



SPI Podcast Session #64 - Podcasting for More Exposure, Leads and Money (My SMMW13 Presentation!)

show notes at <http://www.smartpassiveincome.com/session64>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #64. Roads? Where we're going, we don't need roads.

Welcome to the Smart Passive Income podcast where it's all about working hard now so you can sit back and reap the benefits later. And now, your host who can now call himself a bestselling author, Pat Flynn.

Pat Flynn: That's right. You heard it right. I am so happy to share with you here on the podcast really quick that just recently I released my book, *Let Go* on the Kindle platform which opened it up to everyone who wasn't able to download it on their iPhones or iPads on the original Snippet app where I first released it. And after I launched it on Kindle on Amazon.com, in less than 24 hours, it shot up to the number one bestselling small business and entrepreneurship book on Amazon.com. And I honestly couldn't believe my eyes. I'm still in shock actually.

I mean I'm right up there ahead right now of books and authors that have inspired me in my journey. I mean Dale Carnegie, Malcolm Gladwell, Seth Godin, Eric Ries, Napoleon Hill, Michael Gerber, just – oh gosh, it's just crazy. And I'm so humbled and so thankful for it. And yes, I have the screenshots to prove it since the rankings are probably going to change over time. But yeah, I can now say, "I am a bestselling author" which is pretty crazy.

Now, next on the list is New York Times bestselling author. But we'll hopefully be talking about that in the later podcast, probably way later, but we'll see. Now, if you want to check out my book, *Let Go*, on Kindle when you haven't already or on Snippet app, either one, you can go to PatFlynn.me/letgo and get it right there. So, thank you again for your support and reviews. It's just awesome. And thank you for letting me plug that one more time for you.

Now real quick, I just got back from Chicago. First time there, it was awesome except it was a little cold and rainy and floody and sinkholey apparently. I was there for an event called Internet Prophets Live and I spoke at this event like I do with a lot of the other ones and this was the first time I didn't script the entire presentation which I normally or I used to. But my speaking coach told me not to do that. This was the first time I didn't script it and I still felt comfortable and confident going into it. I was still nervous



and I think I'm always going to get nervous before I do a presentation. But I was confident and that was key.

And I think this is the 7th or 8th time I've spoken live in front of a crowd and this time to about 250 to 300 people I would guess. And I had an amazing time and I'm loving, I'm loving, and still loving the speaking thing. Thanks to everyone who came out afterwards to the meetup that me and Jason Van Orden from Internet Business Mastery put together. About 55 people came out and joined us for pizza. We just chatted and networked up and talked and had some deep dish pizza. It was so much fun and I can't wait to do it again in the next city that I end up visiting.

Now, that said, I'm on a break now. I won't be speaking again until the fall which is good because it's going to give me time to prepare for my keynote presentation, my opening keynote presentation, my very first one at the Financial Blogger Conference in October and more importantly, it will give also April, my wife, a break because she's been super mom this first part of the year watching both kids while I'm out traveling and speaking. Crazy three and a half year old and a 7-month-old, I mean April, is just amazing.

So all right. For today, getting right into the content, we have a solo show. It's going to be just me this time. And this is going to be a recreation of the presentation I did at Social Media Marketing World here in San Diego in April of 2013. As many of you know, technology and me when it comes to presentations, they don't really get along very well. And although nothing happened during my presentation this time, apparently, someone had unplugged the recording device to plug in their laptop during the presentation so it wasn't recorded.

But I got such a good response and reaction I wanted to recreate it here for you today. It will be almost the same as my presentation except some of the material will be tailored just for you because you're listening to this podcast instead of the presentation in a large crowd. And I may interject with things that I did during the live presentation with the audience, audience participation and things like that to let you know sort of how they reacted to certain questions and scenarios.

I was asked to speak about podcasting. So I created a meaty presentation called *Podcasting for More Exposure, Leads, and Money*, so I hope you enjoy this. Really interesting, Michael Stelzner from SocialMediaExaminer.com, he did the keynote because he set up the whole conference. He, during his keynote, he had talked so much about how podcasting is sort of the hottest thing in social media right now. And Mari Smith, who is a Facebook expert, retweeted that and just – it went viral. And so, it really helped because it made my room a packed room because again, I'm talking about podcasting.

And it's just really cool to see everybody so stoked and juiced about it. And I know a lot of people after listening to my presentation and then the panel, I did it with Cliff



Ravenscraft and Michael Stelzner after, again, about podcasting, everybody was just so excited about it. So I'm hoping that after you listen to this, if you don't have a podcast already, you may consider starting one or if you are already doing a podcast, some of the tips and tricks I'm going to give you are going to help you get more exposure, get more leads, and get more customers. So again, I hope you enjoy. Thank you so much for checking this out. Let's get right to it.

During the second night of the event that I spoke at Social Media Marketing World, we were all invited to go on a dessert and drink cruise on the boat called the Horn Blower in San Diego Bay. And it was really cool. We've got to go on this really large boat and drink and network and there was karaoke and there was an upper deck so we could go out and look at the bay and look at the stars and whatever.

And when I was there, this woman came up to me and she gives me this kind of weird stare and I checked on myself because I thought maybe there was something on me that there shouldn't have been. And she says, "Are you Pat Flynn?" And I say, "Yeah, I'm Pat Flynn." I looked at her name badge and her name is Michelle. And I go, "Do you listen to the show, Michelle?" And she's like, "Yeah. I listened to every single episode. I just want to thank you so much. I really love your show." And I was like, "Thank you, Michelle. This is really cool."

And I followed up with a question that I ask everybody who tells me that they listen to my podcast. And the question is, "What do you remember from the show? What do you remember from the show?" And I love that question because it's very general so – and they really will tell me what they remember. I'm not sort of leading them in one direction or another. And so, I asked this to Michelle. "Michelle, what do you remember from the show?"

And she thinks for a little bit and she was, "Well Pat, I remember that you were a big baby." And I'm like, "What?" And she's like, "No, no, no. In one of your episodes, you just briefly mentioned that you were an 11-pound, 12-ounce baby when you were born" which is actually a true fact. I actually did set a record at the hospital that day in Connecticut which is where I was born. And I was like, "Oh yeah, I did mention that." And then she followed up by saying, "Your poor mother." And I followed up by saying, "Yeah, all four ten of her."

Now, what's interesting about this is not the physics and the geometry of that situation but the fact that out of all the episodes she's listened to and at this point, there was 61 total episodes, each ranging between 30 minutes and on some, over an hour long, out of all that content, the thing that she remembered and she pulled out when I asked her this question, "What do you remember?" was the fact that I was 11-pound, 12-ounce baby. It's really weird.



Now, that's the type of fact that you would remember about a friend or you would remember about a relative but not somebody you've met for the first time. Yet, here I was with Michelle, first time we meet and she pulls out this fact.

And as we started to converse a little bit more, the conversation went down the path that usually goes down after I talked to people who have listened to my podcast. They say, "Pat, I feel like I know you. I feel like I know you." So when you can get a fan or customer or subscriber or user or a reader to say that, that is so powerful because people want to do business with people they know.

And when someone says, "I feel like I know you," that is huge. And that is the power of the podcast. The podcast has an amazing way to create a deep connection, probably the deepest connection you can make with people in any sort of medium even deeper than I would say in person.

I mean when you think about it, it would be weird for me to kind of go up to your ear and talk directly into your ear. Yet, when someone listens to your podcast, they are putting you, your sound into their ears with their earphones or headphones and it's a 100% complete isolation. And yes, they may be doing something else but they are a 100% listening to you and your message.

And so, unlike meeting in person, a podcast is fantastic because you can create this really deep relationship with people on a scalable level. To the people listening, it's a one-on-one relationship-building sort of conversation. Yet, for you, you're doing it with multiple people at the same time. Now unlike a sort of one-on-one meeting, it's sort of like you are presenting in front of a large just like I was presenting in front of this group here at Social Media Marketing World.

But even on like that, you don't have to get people in the same room to be able to talk to a whole group of people at the same time. Think about a stadium full of people. That's essentially what you have when you have a podcast and you have tens of thousands of listeners and you can have tens of thousands of listeners almost like they're all gathered in one spot.

Yet, they're all around the world and they have given you permission to send them your message and push your message to them whenever it becomes available because they've subscribed to your podcast. It's such an amazing thing. It's incredible.

Now, this was a point during the presentation when I would step down from the stage and I walk to somebody in the front row and I kind of ask their name and I can't remember exactly who I chose but let's just say this person's name is John. So I say, "John, do you read tweets." And this was a social media conference so of course, he was going to say yes. And so John says, "Why? Of course, yes. I do." And I say, "John, how long does it take you to read a tweet." And he says, "Well, about five seconds I



would say." And I reply to the room, "OK. It takes us about five seconds to read tweet. I would agree with that."

And I go to the back of the room and I find somebody else. Again, I can't remember the exact person I pointed out or spoke to but let's just say her name is Mary. So I go up to Mary and I go, "Mary, do you read blog posts?" And she says, "Why, yes, I do." And I ask Mary, "Well, how long does it take you typically to read a blog post?" And she responds, "Well, it depends on the number of words but maybe between 3 to 10 minutes."

Actually, in the conference, there was a woman I chose, she actually said two minutes and I was like, "Wow! You read really fast. I wish I could read as fast as you." But let's just say somebody says, "Three to ten minutes depending on the length of the post." And I repeat that to the entire audience.

And then I ask the entire audience to raise their hand if and I say, "OK. I want everybody in the room to raise their hand if they've listen to a podcast that's longer than five seconds." And pretty much 90 to 95% of the room raised their hand, which was already surprising and showed everybody just how many people listen to podcasts. So I said, "Keep your hand up." So that was for 5 seconds.

And I say, "How many of you listen to a podcast that's longer than 10 minutes?" Nobody put their hand down. "How many of you listen to a podcast longer than 20 minutes?" Maybe two or three people put their hands down. "For 30 minutes, 45 minutes, an hour?" And after I said an hour, I would say, 10% of the people who had their hands up put their hands down. Everybody – mostly everybody had kept their hand up. And I said, "OK. Thank you. Put your hands down."

And that again, just showed everybody. And the point of this was that tweets are really tiny bits of messages. Blog posts, a little bit bigger, ten minutes of your time. But there are people out there, they're in this room and out there in the world who are spending over an hour listening to you or listening to a particular brand or injecting another person and their message into their lives.

There was no other medium that allows someone that kind of time to share a message with somebody. And I could hear the sort of, "Wow!" in the room. It was so cool.

After that, after sort of – I mean that was just enough proof for people to just fall in love with this medium and really get excited about it. And then I sort of take it back down and I say, "Well, there are two things you need to have in order to have a podcast that's going to do something for you. One, is exposure and two, is having people take action from your podcast."



Because remember, a podcast is something people listen to. They might not necessarily and are often not in front of a computer. Maybe they're in front of a smartphone and there are strategies for that later that I'm going to talk about.

But typically, I mean if you say a link, they're not going to just like think about it and go to that page because I mean they're not in front of a computer typically. I mean, Google Glass hasn't been out yet so I mean we'll see what happens then. But – so you need exposure for your podcast and you need to get people to take action. So those are the two things that we're going to be talking about today.

Now, when it comes to exposure, there is a cycle called the exposure cycle which has three components. And this sort of stems from my Be Everywhere philosophy and this is a cycle that generates growth in your podcast. And the first part of the cycle is called discoverability. How much of a chance are you giving your podcast to be found and discovered? Not just through iTunes but through other means too and we'll talk about all those strategies to help your podcast gets discovered in just a second.

So, after you're discovered, the second thing is you want people to stick around. So the second component is called stickability. We have discoverability and stickability. How much of a chance are you getting people to stick around or are you giving them an opportunity to stick around or giving them something to look forward to? Again, that's something else that we're going to be talking about.

And the third part after you get people to discover you, after you get people to stick around, the third part is getting people to share you. Now, what happens when people share you? You are rediscovered by new people who would have never found you otherwise or at least not then. And they get to go through that same cycle, stick around, share, discover, stick around, share, and discover you, and so on and so forth. So that's how we're going to map out the content in this presentation for getting more exposure.

Now, the second part is how are we going to get people to take action? So these are call-to-action strategies. Specifically, how are we going to get people who listen to your show to share? How are we going to get them to click on a link? How are we going to get them to comment? How are we going to get them to subscribe. And lastly, how are we going to get them to buy?

OK. So now, we're into a transition point in the presentation. This is kind of cool because I'm sort of giving you insider information about how the presentation is structured. And again, these are mostly tips I've gotten from my speaking coach.

It's always good sort of between different sections of your presentation – well, first of all, it's always good to break up your presentation into different sections. And then secondly, have transition moments in between each of those sections. What that does



is sort of resets the audience and sort of gets them in tuned for what's coming next. Maybe if they are distracted about something else. It sort of gets them back into focus.

So what I did here after I talked about everything that we're going to talk about and how the presentation is structured, I've already set the tone for what podcasting can do for you and why it's so important. Again, this is more of a strategy-filled presentation than a why you should do podcasting. I think the first part just already accomplished that.

Here, I sort of validate myself as podcaster and somebody who is on stage. It's always good to do that as well. Talk about a little bit about who you are and why you're qualified to talk about this information. You don't want to talk too much about yourself but this is a good opportunity within a presentation to sort of brag a little bit. And again, you don't want to be cocky but you want to be personable and you want to show people why they should be listening to you.

So at this point, I talk about myself a little bit and a lot of you already know who I am. The reason I did this again here is because a lot of people have never met me before here. I would say, over half the audience didn't know who I was which is OK. But now, they know because I'm everywhere. So I have some slides and again, I'll have the slide deck up for you hopefully soon. If not already, I'm going to put a YouTube video together with the slides here. I'm not doing that while I'm doing this recording for you because again, this is just for you for the podcast and I'm thinking about you, the listener.

So I have some pictures up there. I talk about how I'm a marching band freak. A lot of you know that. I talk about how *Back to the Future* is my favorite movie ever and I show some pictures of my kids just to show because I'm obviously a huge family man. Again, this is a great way to connect with the audience and be personable.

And then I talk about some qualifications like that deal with podcasting for example that actually was just a couple of days before this presentation that my podcast had just passed three million downloads. I also talk about, a little bit about how the podcast helped me get into Hollywood, how a Hollywood producer found me on iTunes and hired me for social media work which – and then I got to be an extra in the movie.

The New York Times featured me specifically because of what I've done with my podcast and I also said it helped me get the speaking gig at Social Media Marketing World which was kind of funny. OK.

And then I transitioned one more time before I get into the meat. I say, again, I say, "This isn't sort of beginner's tutorial about how to podcast. This is sort of what to do when you already have a podcast." But if you are just starting out and you haven't had a podcast yet, in order to set one up, which isn't just a push of a button but there are some steps involve, you can go to PodcastingTutorial.com. That is a redirect that will



take you to a page on my site with a really detailed six-video tutorial on how to set up your podcast.

There are a lot of people – there are at least a hundred people who have done this already and are now on iTunes and it's totally free. No money required. No credit cards. No emails required. It's just right there, PodcastingTutorial.com. So that will help you. I also give a hashtag during the presentation which is cool too. And then I give a URL actually which is PatIsLive.com. This is another strategy I'm doing right now in presentations that I picked up from, I don't even remember where I picked this up from but it's pretty cool.

So when you go to PatIsLive.com while you're at my presentation live, of course, you can go to it now and sort of see where it's at. But I think it's set for whatever presentation I had just done whenever you're listening to this in the future. But that is a domain I got, PatIsLive.com. It takes you to a Twitter page with a pre-populated tweet that has the hashtag for that convention or event and also my Twitter handle and some message about, "I'm watching Pat live right now."

And that just again, creates buzz about that particular presentation. It shows the people at the conference who are keeping track of the hashtag just how popular this particular presentation is and how well I am at getting people to take action. So hopefully, I'll get an invite next year. Really cool things like that.

And I share how to do that later in this presentation because again, you're listening to the podcast right now and this is a great way for you to take action even though you're listening. And that URL, again, it's PatIsLive.com. So, we'll get into that.

So first, let's talk about exposure. And again, it's broken down into three sections; discoverability, stickability, and shareability. Within discoverability, which is what we're going to talk about right now, there are four things we're going to talk about and discuss. First one is SEO or search engine optimization. Secondly is artwork. Third is related shows. And fourth are rankings.

Now, when it comes to SEO, a lot of people don't know or don't even think about this but iTunes, which is where the podcasts or one of the directories where podcasts are housed is a search engine, a major search engine. On your desktop in iTunes at the upper right-hand corner, a big search bar out there and that's what people used to look for stuff that they're looking for.

On the mobile side of things, there is a podcast app by Apple which when you go to, there's a big menu thing on the bottom that says "search" and that's where you go to look for stuff. And if you can rank really high for different things that people are looking for that are based on different keywords, you're going to be found.



[Stitcher](#) is another directory and that has an apparent search bar right at the top as well. So again, you want to make sure that you are optimized for search engine stuff. Not for Google but for iTunes. Now, it's a little – it's similar to Google but there are certain things you could do on your page, on your – if you go to your podcast on [iTunes](#), you have a page with artwork with the title, with the host or author name and then the description. There are certain things you could do within each of those to help you optimize for different keywords.

So, the first thing is the title of your show, really important. The title of my show is not just the Smart Passive Income Podcast which is pretty good because it has the words passive income in there and I did that on purpose when I created the name of my brand because I knew that would help with search engine optimization a little bit. But the title of my podcast is this, The Smart Passive Income Podcast: Online Business | Blogging | Passive Income | Lifestyle, each of those separated by one of those lines or tubes or whatever they're called.

So, The Smart Passive Income Podcast: Online Business (that's a keyword that I want to target), Blogging (that's another keyword I want to target), Passive Income (that's another keyword I want to target), and Lifestyle (another keyword), that again, are all relevant to my brand but I put them here specifically in the title to show the search engine, iTunes, what my podcast is all about.

The title has a lot of weight. Nobody knows the exact algorithm but it does hold a lot of weight. And also, it just shows people what my show is about too. I mean yes, there are ways to sort of even better and become search engine optimized for your website or your podcast or your videos. But you still want to write for humans too. I think that's really important. So making sure that when you are doing SEO that Google and all the other search engines, they're trying to be as much like people as possible so you want to write for people too. So that's the title.

The second thing is your hostname. A lot of people just put their name or the name of their blog. And that's fine but there's another opportunity for you. So my hostname for example on iTunes is Pat Flynn: Online Entrepreneur, Business Strategist, and Blogger. It tells people more about who I am but it also tells iTunes more about who I am. So of course, they're going to rank me for those terms more than other people if they don't have those terms in there.

Thirdly is the description. Now, I'm not going to read my description here for you. But there are certain keywords that I put in the description such as online business, blogging, marketing, passive income, affiliate marketing, niche site, social media, Facebook, Twitter, YouTube, podcasting, eBooks, so on and so forth. But they are words that are in my description but I don't just list them out like that.

Again, you want to still write for people. And the description is something that people are going to read before they even listen to your show. So, you want to make sure it



makes sense to them. But you want to include those keywords for search engine purposes as well.

Now, a lot of you might know about those three things because they are plainly obvious for search engine optimization in iTunes. But there is a **fourth thing** that you need to pay attention to and that's **your episode metadata** or the information that goes along with each of your episodes. Not just your overall show but each of the episodes that you have.

So, the title of your actual episode or for me, I called them sessions, is really important too. So when you're coming up with your title, it's cool to be creative but it's also useful to have some search engine optimizations in the back of your head when selecting different keywords for those particular shows. That's a great way for people to rank for different people who they interview. I know a lot of people who rank really high for people they've interviewed because they specifically mention their name on the show. Now, that's plainly obvious but if you're doing solo shows, it might not be quite as obvious to choose certain keywords.

Now, if you do go to iTunes right now and you search for the word "blogging," you will find my podcast at number one, which is pretty cool. If you go and search online business, my podcast, The Smart Passive Income Podcast is number one, which is pretty cool. Now, if you search affiliate marketing, you will see in the list of podcasts in the results that I'm not there at all. But if you go – it shows a list of podcasts, about five of them, there is Affiliate Marketing Podcast, Affiliate Marketing Today, and then a couple of other ones.

Now, I'm not there, but right below that in podcast episodes, it shows just the podcasts, the title of the podcasts and then below, it shows specific episodes where affiliate marketing might be relevant. And the first five I can see are all my episodes because I have a number of different episodes where I talk specifically about affiliate marketing and I've done a good job with my episode metadata, the title of those shows and the descriptions in those shows to have the word "affiliate marketing" in it.

So, if you type in affiliate marketing, again, my podcast doesn't show up but my podcast episodes do, #41, #03, #30, and #22. I don't know why it's in that order specifically. Actually, I can tell right now that it's in the order of popularity. So I'm guessing 41 is Affiliate Marketing the Smart Way, which was a repurpose of another presentation I did at New Media Expo which was kind of interesting. So, maybe this one will get picked up for podcasting. I don't know. We'll see. But obviously, podcasting is going to be in the title of this episode you're listening to right now.

Now, a cool by-product of having an iTunes' page is that actual iTunes' page, iTunes makes sort of a preview page that gets ranked really high in Google. So if you look up social media podcast for example in Google, the third result down is an iTunes preview page which sort of looks like the page in iTunes but it's just on the web and it has the



same title, the same hostname, the same metadata for your episodes, and the same description, the same logo, everything.

And then this gives you another opportunity to be found with search engine optimization if you optimize your page in iTunes. The iTunes' preview page will be optimized for you. And because it's on iTunes on the Apple's website, it will rank really high.

OK. Next thing we want to talk about, artwork. Artwork is really important because when people go to iTunes either on their phone or on their desktop, before they even listen to a show, before they even click to read the description, they look at one thing. They see the artwork. And so, it's really important to have artwork that stands out and looks really good and is legible. And you have to remember that people aren't just on their desktops. A lot of people are on their phones. So your logo has to look good at a really small font as well.

I mean the default logo size is 1400 by 1400. That's the one that they want uploaded to their page because it looks good in all the devices. But if it looks good at 1400 by 1400 and you don't optimize it for the smaller size, it's going to look really bad and illegible on a small phone. And so, you want to make sure it looks good when it's really big and also it looks good when it's really small.

And it's also really important to have good artwork because Apple likes things that look good and they like things that look good in their products too. So, you have a better chance, a way better chance of getting in New and Noteworthy which is sort of the holy grail of when you first launch your podcast. The way to get immediate exposure is to get into new and noteworthy.

If you have a really good artwork or even just decent artwork but I would go for really good artwork, you're going to have a great chance of getting in the new and noteworthy section. Everyone I know who has spent a little bit of time on their artwork who had set up a podcast recently has been in the New and Noteworthy section for their specific category. Again, there's huge opportunity here.

I mean, Cliff Ravenscraft had a podcasting session at Social Media Marketing World also and he dropped in some really amazing numbers. For instance, there are 420 million active blogs in the US alone. And there's only 250,000 podcasts. There is still a ton of room. And so, now is the time to do it. So I probably should have mentioned that at the beginning of the show but in case you weren't convinced, maybe that would have convinced you.

And during the presentation, I showed examples of what not to do. And there was a couple where I show a preview page for a particular podcast. I'm not even going to mention it but it has no artwork. It just has a really short name and then the name of the host. The description says, "Funny and informative medical show." That's it. And



then the name of each of the episodes is just the date. That's it. It doesn't tell me anything about what it's about. So don't do that.

A good one to look at is [This is Your Life](#) by Michael Hyatt. I would definitely check that out. And again, it's not as SEO optimized as I would make it but Michael has a huge brand already so he probably didn't need to do that. But the reason I bring this particular podcast up is if you look at this one on your desktop, again, the name of this is, This is Your Life and this is by Michael Hyatt who I highly respect.

There is a tab on there and this is on your phone too. This one, it says, "Details" which shows the name of the episode. There is another tab that says, "Rating and Reviews" which we'll get to in a second. And then there's a final tab that says, "Related." If you click on that, you'll see shows that listeners have also subscribed to. So people who have listened to *This is Your Life*, it also lists the other shows that those same people have listened to.

So on Michael Hyatt's show, I see other people have listened to Dave Ramsey, Erik Fisher from Beyond the To Do List, Coffee Blogger Radio, and The Smart Passive Income Blog, which is pretty cool. Now, there are two ways to make this happen. You can – if you go to [Mobile Mixed Podcast](#), which is done by Greg Hickman, who we're going to have on the show next week. He has some really amazing strategies and really important points when it comes to mobile which you have to listen to if you're doing anything online. So, look out for that next week.

But he has a podcast as well. And if you go to his related tab on the phone or on the desktop, I'm right there, number one as a related show. Why? Because I was on a show as a guest. So a lot of his audience probably subscribed to my show after listening to me and that's how I became sort of the top sort of related person.

And so, that's also one strategy. Get other podcasters to mention you. Get mentioned by other podcasters. So that's sort of them to you type of strategy. But there's another way to do this. So if you actually go to mine, if you go to [The Smart Passive Income Podcast](#) and click on "Related", and again, the results will change but right there under "Related" the number one spot is Amy Porterfield show, [Online Marketing Made Easy](#).

Now, I never mentioned Amy on my show. But she has mentioned me and she has told her subscribers and her listeners to follow me. And because of that now, she is right here under my show. So that's a good strategy you can do too. Encourage your listeners to subscribe to other podcasts preferably popular ones where people are going to be searching for or what else – what other things people listen to.

So that's something that Amy did. She – and she probably wasn't doing this intentionally but she had mentioned my name a few times on her podcast which got people and she has a huge following, she got her people to subscribe to me. And as a



result, she is now the top related podcast to me, at least at the moment of when I created this podcast session. So that's pretty cool.

Now number four, the rankings. The rankings are a great way. If you can get any sort of exposure or any sort of top-rankings in iTunes in different categories, that's a great way to get exposure because people want to listen to what's popular. And what's really cool is at the time of this presentation, I was number four. So I've got to show people right here. This is the top listed business podcasts, overall business.

Number one was Dave Ramsey. Number two was Dave Ramsey. Number three was an American Public Media. Number four was my podcast. And it was cool because I was like number five then Wall Street Journal. Then we got Harvard Business Review at number seven, Jim Cramer from Mad Money at number eleven, Suze Orman at number fifteen.

And it just shows you, I mean I'm just a regular dude, right? But I'm sitting here at number four, ahead of Wall Street Journal, ahead of Zig Ziglar and Jim Cramer and Suze Orman, all these big names. So podcasting is a great way to get some exposure because you're able to compete and almost do better than a lot of these big name brands.

But anyway, the rankings work like this. They are determined by the number of downloads, the number of new subscribers of your show, and the number of ratings and reviews within a certain time period. That's pretty vague. But so is iTunes. So I can't really tell you more than that. But the more downloads you have, the more new subscribers you have, and the more ratings and reviews you have, the better your rankings will be or the higher your rankings will be.

So, when you're launching a podcast, the best thing to do is make a huge deal out of it. Try to get other sites and other podcasts to get people to download and listen and subscribe to you and also asking people to leave ratings and reviews and try to get that all done as quickly as possible, right when you're launching out or whenever you come out with a new episode too. Make a big deal on about getting ratings and reviews and people subscribing because again, that's going to push you high in the rankings.

And once you get to a certain point and once you're right there above the fold as they say, you're exposed and people will find you. And if you have a good logo, people are going to find you even more so that's why again, artwork is really important. So again, just to recap discoverability really quick, that's search engine optimization, your artwork, related shows, and rankings.

OK. Next – again, we're still talking about exposure. We're going to talk about the second part of it. After you're discovered, you want people to stick around. **So we're going to talk about stickability.** A few things that you want to think about when it comes to stickability. The first thing is having a good first impression. You want to have



great sound quality. And I didn't do this during the presentation but I should have. I should have asked people, "Well, what is it – well, what would make you turn a show off within the first minute after listening to it?"

And there are a few things I know people would say. First one is bad sound quality. You can have the best content in the world, if the sound quality is terrible, people are going to turn you off. So that's why I have invested in some really high quality microphone, microphones and equipment to have really good sound quality because I know that plays a huge role. You want to give yourself as much of an edge as possible over your competition and just with your audience too.

So again, if you go to PodcastingTutorial.com, the first video is going to go over all the different mics that I have used and different qualities of mics and how much they cost and stuff. So great sound quality is really important.

Also, what turns people off is too much fluff or too much just random ramblings at the beginning. More people don't even know what the episode is about. There are people who are just talking about what they're going to have for breakfast or random things like that for like ten minutes. I mean you want to get people captivated and interested in what you're going to be talking about right away. You want to put – you want to be compelling. And so, just irrelevant information right at the beginning is not going to do you any good.

I would say – they say for a website, you have like seven seconds or probably less than that now but you have about seven seconds to get any new visitor to your website to understand that that's where they should be or else they're going to leave.

For the podcast, maybe you have I would say, 30 seconds to a minute, a little bit longer because people are listening to you and they've chosen to listen to you which is a lot – which takes a little bit more of a commitment than just going to a website. But still, you need to give people relevant information right away and no fluff.

And I think a lot of people would also say that if there's no personality in the show so you want to put a little bit of personality behind it too. You want to make it entertaining. As much as we're doing this to provide content, we want to do it to be entertaining too because again, people are listening to us potentially depending on the length of your show for over an hour. So you want it to be entertaining. You want to be – you want to have it full of relevant information that's actually going to be helpful.

So hopefully, if you stuck around during the third – so far, you feel that way. So OK, stepping off of that. Valuable content is the next part of stickability. And there's an acronym, W-I-I-F-T that's really important to understand, W-I-I-F-T WHIIFT, which stands for what's in it for them. So as much as the show is about you and your brand, you really want to make sure that it's directed toward your audience and it's always for them.



So I know for example that in this episode, my goal is to help you do a few things. One, understand that podcasting is really important. It's done so much for my business and I've hopefully proven why. Number two, I want to show you how to get more exposure. And number three, I want to show you how to get more leads into your email list and also, into your customer base from your podcast. We also want to make people feel special like what they're getting is special on your podcast.

And this is where people come in and ask, "Well, can I just record a video and take the audio from the video and put that in a podcast and transcribe that and put that on my blog?" Yes, you can do that but I feel like a podcast should have specific, special, unique information for your audience because again, people are devoting a lot of time to listen to you. It's only right that you give them something that is just for them on the podcast.

I mean when you take audio from video, a lot of times, there are pieces of audio that are just good for that video when you're watching it but when you just listen to it without the video, it's not going to make complete sense. I mean you want to give you listeners a good experience when listening to you.

You also want to give people actionable content. You want to do something where you get people to come out of the show and actually do something and prove that what you have told them actually works and a lot of actionable small tips, big tips that all the stuff works really well. So giving people instant results is a great way to get people in tune with your brand and wanting more and able to stick around.

All right. Next, still talking about stickability here, getting people to stick around, social proof is huge. So sometimes, you'll hear me on the show and you've may be heard me say this before where I talk about how many ratings I've had or sometimes I'll read specific reviews. I don't do that quite as often as a lot of other people do. Maybe I should. But reading reviews that people have left for your show is really important because it shows a lot of other people, maybe people who have listened or just listening for the first time that it is a show worth – that you have a show worth listening to.

Now, I don't know if you'd want to read a one star review unless you are going to respond to that. But you want to show off the good stuff. And also, I can say for example right now, I have – I think I have 785 5-star ratings in iTunes which is pretty cool.

Secondly, you want to get people involved. You want to have – you want to name certain people in your audience. You want to get people on your show, perhaps leaving a voicemail and a question and you can answer them or actually getting people on your show to converse and talk about a specific problem not just interviews but just



whatever. And what that does is it shows everybody else that you are a real person that you care, that you have the knack to sort of be there and respond to people.

Yes, you may be only be responding and being involved with one person at a time but even so, everybody else is watching that happen. And that can go a really long way. And it might get people excited because you might get them involved later in the future too.

Thirdly, when it comes to social proof, you could talk about achievements with your podcast too. And I talk about for example, how I just passed three million downloads. I mean people aren't going to listen to something that's not good three million times. You want to talk about those types of achievements. The fact that I was nominated for a podcast award these past two years is another sort of example of that.

So think about different achievements that you've had in your podcast that you could share with your audience. And again, it doesn't take that long and you're OK to do that. You have permission to do that.

Now, the last part of stickability is keeping your audience engaged during the show. We're asking a lot from our audience. We're asking them to spend sometimes over an hour with us. And there are certain things you could do during your show to make sure people are listening all the way through or get them back in tune with you during the show maybe if you've potentially lost them.

So, the first one is probably the most important is the easiest strategy but all you have to do is pause. See what I did there? So if you're about to say something important, sometimes just like a one or two second pause can change everything. So it's going to get people who have just listened to you talk for a while be like, "Whoa! What is he about to say?" And so, that's a really good strategy. That's another tip that I picked up from my public speaking coach.

Another one that you could use, this is the second tip, a great way to emphasize something that's really important is to repeat yourself. So a great way to emphasize something really important is to repeat yourself. That's sort of a signal for your audience, for someone listening to you that something you just said was really important and the fact that you're saying it again means that, "You really should remember what I'm about to say."

So again, just repeating yourself every once in a while. And again, if you just pause too much and you repeat yourself all the time, obviously it's going to be a terrible audio. It's just going to be really annoying. So you want to be smart with it but just play around with that, practice, pause, repeat yourself.

Another great thing to do with podcasting that you can't do with a lot of other mediums, especially text, is you can use dynamics. You can raise your voice to get



people's attention and you can also soften your voice. And what this does is it allows you to give a little bit more emotion to what you're saying. I mean imagine a piece of music, classical music for example. You listen to any good classical music. It's going to have really loud moments and it's going to have really soft moments. If it is just one dynamic, one volume the whole time it's going to sound terrible.

I mean I remember back in music class, that was the biggest thing that helped us get higher scores in marching band was having dynamics in our show, really, really loud moments and having really, really soft moments. And there was a podcast episode I listened to on Social Triggers Insider, which is Derek Halpern's show a while back. I think it was [Sally Hogshead](#) who was on the show and she was talking about Marilyn Monroe, who was really good at doing interviews and how whenever she did interviews back in the day, she always just got the audience to just be so mesmerized and hypnotized by what she was saying.

And it was because she would sort of whisper like it was almost like you were sitting next to her and like having a really intimate moment with her, sort of like this. And I hope this isn't creeping you out but she would do something like that. I mean I apologize if that creep you out but she would do that.

I mean if you listen to any sort of interview that she's had in the past. I'm sure you can find them on YouTube. She kind of lowers her voice and that was done on purpose because she knows that just gets people in tune with her and that was her style obviously. But you can use dynamics and speak louder and speak softer during your podcast to get people sort of back into what you're talking about and also get them emotionally involve with what you're saying.

Another thing we talked about, we talk about this a little bit was transitions in between different sections. You want to break it up a little bit and maybe lead into the next section with another story. And also, talking about what's coming up later. So, at the beginning of this episode, I talked about how – I'm going to show you how I created that whole PatIsLive.com deal where it goes to a pre-populated tweet page where you can just click tweets already done for you. Little things like that are really good.

Michael Stelzner from [Social Media Examiner](#), he has a podcast that just really – he does that really well. In the beginning of each of his episodes, he talks about a really cool tool or strategy that he's going to talk about but you have to wait to the end to get it. And of course, the rest of his content is great but I'm there sitting and waiting and listening to the rest of the show so I can get that final tip or that tool. Again, that's a really good tip.

All right. So moving on the last part of exposure for your podcast, again, we talked about discoverability, we talked about stickability. **Now, we're going to talk about shareability** just really quick. There are few things, few easy things you could do to



get people to share your podcast with others. The first thing is obviously, you just want to create something worth sharing.

People share because it makes them look better. I mean if you really think about why people share, Jonah Berger talked about this in one of the previous episodes who wrote the book, *Contagious*. People – it's like social brownie points. The more cool stuff you could share, the cooler you're going to look. And if you can provide something worth sharing, people are going to want to share that with their friends and followers where they might benefit from that.

The second thing is you want to make it incredibly easy to share. And again, I'm going to show you how to do that in the next section where we talk about getting your audience to take action. But you want to make it really easy to share and really easy to remember how to share because people aren't going to be in front of their computers. And also, you have permission to ask and that's probably the best tip when it comes to sharing, ask. Ask people to share.

If people have listened to for an hour or even 30 minutes or even 20 minutes, it doesn't matter how long your show is, if they listen to you all the way through, they are connected with you and that is a perfect time to get them to take action, one of the actions being to share. And if you talk about how important it is and how much it's going to help, people are more than likely going to do it.

So, let's move on to the second part of this presentation, how to get your listeners to take action. We talked about how to get discovered. But on your show, you want people to take action because if they don't do that, then you might as well don't have a podcast, right? I mean it's good to provide this information but we also want people to take action. We want people to share. We want people to click on stuff. We want people to comment. We want people to eventually, if you're running a business, you want people to buy stuff. How can they buy stuff through your podcast? Well, let's talk about it really quick.

Now, I'm going to share with you that tip on – since we just talked about sharing, this is something that I learned from Michael Stelzner actually now that I remember, from Social Media Examiner. He has a podcast called Social Media Marketing and at the end of the show, he says these words. He says, "If you've enjoyed the show, you can let us know that you enjoyed it by going to SocialMediaMarketing.com/love, SocialMediaMarketing.com/love." And if you go there, it goes to a Twitter page; an already pre-populated tweet. It says, "I love the Social Media Marketing Podcast with Michael Stelzner. Check it out." And then there's a link. "Tell your friends." That link goes to the podcast. Super smart.

And so what happens is, when somebody clicks "tweet", again, they don't have to do any work except click "tweet". People – I mean they're sharing that tweet and the link to that podcast and also, it sort of @tags Michael Stelzner. Just amazing things happen.



And I think Michael – I don't remember the exact number but Michael told us that hundreds of people have used this. And again, that just took one or two seconds to mention during the show.

So, how do you do this? The first thing you want to do is go to Bit.ly, B-I-T-.L-Y. That's a website where you can go to shorten a really long link. So you take your iTunes link for your podcast or maybe the podcast page on your website, put that into Bit.ly, it shortens it into something like bit.ly/ and some random letters. And you can customize that if you wish.

So let's just say for example, it's bit.ly/spi, for example. And then you take that link, you just copy it or save it for the next step. You go to ClicktoTweet.com, ClicktoTweet.com. And what you do there is that's where you fill out whatever is going to be pre-populated. So that's where you say, "I love Social Media Marketing Podcast or I love Smart Passive Income Podcast with @PatFlynn. Click here to get it." And then put in that bit.ly/spi.

So first step is get your link at Bit.ly to your show. Put that link in a [Click to Tweet](#). There's a field there to fill out that pre-populated tweet. And make sure you @tag yourself. And as you can see, you can keep track of it. And put that link in there so people will click somewhere when they share it with their followers and friends. And then you click "Generate link." And that gives you a clicktotweet.com/ random letters link.

Now, that link – when people go through that link, it goes to that pre-populated Twitter page. But if you want to make it fancy and have it be branded to your particular domain name, you put that Click to Tweet link in [Pretty Link](#). Pretty Link is a WordPress plug-in. You can download it off of the WordPress repository free plug-in directory. It's called Pretty Link. There are two versions. There's a Lite version and a Pro version. All you need is the Lite version.

And what you do is you put in your target URL, which is going to be our ClicktoTweet.com/ whatever, the one that we just generated from ClicktoTweet.com. And then you could set whatever that domain is going to be after your home domain or your root domain to look like just Michael had it. He had SocialMediaExaminer.com/love. And it could be whatever you want. It could be /hate or /awesome or whatever. Of course, it can't be something that you already have on your website so /love.

So, that's how you do that. And so, I recommend you try that. That's how I did *Pat Is Live*. And I just used the same thing. I didn't use a Bit.ly there but I did the Click to Tweet and then instead of doing a Pretty Link, I actually bought a domain, *Pat Is Live* and I had forward to that Click to Tweet link that I generated. And again, I change that wherever I go speak so that when people put that in, they're sharing that. They're watching it live and just again, builds buzz for that presentation.



OK. **Next part, how to get people to take action?** You need quality show notes. Now, I love the [show notes](#) at Michael Hyatt's site. If you go to [Michael Hyatt's site](#), you can just click on the podcast category at the top and see his show notes. And he has a number of great elements that you should have. The most important thing to realize is that the show notes are really useful to those listening because again, typically, they're not in front of their computers and it's a great way for them to know that all the links, everything you mentioned in there, all the items and everything that's in that particular podcast session are right there.

So, if they're not able to take notes, it's all right there. And so, you want to again, press that on your audience that this is for them. It's convenient for them. Again, what's in it for them? You don't have to take notes. Everything that we talked about is right there. So that's going to help them get back to your website. And again, your website is your home. That's where all the action happens. It's where you sell stuff.

OK. So going down Michael Hyatt's page and I show this example during the presentation. He has the title of this podcast, which is optimized for SEO really, really well. He has the intro which talks a little bit about what that particular session is about. And then he goes down and talks about the most important points in that particular episode. And this one that I used as an example, the title of his podcast is [Make Your Email Messages More Effective and Professional](#).

And halfway down the page, he lists I think like 19 different suggestions. He just lists them out. Again, this is helpful sort of bullet-point list that is sort of consolidated based on what he had mentioned in his show. So it's really convenient for his audience.

Then he has listener questions, so that's where he gets his audiences involve. He actually lists the questions and links out to his audience if they have websites and he answers those questions within the episode. Then he has special announcements of like where he's going to be, maybe things he's potentially selling. Then he has his episode resources, the links and resources and tools and services and other websites mentioned in that episode. These are all listed out and linked to right there.

And then like I do, he has a show transcript and I don't know if he has it when the episode comes out or he has it later. But again, that's really helpful for people who aren't really going to be listening to podcasts or don't have the time to – or would much better read, maybe they just feel like reading this time or maybe there's a big section of my audience that I know are hearing-impaired and I just feel bad not having a transcript for them.

There's something that's really cool which [Amy Porterfield](#) does, you can check out her site at [AmyPorterfield.com](#) and this is like the first time I mentioned her, which I apologize because I just love Amy Porterfield. She's got some amazing stuff. So check out Amy at [AmyPorterfield.com](#). She didn't pay me to say that or I don't even think she



knows that I just said that. But she gets people to go to her show notes in a really great way. Similar to what I do. A lot of you who have listened to my show before know that I say, "Well, if it's episode 64 then my show notes are at SmartPassiveIncome.com/session64."

Well, Amy takes it one more step. She says for example, "This is episode 6 so you can grab the show notes at AmyPorterfield.com/6. I'll include all the links that we talked about in this interview plus some valuable resources, et cetera." So she just makes it really easy, just AmyPorterfield.com/6. Now, how does she do that? She uses that same link that I talked about or that same tool plug-in that I talked about earlier called Pretty Link.

Again, you can just make it just a number if you want. So that's really cool. And again, she says after it's, "AmyPorterfield.com/6. I'll include all the notes and links that we talked about in this interview plus some valuable resources." Again, just another way to get people to make sure that they go there.

OK. **So beyond show notes, let's talk about landing pages.** This isn't people coming to your notes. This is people going to different pages on your site to do different things. And one example I want to give you is from Internet Business Mastery. They have a great landing page. During their episodes, they say something like, "Head on over to our FreeAudioGift.com to get more inspiring, actionable content, so on and so forth."

So if you go to FreeAudioGift.com, this doesn't go to the show notes but it goes to this sort of a squeeze page. And what that means is there's one thing to do on that page. It sort of forces you to do that because there's nothing else to do. There's no way to click out. It's just a headline, some information, and then an opt-in box for their email list that says, "Register now. Free." And what's interesting that they do on this site, on this particular page, FreeAudioGift.com, and again, that just redirects to a page that they have on their regular site, is they have audio on the site too. And that's interesting. And I'm wondering if they're testing that or not.

But it's interesting because when you think about it, people are getting that URL from the podcast. So if they go here and they listen to them, it's sort of a continuation on what they just heard on the podcast. So again, that's really smart I think, at least, something to test especially if you're doing it from a podcast.

Now, a lot of you know that I do something similar with a lot of different things that I have on my website. For example, if you want to get my eBook, you can go to EbookstheSmartWay.com. Again, these are domains that I purchased where I just forward to a specific place on my website. Again, just a landing page. And on that page, that's where you can sign up for my email list to then get my eBook.



I also have KeywordResearchWebinar.com where you see a free 2-hour webinar about how to do keyword research. And that's really helpful for people and it's also helpful for me because it also promotes a keyword research tool that I am an affiliate for. There's also a NicheSiteDuel.com that takes you to a landing page with a list of all the posts within the Niche Site Duel where I took a site to number one in Google in 73 days and started making a few thousand dollars from it. All those posts are listed there.

I also have StartAnEmailList.com which takes you to my how to start a newsletter post, which is really popular and a lot of people have benefited from. I also have PatsFirstBook.com which redirects you to my private Facebook group and that's where I talk about my experience writing my first book, which is really helpful. There are a few thousand people in there. I also have ThankYouPat.com and that's a place where people can go to to fill out a form to just leave me a quick thank you that I can publish then somewhere else.

So those are all things that – purchased domains where I have forwarding to a landing page. Now, I also had PatOnFacebook.com but don't use Facebook in a domain name. I had used that to redirect people to my Facebook page. I got a nice cease-and-desist letter from Facebook to stop doing that. So, I'm not doing that anymore. So, don't use PatOnFacebook or your name on a Facebook. It's not going to work.

And one of the last things I want to talk about is how important mobile is for your podcast. And it's just mobile is so important now. We don't even know how important it is. I mean I challenge you to go into your analytics right now and see exactly how many people are using or viewing your website on mobile. So, if you're getting people to go to your website from your podcast, more likely than not, they're going to be coming on a smartphone or an iPad. And so, there are a couple of websites I want you to check out if you can because you should think about getting your site mobile-designed or have a responsive design.

Meaning, no matter what device they're on, it looks good. And Greg and I are going to get into that in the next episode, in episode #65, and some really important things about that. But a couple of sites I want you to check out. If you go to ThinkTraffic.net on your mobile phone or an iPad, it's going to look really slick and really good. Again, if you just switch it from vertical to landscape on your iPhone, it's going to switch for you and it will be fine-tuned just for exactly the screen that you have.

MobileMixed.com which is Greg Hickman's site too is also very mobile friendly. And Greg is actually our guest like I said on the next show and he gives us a ton, a ton of tips to help us with our websites and our podcasts and getting things ready for mobile because I challenge you actually to go to your Google Analytics or Clicky or whatever you're using to keep track of your traffic and see exactly how many people are using mobile devices to check out your site. You're going to be really surprised. I was surprised. And we go over that all in the next episode.



So I'm going to save those tips that I actually put – I put some of those tips at the end of this presentation during Social Media Marketing World but I encourage you to listen to the next episode, episode 65 with Greg Hickman from MobileMixed.com. It's really great. And also, there's very important information because if you're not mobile-optimized, you're leaving leads, subscribers, and potentially, customers on the table. So I'll save that for next week.

I want to talk about really quick everything we've just covered just to kind of recap again. We talked about getting exposure for your podcast. We talked about discoverability. We talked about SEO, artwork, related podcasts, and also rankings in iTunes. We also talked about stickability so things like first impressions, delivering high value content of course, and also, specific things you can do during your show to get people to keep on listening like pausing and repeating yourself and things like that.

And also, shareability, getting people to just share your stuff. And of course, if it's that good, people are going to share it anyway. But if you want to get people share your stuff, sometimes all you need to do is ask. And that goes along with the second part of this presentation that we talked about was getting people to take action, the call-to-action strategies. How do you get people to share stuff, to click, comment, subscribe, and buy?

And of course, you've got to just ask. I think that's the biggest tip is you just ask people. If they've listen to you for certain amount of time, you have permission to ask them to do stuff. They are hot or they are warm or whatever you want to call it. That's the perfect time to do that. And so, just ask and also, just make it incredibly easy in getting people back to your show notes and making it easy to do that, getting people on to specific landing pages if there are certain important pages within your site that you want them to go to.

So, your call-to-action, you, the listener, I have a few call-to-actions for you right now. The first call-to-action is if you don't have a podcast up and running already and you're really excited about starting one, go on over to PodcastingTutorial.com, PodcastingTutorial.com. That will give you those free videos and free tutorial about how to just start, just everything you need to know from the microphones to how the feeds work and how to get your show up. Hundreds of people have used that already.

The second call-to-action is if you still need help, please feel free to email me, Pat@SmartPassiveIncome.com. I'm bullish on podcasting right now. I really believe in the medium as a way to deliver a message. And I feel like if I can help you, I'm helping everybody that you are going to help too. So please email me, Pat@SmartPassiveIncome.com if you have any questions. Also, check out Cliff Ravenscraft and everything he has to offer in regards to podcasting at PodcastAnswerMan.com.



And the last thing I want you to do is just remember the purpose of podcasting. Yes, it's fun. It's so fun. I mean I've grown so much as a person just from starting my podcast. I mean I would never have been able to be comfortable behind a microphone before I started my podcast.

This has helped me with communication with my family. It's helped me with communication and getting gigs for public speaking, stuff that I never would have dreamed of doing. And I just feel like I'm such a better person because of it. And it's a great way to just step out of your comfort zone a little bit and do something amazing.

I mean every time I've been faced with an uncomfortable situation in my business, I see it as an opportunity for something great to happen. If it wasn't uncomfortable then it's probably something that's not going to be worth my time. I mean it happened with my podcast. I can't even – I mean those first episodes were terrible. But I did them and I've improved. I've got better. That's really what it's all about. Just practice and keep going.

You know what? It doesn't have to be perfect right from the get go. If you try to be perfect, you're never going to get it out there. Work on perfecting things along the way. People who are following you along the way are going to appreciate that.

The same thing happened with my YouTube videos. I was deathly afraid of putting my face behind videos or even just shooting videos and posting them for the world to see on YouTube. But you know what? I did it. I practiced and I got better over time. And now, I can shoot a video in five minutes and have it out there and it would be very valuable. I wouldn't have been able to do that before. So again, just practice in putting yourself into deep end and doing it.

And now, I'm doing it with public speaking. And again, it was totally uncomfortable. It's the number one fear in the world, second to death. And I was in that statistic too. I totally feared public speaking. But podcasting helped me and also just doing it. And because it was uncomfortable, I knew it was going to help my business and it has.

So remember, even though it's all good for you, the purpose of the podcast is for you and for your audience so that you can build a better relationship with them, so you could better serve them. That's really what all this business stuff is all about, serving your audience. And I feel like podcasting is the best medium to do that because you are able to better connect and share your message with them. And if you have a message worth sharing, I recommend you share it with your voice.

So, I hope you appreciated that. Again, it was a little different than the actual live presentation that happened at that Social Media Marketing World earlier this month in April 2013. But some interesting tidbits about presenting in general and yeah, I will hopefully get the slides up for you later or a YouTube video or something. I will embed



it in the show notes. That's SmartPassiveIncome.com/session64. Again, that's the exact tip that I gave you in the show about how to get people to your show notes.

So yeah, I mean just thank you so much for listening. Again, if you have any questions, Pat@SmartPassiveIncome.com. And the only call-to-action and link I'm going to give you right now is go to PodcastingTutorial.com. And also, leave your rating and review.

That's it. I appreciate you guys so much. I had a lot of fun presenting to you even though it's a little different since it's on a podcast. It's probably better that the audio didn't record, that the audio and the video didn't record because this is actually a lot of fun. So, thank you so much. I'll see you with Greg Hickman in episode 65 and I'll chat with you there. Have a good week. Take care.

Thanks for listening to The Smart Passive Income Podcast at www.SmartPassiveIncome.com.

show notes at <http://www.smartpassiveincome.com/session64>