

Daniel J Pod

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SPEAKERS

Dave S, Daniel



Daniel 00:01

It's a good thing when you're big enough to get some haters out there. It also means that you're presenting a strong personality when people disagree with it, because you can't be everything to everyone. You're either hot or cold. There's this scriptural principle that in the Bible it says, I would bet you were either hot or cold. But if you're just lukewarm I would spit you out. People don't like lukewarm.



Dave S 00:25

That was Daniel J. Lewis describing why one star review isn't such a bad thing for your podcast. Welcome to today's session of the marketing podcast.



00:36

This is outdoors online co the marketing podcast that helps you elevate your business through online marketing master sessions. Join Dave each week as he helps you grow your online influence via interviews with leading entrepreneurs from around the world.



Dave S 00:53

Here you go. Daniel J. Lewis. The guy behind the audacity of podcasts in my podcast

reviews calm is on to share some tips on making money with your podcast. We hear about the easiest way to start monetizing, how to reach out to influencers in your niche and the easy way to create superfans for your show. Stay tuned till the end of this episode when I have a nice little bonus to keep you feeling great and healthy this week. Turn up the earbuds and enjoy today's episode with Daniel J. Lewis. How's it going, Daniel?



Daniel 01:25

Dave is going great. I'm excited to talk with you.



Dave S 01:27

I appreciate you coming back on I want to give a shout out to this just because I think it just shows you the technical stuff can happen sometimes even after you know, I've got to show my other podcasts. I've got almost 150 episodes and you know, it's been good, good. But at the start of that show, when I first started, I had the same thing happened. I was recording in a hotel, and I had the biggest guest in the world and fly fishing on that show and I had to redo it. And he said, he said we can do it and you said the same thing. Daniel after I screwed this one. So I want to thank you for that.



Daniel 01:59

I may not be the The biggest person in fly fishing by chance to have another conversation.



Dave S 02:05

Well, the great thing is here is that now I'm really focused on online marketing and in the season one is all podcasting. So you are one of the biggest people in the podcasting space. So it's kind of a equivalent thing. So we're gonna dig into some of the good stuff on podcasting. Before we get to, you know, all the audacity and where that all came to be how that came to be. Can you talk about how you first got into kind of podcasting?



Daniel 02:27

For me it started as a listener, when, about 15 years ago, Apple announced that iTunes 4.9 would be coming out with support for this thing I'd never heard about, called podcasts, and my coworkers were big apple fanboys, and we're saying, Oh, this is great. This is going to be fantastic that Apple is supporting podcasts. And so I decided to check it out. And I was hooked. At that time, I had a very long commute to work. And I'd gone through all of

the audio books I was interested in talk radio was getting boring to me from the local radio show. And then podcasts really fed the niche interests that I had. And I loved it. I was eating up every podcast I could get. And some of those podcasts I originally subscribed to Well, one in particular grammar girl I'm still subscribed to to this day. And so I've listened to every single episode of that podcast for the last 15 years.



Dave S 03:22

Amazing. That is so cool. I kind of love it not the same story, but I'm the same way. I don't know. Would you say that people that get into podcasting, because I feel exactly the same way when I first got into it, which was much later than you and 20 you know, 2017 when I first produced my first podcast, it was just right away. I was like, Oh, my God, this is my thing. Is that how it felt to you as well?



Daniel 03:45

I think so. And for many people, it seems to be there's a sort of hump where they have to get beyond the typical podcasts, the same kind of podcasts that everybody listens to. Its I think when they find that niche, that thing that really connects with them. Whether that is a couple of ladies talking from their homes about a particular niche topic, or some highly produced dramatized podcast or something like that, whatever it is that really connects with someone, that's I think, when they are pulled in, and then it's a whole new world to them of content and people in conversations that they couldn't otherwise get.



Dave S 04:23

Yeah, that's really cool. And for me, and you know, this, I'm sure and probably teach this as well. is, you know, I've made so many amazing connections, right? I mean, just the fact that I'm talking to you now, I've talked to some of the biggest names and fly fishing and I've just, you know, I couldn't have done it without the podcast. So I'm big on podcasting, and I'm, that's why I'm helping to promote it right now. And I did have a recently a person that I do a little bit of coaching, kind of helping people get started in podcasting, and I had the flyfishing 97 podcast again. So this is on my my other podcast and we talked about in his big struggle really was monetizing. Right. And I think it's a struggle for a lot of people. But you know, if I had to think of a title for a show, you know, if we had to pick one headline for this thing, it would be how to make money. podcasting, right. That's kind of a kind of funny because a lot of people think, you know, don't know, right, that you can't just start making money right away. Can you talk about what you tell your students when they ask that question?



Daniel 05:21

Yeah, the first thing that most people think of when they're thinking of monetizing their podcast is I need to get a sponsor, where can I get a sponsor? The unfortunate thing is that sponsorship, especially now that there are more than 1.2 million podcasts, and it's the popular podcasts getting all the attention and sponsorships are most of it. You really need big numbers to get popular sponsor like the caspers. The Coca Cola is you need thousands of downloads per episode, not per month, but per episode. Now you can find more niche sponsors, especially the more niche your podcast, or if they're any British. people listening, your podcast is, then the more valuable your audience is to a potential sponsor. For example, you have a fly fishing podcast, very niche topic. So for a fly fishing oriented company, you have their ideal audience. So you can then talk to them. Even though your audience may be smaller may not be big enough to get the caspers or Coca Cola is of the world, you could get that fly fishing company. And they would love to be in your podcast, to be part of it to be a sponsor of it, that kind of thing. That's the big power in the niche. But really, the biggest thing that I tell people, when they want to monetize their podcasts is to look for ways to make something that you sell yourself to basically create a business around your podcast, because that can scale pretty much infinite And you can do so much more with that. And you look at the people who are monetizing their podcasts the most. The Independent people, they have some kind of business or something of their own, that they're selling behind their podcast, and that's related to their podcasts. For example, I myself, my podcast is about podcasting. And my business is helping podcasters so I create products and services for podcasters. So my podcast about podcasting naturally, helps promote those products for podcasters that help them podcast better, it's all very meta, no, but that kind of thing really helps people because then you are serving your audience with your own expertise, the expertise they've gotten to know episode after episode and the relationships that you've built. So that often when you say that you're about to create something to sell. Many people from your audience might be to that point where they say, I don't care what it is, as long As you're making it, shut up, take my money, give me whatever it is because I want it. That's



Dave S 08:04

right. That's right. That's what you want. You want people just kind of rip it out the door to give you somebody. So it is interesting because you'll mark with I mentioned the highway, or the fishing nice seven podcast. You might think I'm not totally sure, but I think he doesn't have a lot going on as far as the products, right? He's doing a podcast, he's interviewing these great people, and he's learning about it, but I'm not sure. You know, I think the sponsors definitely is one thing he could probably dig right into, as far as the product, you know, because then I know you don't probably know much about fly fishing

in the details. But you know, there's physical products, there's some people that are guides, their shop owners, there's all these things, but if you're just a podcaster and you love fly fishing, you know, I think that might be his challenge, right is like what is my product? Do you have any tips for somebody that think you know, if they just come up in like, Oh my god, what can my product be?

D

Daniel 08:50

Now if you're already creating content, then the easiest product to make is something that uses the expertise that you're already sharing training course it can be A video series, a written series and ebook, consulting even certain things like that. And you can offer that in almost any industry where you are teaching things. Now, if you're doing more entertaining content, that's a bit different. But in any industry, whatever style your content is, there are probably products or services that might interest your audience. And that could be an opportunity for you to become an affiliate for those things where when you refer someone to purchase from that product or service, then you get a portion of that now make sure that whenever you're doing something like that you're following the local laws. Like in the United States, we have the Federal Trade Commission, and they require that you disclose that you're getting paid or that you earn commissions from qualifying purchases. So you want to make sure you're following the laws there. But it can be a great way to serve your audience by recommending things that you genuinely believe in. Like, since I talked about podcasts, I'm frequently talking about microphones, mixers, software hosting plugins, different things like that, that I've tried some of them I like some of them, I don't like some of them, I'm still testing. And when I share these things, regardless of my opinion, often people get that information. And they decide to take action on that by often purchasing those things. And I can earn a commission from that. And so it's not my product, but it is something that I've used or that I do actually actively use and can recommend or can share an opinion about, and then my audience has that opportunity to get something they need that's relevant to them relevant to what I'm talking about. And everyone wins in that case.



Dave S 10:46

Yep. No, I agree. And that's exactly what I'm doing with with my other podcast is I'm really focusing on the affiliates and building the you know, the relationships there and also sponsors those are the kind of the, the two big things I have a side interesting thing with me as I been able to kind of start to create a travel company off of, you know, the podcast. So I think there are a lot of things I would have never thought of that before. But once you get into and you start learning about your niche, it's I think the you know, it opens up for you. So no, that's awesome. So So now you know what the focus here it really

we're talking to fly fishing companies and brands and outdoor companies who are really, you know, again, they're struggling with building their online brand. Any other what goes with podcasting? You know, so they start their podcasts or doing it. What else do you tell somebody who's new to online marketing, you know, and what goes hand in hand with podcasting.



Daniel 11:35

Really focus on the quality of the content that you're creating in your consistency in that content, and consistency in your schedule, how frequently you put out that content, because from the beginning, we're all noobs at some point, and you don't want the mega audience attention in the very beginning when you're just getting started. You want that come in organically. And when you're ready for it now, the more you can invest in yourself and in your content and your process before you actually start, the better that start can actually be. But I don't want you to sit there paralyzed thinking you have to be perfect. You can start out rough. It's just like relationships or jobs or hobbies or anything that you start off, it's going to be rough. That's okay. You can grow with it. But focus on that consistency. Like they say, practice makes perfect. Just keep practicing, keep clicking, publish, keep working on the quality of your content, because it's so much easier to grow your audience to monetize whatever you're doing. When you have a high quality product, and that product being the content or the podcast that you're putting out there.



Dave S 12:51

That's awesome. And what would you tell somebody you know that again, starting a new podcast, and they feel like their contents good. They're getting some feedback from people they're asking some there listeners and people are saying, you know, they're loving it, you know, but when they look at their downloads they see, you know about, you know, 30 downloads per episode 4050. But they're not it doesn't seem like it's really shooting up like a hockey stick. What would you tell somebody that's in that range? It's been a couple months.



Daniel 13:18

You said they feel their content is good. And I think probably everyone in podcasting thinks their podcast is good. And you might get some feedback on that. And there's this moment where you, you have to be a little uncomfortable with trying to accept or probe for some true reality. And that is, is your podcast actually good? Or are there ways that can be improved? Not just, is it good enough? But is it great? Is it something that people

would rave about? So listen to the feedback from your audience if you're getting any feedback, and try to find those ways that you can improve the podcast the quality, the production, quality, the content, quality, precision, Quality, any aspect of your podcast. But there are those times where you can have a fantastic podcast that just for some reason, isn't growing very well. And the reason there is often that maybe due to the industry due to the way the podcast is positioned or something. It's simply not being discovered. And there's some debate about whether discovery really is a problem in the podcasting industry. But the most important thing for you to do, regardless of waiting to be discovered, is to work to be discovered, don't follow the advice of, if you build it, they won't come. People will not simply come to your podcast just because it exists. You have to go find that audience and reach out to them. So the best ways to promote your podcast are being in other people's podcasts, whether that's sending feedback, or participating as a guest or even a co host sometimes, but try to get your attention Out there in front of other podcasts that already have your ideal audience. The second thing is consider some sponsorship or advertising opportunities. That doesn't mean necessarily sponsoring another podcast. It could be that. But it could also be some advertising in the spaces where your audience hangs out. That could be like a Facebook group. Maybe you work out something with the people who are moderating the group that you get some promotion from them. It could be a subreddit, where you buy some advertising in a subreddit that's relevant to your podcast, it could be in a podcast app like overcast and Castro and other apps are offering opportunities for podcasters to promote their podcasts inside of the app when people are already looking for other podcasts to listen to. So think about the context and the relevance for each of these things. But those two things are the most powerful ways to grow your audience, even if you've got a small audience. And the third thing though, that people often don't Think about and it doesn't cost anything is to leverage the audience you already have. Build your relationship with that audience, deepen engagement with them, get to know them really well make them super fans of your podcast, and then turn them into evangelists for your podcast to ask them to tell others about your podcast that's so much more powerful than asking for podcast reviews, or asking for feedback or something like that. Tell them, Hey, bring someone else to the podcast, or get someone else to listen. That turns your audience into marketers for your podcast for you and it doesn't cost anything.



Dave S 16:42

Those are killer tips. Yeah. And on on that same line you I mean, I think you know, what we're doing here. The interview show kind of lends itself a little bit to helping find new audiences because if you're able to interview somebody, you know, for example, here, I'm interviewing you, you're a pretty big name in the podcast space. You know, eventually when this comes out the might be an opportunity that your audience might also find this

show. And then that would help grow this podcast. What's your recommendation? If you're somebody who has a podcast and you're an interview podcast, you're interviewing somebody, maybe they're big, maybe they're super big. And you'd love to, you know, you'd love to have them share your show, but you kind of feel like, I don't know, if I just want to go out and ask them, well, what's your recommendation on that whole process?

D

Daniel 17:22

They say, it's not what you know, it's who you know. And the way you get to who you know, is through relationships. So you really have to build those relationships with other people. And a good way to start that is to be super familiar with whatever it is that they do. Like I receive these pitch emails all the time, you know, I'd like to place a link on your website, or I'd like to invite you to be an affiliate for my program or all of these things. And they're so generic, but when they can demonstrate that they actually know who they're talking to. they're familiar with my content. they're familiar with me and mine. interest, then it jumps to the top of the pile for me of considerations. So do that when you're reaching out and trying to start that relationship with someone else. Of course not from a stalker perspective of, hey, how's your dog, I know your dog was having trouble last week. But be personable, be familiar with what they're doing and seek for ways to give first, whether that's in your own podcast or in working with other podcasters or community leaders. Give first before asking for something in return, or expecting something or even hoping for something.



Dave S 18:38

That's great. I wanted to hit on something, Daniel, before we get too far long here. They keep talking about your review product you have which which I actually use and love. Can you just maybe describe to somebody who hasn't heard of it yet?

D

Daniel 18:52

Yeah, so when you have a podcast that you put into Apple podcasts, it automatically goes out into 175 different podcasts. catalogs for Apple podcasts. Like if you're in the United States, you look at Apple podcasts right now, what you see is the United States catalog of Apple podcasts, you actually cannot switch to other countries to see what Canadians see to see what Australians see or anyone else have those 175 different countries currently, that's the number they recently upped that from 155. Plus your podcast also goes into other apps and directories either automatically or it might be something that you opt into

submitting to, like Stitcher, for example, you have to go out there and submit your podcast to Stitcher. So there are all of these places, almost 200 places where people could be leaving ratings and reviews for your podcast. And you used to be able to switch between some of these locations, but it would take a lot of time to do so. Now. You can't switch if you're on a newer iPhone or a newer Mac running Mac OS Catalina or anything that has the apple podcast app, it's impossible to switch the camera So you can't know if you have a review in the United Kingdom if you're not in the United Kingdom. So what my podcast reviews does, is it goes through all of these different podcast apps and the different locales for each app. And it gathers all of those podcast reviews, and delivers them to you automatically as well as collecting them on the site. So you can share them, you can copy and paste them, which you can't do from most of these apps. You can eventually embed them on your site, you can do some really cool things with them. And whether you're running a business or simply hosting a podcast, those reviews can help you better engage with your audience. And even if you have only one review right now, you can leverage that to get more reviews. So the my podcast review service provides all of these to you updates every day to see if you have new reviews, delivers them to you automatically. So then you are equipped to do something with those reviews. Even if it says I'm getting encouraged to keep podcasting to see like, I'm looking at your podcast right now. To see your latest review from. From 404 Bruce says great show super cool dude. Best trying to tutorials on YouTube loads of good info. Thanks Dave and Jason, there you go. And so you know, okay, this guy for for Bruce from the United States loves your podcast, it's a five star review, they really appreciate it that can be encouraging. So you know, yes, I am resonating with my audience. You could use this in other places. Like if you have a product to release at some point, then you can use some of these reviews to even help promote that pod product, not as testimonials for the product, but as testimonials, for your skills in communicating.



Dave S 21:53

Nice, nice. I love that Nick. That's a thanks for sharing that five star review. That's so cool. I want to hit just quickly. The opposite of that, right, which is the one star review, because I've got some one star reviews tucked in there too. And there, it's you know, it's kind of like a stab in the back. What do you tell somebody who maybe hasn't got their first one, or maybe just got their first one star review?



Daniel 22:12

First thing is, you've arrived. It's a good thing. When you're big enough to get some haters out there. It also means that you're presenting a strong personality when people disagree with it, because you can't be everything to everyone. You're either hot or cold. There's this

scriptural principle that in the Bible it says I would that you were either hot or cold, but if you're just lukewarm, I would spit you out. People don't like lukewarm. So if you get that negative review with a one star review, that's actually a good thing because it says that you are inspiring something in people. There's something about your show. Now. If you're getting all one star reviews, then there's definitely something you need to look at. But look at those reviews. With some open mindedness, and I know it hurts at first. So give yourself some time. Don't react to it, don't cry about it in your podcast, but look at it objectively and see Alright, is there really something I need to learn from this review? Is there some way that I can improve my show for the rest of my audience because whoever leaves a one star review, probably isn't listening anymore. So you don't have to try and win them back. But you can learn what bothered them to make the rest of your podcast better for everyone else. And something cool that you can do is you can even use those one star reviews those negative reviews to get more reviews, because what happens? I see this so often, a podcast I listened to recently did a whole episode where all they did was they shared their negative reviews, and they had a little bit of fun with it, but as a result from that, they got away have five star reviews because so many people felt bad for the podcast host, hearing the bad things that were said about them. So they want to go add good things to them. So you can use, you can learn from those negative reviews, you can use them to your benefit, and you can become a better podcaster because of that negative feedback.



Dave S 24:21

That's great. That's great. Let's, let's wrap this up to anyone want to go back to the initial How To Make Money podcasting, right. So again, we're thinking of a mark or somebody, these people, they're new. If we could do kind of a board, just think of the you know, whatever. That's the headline, and we had a bolded, top five, top three top 10 whatever it is. So let's just run that through that again. So we talked about what are all the ways that you you know, if you're in your first year to a podcasting that you can make money podcasting,



Daniel 24:48

the easiest ways would be looking for affiliate programs that could be as simple as something on Amazon, it could be something more specialized to your topic, whatever that is, look for those things that you can recommend. And in relevant contexts in your podcast, not like having the ad break, but you're talking about a product that you like that you've used. Always prioritize your ethics and your reputation above any type of money that you might earn from these things. Because that will build over time, both your

reputation and the income that you could earn. So people need to know that you're not recommending something simply because you're getting paid for it, but because you've genuinely tried it. So affiliates are the easiest way to monetize your podcast, you can look at starting a business creating a product, something that you can sell. And that is something that you can do after a few months of doing your podcast because then you're hearing what the needs are from your community. There are even opportunities and I didn't mention this earlier, where maybe you simply accept donations. Oh, yeah. And that could be for fun swag like stickers. Or it could be for bonus content, like a bonus episode or a Hangout or some kind of exclusive access, kind of like running a membership site. And you can run that as an actual membership. Or it could be donations or something like that, where your audience has that opportunity to give value back to you for the value you're giving them. These are all things you can do in your first year, almost no matter the size of your audience. When your audience does get big, then you can consider things like sponsorships, but sometimes you might decide, you know what, it would be more profitable for me to not have a sponsor?



Dave S 26:36

That's right. So we just throw out the you know, when you think of the number the 5000 downloads per episode sponsorship thing or whatever, if you're, I mean, can you just kind of throw that out? And how do you how do you talk to if you go to a sponsor, you know, there's some company that you like you love you use, but you only have, like, you're saying 100 downloads per episode, or maybe you got 500, but you're not very high. Could you just talk to them? What would you recommend there?



Daniel 27:00

The biggest thing is to start the conversation with them find out what their cost per acquisition is. And that's the term they frequently refer to, what does it cost them to get a new client or to make a new sale? because that gives you an idea of what they're willing to invest in order to earn someone new. So if you have 100, people listening to your podcast, assume maybe two to 5% might actually take action on something that you're promoting. So that would be two to five people. How much would that be worth to a sponsor, if two to five people bought that thing from them? If they sell a \$5 product, it's not going to be worth very much to them. If they sell a \$1,000 product, then it might be worth a lot more to them. So that's where you can get a lot more fluid and dynamic in how you're negotiating those sponsorships.



Dave S 27:55

That's awesome. Hey, I appreciate that. I want one quick one before we get out of here on I'm kind of on the webinar thing. Now I've got a webinar coming up with one of the travel companies, we're going to try to promote a trip, you know, which is a pretty big ticket item. I think it's \$4,000, you know, per person. And that's going great. But what's your take on webinars? I don't I haven't seen if you do a lot of those, or do you think that fits well with podcasting?



Daniel 28:18

Oh, yeah, webinars, live streaming, when you are not just live streaming your content, your regular podcast recording, although there can be some fun place for that. But when you're doing a webinar, or some type of intentionally live, engaging content, that can be great for growing your audience, growing your relationship with your audience, and promoting a product because it's so much more interactive. And people can learn more, they can see more, they can get to see how well you are at communicating in real time. Because in podcasting, we can edit things not quite to perfection like we can with the written word. Because in podcasting, you can still hear where there are some edit points. But when people can see and hear how well you speak off the cuff, or prepared or how well you answer their questions, how much you care about them. Then webinars, live streaming, that kind of thing can be huge for building your brand, your reputation and your business.



Dave S 29:22

Perfect. All right, Daniel, I'ma let you get out of here. I wanted to say thanks for everything you're doing out there. I've been following you for a long time, the audacity to podcast.com is the place to go. So I just want to thank you and I'll be keeping in touch with you.



Daniel 29:36

Thank you very much, Dave. It was a pleasure.



Dave S 29:42

Today's takeaway, find a way to create a product or service around your podcast after the first couple of months. Where have I been lately? I was on the work from home podcasts with tolu recently it was a lot of fun. We talked about podcasting and how to get

started. podcasting. You want to head over to outdoors online co slash guesting, that's g
STI n g, and you can listen to check out this podcast or some of the other ones that are
going to be coming up here. I also put a link in the show notes to an amazing smoothie
created by Megan, my partner in crime and the person who keeps me healthy and going
strong. So that's pretty good. That smoothie is I think goes hand in hand with with online
business. A nice smoothie, a podcast that keeps you feeling good. So go check it out. And
I'm telling you this was this was a good one. I could not have thought of this one myself. So
thanks, Megan. The appreciate you for being you and being amazing. One final note the
public podcast challenge is going strong. You can check out if you head over to the
website and see what Justin, who's our first public podcast is going to be launching, see
what he's doing how his his 30 Day Challenge is going to be Dr. Too many of these as we
go. So this is definitely a lot of fun. I can't wait to connect with you on the next show. Have
a spin tabulous day. And yeah.



31:11

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this podcast helpful, please share it with one other person and leave a rating and review
on Apple podcasts or wherever you listen to the show.