



DOLLARS & DOWNLOADS WORKBOOK

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When _____ is easy for your listener with a _____, _____ and _____ will increase.

12 Ideas to engage with your audience and increase downloads

BIG IDEAS

1. _____ with shows in the _____.
2. Send a _____ to those that appear on your show. Invite them to send you a _____.

CONNECTIONS

3. Get _____ by creating a helpful web page to make it easy for hosts to find you.
4. _____ of the community each episode to keep them engaged.



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SHOW AND CONTENT

5. Use the phrase, "Next time you'll hear ..." to tease the next episode.
6. Use the house fire mentality. What is the one thing you would grab if you could only grab one?

EVENTS

7. Leave pens with your show name behind at events/conventions.
8. Take photos with people at conferences and post to your website. Have them hold your logo.

BRANDING

9. Make your artwork stand out in the iTunes sea of faces.
10. Create business cards that serve as a lead magnet, such as 5 tips with more on your website.



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ORGANIC/SEO/ONLINE

11. Include your show as a link in your signature.
12. Use your 404 “not found” page for opt-in, upsell.

BONUS - LEAD MAGNETS

13. Create conference Cliff Notes.
14. Develop a glossary for your industry.



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6 REASONS WHY PODCASTS DON'T MAKE MONEY

1. You don't have anything to sell

SOLUTION: _____

2. You are not asking for the sale

SOLUTION: _____

3. You don't seek to help first

SOLUTION: _____



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6 REASONS WHY PODCASTS DON'T MAKE MONEY

4. Haven't uncovered the true pain

SOLUTION: _____

5. Haven't explained the benefit and transformation

SOLUTION: _____

6. You haven't established trust

SOLUTION: _____



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8 MONEY-MAKING MODELS AND 16 MONEY-MAKING IDEAS

Adapted from the book: "Free: The Future of a Radical Price"
by Chris Anderson

1. - Give away services, sell products

Book example: Apple Store Genius Bar tech support

IDEA: _____

2. - Give away products, sell services

Book example: Free gifts when you open a bank account

IDEA: _____

3. - Give away software, sell hardware

Book example: IBM and HP Linux offerings.

IDEA: _____



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4. - Free with purchase

Book example: The loss leaders you see at many retail stores.

IDEA: _____

5. - Buy one, get one free

Book example: The supermarket specials

IDEA: _____

6. - Free gift inside

Book example: Cereal boxes

IDEA: _____



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7. - Free samples

Book example: Everything from gift boxes for new mothers to supermarket samples

IDEA: _____

8. - Free trials

Book example: Magazine subscriptions

IDEA: _____

OTHER IDEAS: _____



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ASK FOR THE SALE:

(Build the bridge to get there – get more customers, sell more to existing customers)

PRESCRIPTION ...

Based on what you've told me, it sounds like we could _____
by _____.

If we do these things, we can (remove the obstacles) and
allow you to _____.

PRE-CLOSING

Does that sound like an effective plan of action to you?

CLOSING

Would you like my help?



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MY PROCESS:

Offer lots of value – podcast, e-mail, Facebook, etc

Offer lead magnet – more value

Follow-up sequence providing more value from Aweber training:

Don't give up too early

Offer free strategy session to offer more value

Offer help on the call

- Some close, some don't
- Allows you to find the right clients
- Can only handle so many
- Can't take everyone, so get the good ones who want to

succeed

Not only for coaching

If it is a product, show them the transformation by consuming the product.



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RESOURCES

- Dave Jackson
- ATR-2100
- Hindenburg Journalist
- Zoom H4n
- Libsyn
- CreateSpace
- Wishlist Member
- Canva
- Aweber
- PayPal
- Zoom/Phone



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