative awards that await you once you conquer the short learning curve. With this all-inclusive guide navigating you through every step, you will reach the payoff quickly and painlessly.

Modern Podcasting

Learn How to Launch a Successful Podcast, Grow Your Audience, and Create a Profitable Podcasting Business.

How to Start, Run and Grow a Successful Gas Station Business



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Launch, Grow, and Monetize Your Podcast

Profitable Podcasting

Podcasting for Dollars

Learn How to Start a Podcast and Make It Profitable

Pork dorks. Craftsters. American Girl fans. Despite their different tastes, these eclectic diehards have a lot in common: they're obsessed about a specific brand, product, or category. They pursue their passions with fervor, and they're extremely knowledgeable about the things they love. They aren't average consumers—they're superconsumers. Although small in number, superconsumers can have an outsized impact

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on a company's bottom line. Representing 10% of total consumers, they can drive between 30% to 70% of sales, and they're usually willing to spend considerably more than the average consumer. And because they're so engaged and passionate, they can offer invaluable advice to managers looking to improve their products, change their business models, energize their cultures, and attract new customers. In *Superconsumers*, growth strategy expert Eddie Yoon lays out a simple but extremely effective framework that has helped companies of all types and sizes achieve more sustainable growth: he'll show you how to find, listen to, and engage with your most passionate and profitable

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consumers, and then tailor your decisions to meet their wants and needs. Along the way, he'll let you into the minds and homes of superconsumers of all kinds, revealing what makes them tick and why they're willing to spend so much more than other consumers. Rich with data and case studies of companies that have implemented superconsumer strategies with great success, *Superconsumers* is a fun, practical, and inspiring guide for anyone interested in making their best customers even better.

Do you want to start your own podcast and maybe even turn it into a lucrative business but don't know how to get started? Every where you look nowadays podcasts are

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getting more and more attention. Which in our attention driven economy means that most of them are making money. Advertisers and savvy marketers are keen to take advantage of podcasts organic reach to sell their product. And since some podcasts now have millions of listeners that's a lot of reach. But, the first step is to actually set up your podcast. For many people this is the hardest step to take, because unless you are an audio engineer or friends with one there can be a large learning curve when it comes to all the technical aspects. This isn't because it's hard to learn, on the contrary the problem is that most people don't know what it is they're supposed to learn. What will you learn from this book?:

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What a podcast is and why they are popular How to start a podcast with little to no money How to record, edit, and upload your podcast How to market your podcast Where to find guest and how to conduct interviews And so much more! No matter what kind of podcast you want to create you need to get this book. It's the only book on the market that has the all the information that you need to get your podcast up and running in the shortest amount of time. Starting a podcast doesn't have to be hard and this book will help you to make your dream of having your voice heard by millions of listeners all over the world a reality. If you are serious about starting a podcast and making a living off of it then you need to get this book

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today!

Why a book about Gas station business? Well, gas stations are in every street corner, they are dime a dozen, but why are there so many of them?. Since the economic meltdown of 2008, we not only witnessed the collapse of the housing market, but also the wave of small businesses that closed their doors forever. Look at your city, and I am sure you will find empty homes alongside many local businesses such as restaurants, gift shops, clothing stores, etc. standing there with empty windows and a "For Sale" sign in the front. Now, look again. How many gas stations or convenience stores closed during the same period? Probably none. Instead,

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you may have noticed there are new stations constantly being built. Why is that? The answer is simple: it is a recession proof business. Whether you have a job or not, have a house or not; you still need gasoline for your car, milk for the kids, or need to make a quick run for cigarettes, beer, soft drinks.. You corner gas station is filled with all our daily life necessities. Now that we established Gas Station is a good and recession proof business to get into, the question is how do we get into one on a limited budget and once we do get into it, how can we stand out in this crowded market and be unique.? Here in this book I bring you all the answers along with all the best information possible to help you

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start, run and grow a successful gas station/convenience store business. Whether you're just starting out or you're a veteran in the gas station business, I am going to show you some new and innovative ways to get you to the next level and stand out in the crowd. As a 20 plus year veteran of gas station business, I am always trying new and innovative methods to increase sales and profitability. Technology and marketing strategies are changing every day, and the "old school" methods are not working anymore. In this book I outlined and explained in depth the followings: \* How to Choose the Right Business Location\* Should you Buy or Lease a Gas Station Business\* How to effectively do Due



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Diligence on any Business\* How to get Bank Financing\*  
How to Close a Deal \* What and How to set up a Corporation and obtain all required Licensing \* How to Market your store and increase Sales and ultimately Profitability\* How to Hire, Train and Manage Employees\* How to have an Inventory Management System\* How to do Bookkeeping \* How to handle Loss Prevention/TheftA full Business Plan in included in this book along with a link where you can download a fully workable business plan that you can modify to fit your need.After reading this book, if you still have need for more information, I would suggest you check out my Gas Station Business 101 podcast audio show on iTunes, it is free to subscribe

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and you can listen to anywhere. Through this podcast show, you'll stay up to date on everything that is going on in this industry. Branding, Business Plans, Business loans, innovative marketing Strategies, theft control, gas station business bookkeeping, regulations, pricing - you name it, it's here for you. You can also check out my blog at [GasStationBusiness101.com](http://GasStationBusiness101.com) and let me show you the way to becoming successful in this profitable niche business. In this second edition, we addressed a few errors and typos, we also updated some data, as well as some charts and graphs that are now very easy to read.

If you're looking for a step-by-step walkthrough on how

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to start a podcast right from the ground with no previous experience, then keep reading... 'The medium of podcasting and the personal nature of it, the relationship you build with your listeners and the relationship they have with you - they could be just sitting there, chuckling and listening... there's nothing like that' - Marc Maron

Podcasting is the expressional medium with therapeutic value we've been missing in our lives for decades. Luckily, popularity has been growing exponentially over the last few years - did you know the number of Americans who are weekly podcast listeners over the last 7 years has tripled? Let alone a 24% increase in the UK from 2018-2019. Although there's never been a

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better time to get into podcasting, with all the contradicting and often false information scattered all over the internet, it's no wonder why so many people often struggle to find a starting point when there's so many conflicting views on what the best quality equipment is, what launch strategy should be used, and even editing. In fact, it can even create the illusion that starting a podcast is a daunting and time-consuming process. You might be reluctant to commit to something you lack both knowledge and experience in or you're worried that when you do make that leap there'll be no one on the other side listening? Maybe you're skeptical of whether you'll be able to get guests on as a newbie

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with no name to yourself. In Podcasting Made Simple you will discover: The X factor that leaves listeners craving their next fix of your content The secret to creating an immersive parasocial relationship with your audience Why trying to monetize incorrectly can actually ruin your chances of turning your hobby to an income Why many podcasters' advertisement and promotion actually repels potential listeners How to create a loveable personal brand through emotional familiarity The simple, straight forward guide to recording and editing (equipment recommendations included). 5 simple tricks to make postproduction a breeze How to choose and execute the launch strategy that's right for you Why

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over half of podcasts are given up on by 6 months down the line How to format the perfect email that will get sponsors running your way, even if you have a low listenership Unique ways to start attracting guests, and become an authoritative figure The pre-guest ritual that guarantees a free-flowing interview The single most important voice technique that you can use to differentiate your show from competitors This digestible guide is made for people who have no experience, so yes, this will work for you even if you've never spoken into a microphone. Even if you're not a technology guru, and have no presence on social media. Even if you have an extremely busy schedule and a low

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budget. Even if you think your content ideas are absolutely absurd and no one will listen. Even if there are thousands of podcasts similar to yours already published, and you have no marketing experience

Grow the Pie

Podcasting

How Great Companies Deliver Both Purpose and Profit – Updated and Revised

The Content Marketing Equation

The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling

How to Start Podcasting as a Business

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Superconsumers

***Are you a Business Owner, Thought Leader, Author, Speaker, Coach or Consultant who would like a predictable, scalable way to bring in new leads, appointments, clients, and sales every week? Are you a Marketing Agency Owner who is so busy taking care of clients and staff that you don't have time to market your agency the way you know you should? Are you a Financial Services Professional who is fed up with the lack of referrals from your clients, and professional centers of influence like accountants and***



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***attorney's? This may be the most valuable book you read this year! Seth Greene's proven direct response podcast marketing strategies have generated millions of dollars in revenue for his own marketing agency, and are responsible for many millions more for clients around the globe. Implement this book, and watch others grow your business for you! SETH GREENE is the nation's foremost authority on growing your business with a direct response marketing podcast. Seth is the co-host of The Sharkpreneur Podcast with Shark Tanks Kevin Harrington,***

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***which was named the number 6 podcast to listen to in 2019. He is also the founder of the direct response marketing firm [www.marketdominationllc.com](http://www.marketdominationllc.com) and is an 8x best-selling author who has been interviewed on NBC News, CBS News, Forbes, Inc, CBS Moneywatch and many more.***

***The Small Business Owner's Handbook to Search Engine Optimization is ideal for small business owners who want to learn an efficient and effective process for dramatically improving their Web site's***

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***search engine rankings and doubling their site's monthly unique visitors. Guaranteed! Stephen Woessner, of the University of Wisconsin-La Crosse Small Business Development Center, is a search engine optimization (SEO) expert. But more importantly, Woessner has owned four businesses and understands the significant time and cash constraints faced by business owners every day. Because of this, Woessner placed increasing efficiency and effectiveness at the core of the 15-steps allowing a business owner to maximize***

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***results in as little time as possible. A business owner does not need to know technical skills, like Web programming, to be successful at SEO. Instead, business owners will rely on their marketing skill and the ability to think like their customers and prospects, versus an ability to write HTML or other form of Web programming. Business owners will learn how to select keywords that are proven performers, blend the keywords into site content, boost site popularity, and more. Woessner explains with precision how business owners can use***

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***SEO to achieve measurable results. This practical and tactical guide includes a free SEO toolkit and other valuable resources that will help business owners increase the return on investment generated by their Web sites. Business owners will also receive a detailed blueprint with specific checklists to follow throughout the 15-step process. Lastly, this book can also serve as an excellent resource to business owners who are considering outsourcing their SEO work to a third-party. Developing a working knowledge of the 15-step process will make***

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***any business owner a more informed consumer. This book is also an ideal resource for marketing and advertising agency professionals who want to expand their services and need to develop a proficiency in SEO as efficiently and effectively as possible. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print***

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***typical key success factors of German companies are presented in an inspiring manner to motivate each decision maker taking action immediately. The 7-step profitable growth methodology published in this book is a proven blueprint implemented at leading enterprises in multiple countries and will transform your business mindset. Use this practical framework to scale your company achieving both top- and bottom-line growth. The content is targeted to help CEOs, Directors, and Entrepreneurs reach the next level and overcome the current***



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***crisis. "The world's leading economies consist of a wide-ranging source of financially successful companies. The book carries insightful lessons for small and medium-sized companies about the importance of growth and competitiveness." Lucero Alvarez Bloomberg TV / El Financiero The reader of this book will receive valuable insights, such as: -How to make profitable your unprofitable business -How to organize and structure your complex company -How to help a CEO stop being the bottleneck of the business -How to make your employees***

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***very productive and mak-ing your business improve sales -How to grow your business In brief, giving structure, fo-cus and profitable growth to a company. Thomas Michael Hogg is the founder of TMH Consulting & Investment Group and 20+ years-experienced advisor to global companies (such as adidas, PepsiCo, Johnson Controls) as well as to small and medium sized enterprises. Thomas Michael has collaborated cross-industry with more than 300 companies and has been featured in Bloomberg TV, CNN Expansi3n, Reforma,***

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***Milenio, and Business Club Magazine.***

***Furthermore, he is a columnist for El Financiero.***

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***Big Podcast - Grow Your Podcast Audience,***

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***Build Listener Loyalty, and Get Everybody Talking About Your Show***  
***Profitable Podcasting In The Modern world***  
***The Small Business Owner's Handbook to Search Engine Optimization***  
***7 proven best practices from German companies***

About "Podcast Secrets: Learn How to Launch a Successful Podcast, Grow your Audience, and Create a Profitable Podcasting Business." Do you want to know the secret of developing, growing, and monetizing a successful podcast channel from ground zero? Then keep reading! When I started my own podcast, which was before podcasting was a thing, I

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thought I had a pretty good game plan... but I didn't succeed like I'd imagined. After all of the hours I spent pouring over information on podcasting and how to be successful, I realized I was missing a few key component-the ones I am covering in this book. One I implemented these secrets, my channel grew, and my income grew. Thinking about starting a podcast can be overwhelming but with strategic planning and action, it becomes so easy. This book Podcast Secret was written to expose to its readers the secret of developing a podcast channel, grow it and monetize it using all the way from level zero. In this book, you will learn: - What is podcasting? - How to successfully make a podcast - Things you need to make a podcast - Choosing a Topic and Making Content for your Podcast. - How to set up your podcast - How to Launch your

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UP! you Strengthen Your Mindset, Build Your Inner Circle, Fortify Your Habits, and Amplify Your Energy — tools to support and realize your new goals. In Push the Boundaries, Nik Halik shares his remarkable journey and challenges you to achieve your own 5 Day Weekend®. New York Times bestselling author, Garrett B. Gunderson, offers his savvy financial expertise.

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Are you stuck in a cubicle? Are you tired of punching the clock? Do you wish that you could break free from the shackles of office life and start your own business? You've probably heard online marketing gurus brag about how much money they make from their Internet businesses, but have no idea how to do it

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yourself. In 2008, Anthony Fasano was just another white color worker stuck in the rat race, spending more than 50 hours per week in a cubicle. He decided he wanted a new life and learned everything he could about making money online. Over the past eight years, Anthony has launched multiple successful podcasts, published a professional development book that was picked up by a major publisher, wrote two children's books, spent a summer in Italy connecting with his long lost relatives, and made hundreds of thousands of dollars online. Anthony has boiled down everything he has learned about making money online into a simple formula that anyone can follow. This formula, known as the content marketing equation, contains the exact strategies that Anthony used to build his businesses and escape the 9-to-5. Now, you can use the same strategies to

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create freedom and wealth in your life. By reading the Content Marketing Equation, you'll learn: How to select a profitable niche that you won't grow tired of. How to create valuable content that will naturally attract an audience. Which social media platforms and other channels you should publish content to. How to consistently produce content so that your audience keeps coming back for more. How to collect email addresses and build a mailing list to position yourself for long term profit. What you need to do to actually make money from your online business. Want to Get Started? Read The Content Marketing Equation and learn how to launch your own online business, starting today. Scroll to the top of the page and click on the buy button to get your copy of this book.

Launching, Marketing, and Measuring Your Podcast

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Proven Strategies to Turn Listeners into a Livelihood  
Profit from Your Podcast

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

How to Create and Grow Your Own Internet Talk Show  
Profitable Growth Strategy

Increase Your Google Rankings, Double Your Site Traffic...in  
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help of this amazing guide! The number of people listening to a podcast each week has grown 120 percent over the past four years, and 90 million Americans listen to a podcast every month. As the audience for podcasts continues to grow, there has never been a better time to start a podcast for your business, brand, or a personal hobby. This book is specially made for you by someone who was once in your shoes but overcame the hurdles to launching a successful podcast with raving and loyal fans. I created this guide for

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you, because it's the book that I wish I had available to me. The techniques, strategies, and resources that you'll discover in this guide will supercharge your podcast. Here's what you'll discover inside: Updated Step by Step guide to set up your podcast Secrets to Grow and scale your podcast to gain Raving & Loyal fans Must-Have Tech and Equipment How to gain sponsors and advertisers How to monetize your platform for maximum profit Common Mistakes you must avoid to be successful & Much More !!! What are you waiting for?

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better time to start a podcast for your business, brand, or a personal hobby. Obviously this type of business requires knowledge and experience to be run successfully and used to generate income.

"Podcasting for Beginners Learn how to Start and Grow your Profitable and Successful Podcast" by David Toll will be your personal guide to start this business. David is a 13 years experienced radio speaker who also run a successful podcast followed by dozens of thousands of people. Here's what you're going to learn



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by reading this book: - How to define your podcast's niche and choose the best ideas to start - Analyze different podcasting styles and how to choose the best one based on your audience - Equipment, software and must-have tech to record a professional-sounding podcast even if you're a beginner (including post-production tricks to sound better) - Communication secrets behind Profitable Audio Storytelling and how to give value to your audience - How to get traffic (free and paid methods), build listener

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loyalty and create a Personal Branding that people want to hear - How to monetize your podcast with tips and tricks ...and much, much more! As you have seen, by following this guide it will prime you to launch your own podcast and take advantage of this exciting new medium. What are you waiting for? Scroll up and add to cart now this guide to start creating your personal and successful podcast!

DON'T STRUGGLE TRYING TO FIGURE OUT HOW TO START AND MONETIZE YOUR PODCAST. This book was an expert attempt by the writer to

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explain the nitty-gritty of podcasting - covering what works and what fails from the author's experience in the niche. The book is packed with a series of tips and tricks for anyone, who is just getting started in the podcasting business.

Professional podcasters will also find it especially useful to increase their podcast presence - with the many expert analysis of how to grow their fan base using SEO technology and their social media platforms. This book covers a lot of guides, from selecting the right host for

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your podcasting to choosing the best interview method for your guests. The book also provides expert insight into what counts as trademark and copyright infringement, and how to avoid them best. The book describes many of the latest software for audio editing, how to use them, and why each software is needed. The author talks about some of the myths people unconsciously believe, which make podcasters get into trouble by using materials that are not theirs - and how to avoid getting into trouble. The author

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also, explicitly, talk about various ways by which collaboration with a co-host might work for you, and how to go about it. The tips about getting the right interview style, and what type of guests should not be welcomed is also included. If you are looking for the right fix to get you on the podcasting, then this is the only material for you. You don't want to miss it. OTHER INFORMATION YOU WILL GET IN THIS BOOK INCLUDE:- INTRODUCTION TO PODCASTING- WHY MORE PEOPLE ARE LISTENING TO A PODCASTS- HOW TO MANUALLY SUBSCRIBE

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TO A PODCAST- UNDERSTANDING WHY YOU WANT TO START A PODCAST- STEPS TO CREATING THE PERFECT CONTENT FOR YOUR PODCAST- WHAT NICHE AND AUDIENCE DO YOU WANT YOUR PODCAST TO REACH?- OVERCOMING THE FEAR OF STARTING A PODCAST- WAYS PODCAST CAN IMPROVE YOUR BUSINESS- WHAT EQUIPMENT DO I NEED FOR MY PODCAST?- SOME SIMPLE, PRACTICAL WAYS TO SPEED UP THE EDITING PROCESS- GETTING YOUR EDITING RIGHT- TIPS FOR PERFECT PODCAST RECORDINGS- BRAINSTORMING AND PLANNING TOOLS FOR YOUR PODCAST- PLANNING YOUR PODCAST EPISODES-

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WRITING CONTENT OR SCRIPT FOR YOUR  
PODCAST- DEFINING YOUR BUSINESS BRAND WITH  
THE PODCAST AS A FINANCIAL ADVISOR-  
GETTING YOUR PODCAST LISTED- COLLABORATING  
ON PODCAST- SHOULD I HAVE A CO-HOST?- TOP  
TIPS FOR CO-HOSTING YOUR PODCAST- WHAT  
TYPE OF GUESTS SHOULD I INTERVIEW FOR MY  
PODCAST - HOW TO SCREEN GUESTS FOR YOUR  
PODCAST- JOURNEY INTO SOME OF THE MOST  
POPULAR PODCAST FORMATS- CHOOSING THE  
RIGHT PODCAST FORMAT FOR YOUR SHOW- HOW  
OFTEN SHOULD I RELEASE MY PODCAST- WHAT  
SHOULD BE THE IDEAL LENGTH FOR MY PODCAST-

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words, a podcast will serve as a powerful springboard for your business. And the popularity and overall demand is continuing to grow every single day. Podcast Marketing Secrets will give you a guide to successfully market your podcast. Are you ready to create a profitable podcast that will strengthen your brand and maximize exposure quickly and easily?

How to Start a Podcast

How to Start and Grow a Successful and Profitable Podcast

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The Proven Guide to Start, Run and Grow a Successful Consulting Business

Consulting Success

Podcasting: How to Start a Podcast and Create a Profitable Podcasting Business

A Beginner to Expert Tips on How to Start a Podcast and Create a Profitable

Podcasting Business

Must Have Guide on how to Start, Grow and Monetise a Profitable Podcast Business, Attracting Loyal Listeners and Fans

This book looks at 15 of the benefits of podcasting: from increased industry authority, to networking with key players

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in your field, to growing your audience through an exploding medium, to paid speaking gigs. But to reap all the rewards, you need effective writing. Author and seasoned teacher turned podcasting entrepreneur Laura Petersen, guides you step-by-step through all the important areas where writing well will grow your podcast, brand, and business. Including:

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2. Show-stopping shownames
3. Not-so-subtle showtitles
4. iTunes podcast show descriptions
5. Episode scripting and interview question crafting
6. Enticing episode titles
7. Podcast shownotes
8. Transcription for leveraging SEO and more
9. Lead magnets and content upgrades
10. Social media profiles and posts
11. Social media growth
12. Artful emails
13. Booking podcast interviews with 1-sheeters
14. [BONUS] How to book

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interview guests (and high-profile big-fish) even when you are just starting out 15. [BONUS] How to write Facebook ad copy to promote your podcast like a pro and more. In this book, you will find detailed examples, insights from influencers, and ways you can apply what you learn to your own podcast and business, whether you already have a podcast and want to grow it bigger or are planning to start one of your own. --Amazon.

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5 Day Weekend

Podcast Academy: The Business Podcasting Book

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Grow Your Business As a Podcast Guest

A Definite Guide to Creating and Launching a Profitable Podcasting Business At Home