

Structuring Your Podcast with Monetization in Mind

Podfest Global 2023



Podfest Global

PRODUCER JAIME
"Jemmy"

PRODUCER JAIME
"STRUCTURING YOUR
PODCAST WITH
MONETIZATION IN MIND"

MARCH
27-30
podfestglobal.online

Tuesday, March 28th
12:00-12:30pm

SPEAKER

FLINT
STONE
MEDIA

Structuring Your Podcast with Monetization in Mind

Have you been told you need 1,000+ downloads per episode to monetize?

Are you needing to offset the costs of your podcasting with financial support (or, dare I say... do you dream or making a profit)?

Let's cover the steps you can take to PLAN for the monetization of your podcast!



Agenda

- **Part 1** ➤ Brief Thoughts on CPM
- **Part 2** ➤ Risk of Not Having Your Table Set
- **Part 3** ➤ Different Types of Monetization
- **Part 4** ➤ Monetization in Mind at Each Step
- **Part 5** ➤ Create Marketing Assets NOW
- **Q&A**



Part 1 ➤ Brief Thoughts on CPM



Why the CPM Model is the Devil

- COMPLETELY misses the unique **power** of this medium: consumers have already self-filtered
- COMPLETELY misses the unique **advantage** of this medium: the intimate relationship between the host and the listener
- Prevents formation of strong relationships between you and the sponsors, because the only thing that brought you together was a number



Part 2 ➤ Risk of Not Having Your Table Set



Lost Opportunities

- Land that particular sale
- Look very professional and able to charge more
- Create an ongoing relationship
- Build momentum for future sponsorships



Part 2 ➤ Risk of Not Having Your Table Set



QUESTION FOR YOU:

If someone approached you TODAY wanting to sponsor you, would you be ready?



Part 3 ➤ Types of Monetization



Podcast-based Exposure

- Pre-produced ads
- Host-read ads
- Sponsored show segments
- Product highlights and reviews
- Ongoing content contributors
- Links in show notes



Digital Exposure

- Banner ads on your website
- Social media posts
- Eblast content



Part 3 ➤ Types of Monetization



Your Own Business Sales

- Products and services
- Books and courses



Community-based

- Membership paywalls (ex: Patreon)
- In-person events
- Virtual events (such as FB lives) with the sponsor



Part 3 ➤ Types of Monetization



QUESTION FOR YOU:

What type of monetization do YOU want to focus on?



Part 4 ➤ Monetization in Mind at Each Step

Finding Your Launch Sponsor

- Look within your existing ecosystem
 - your BUSINESS network
 - your PERSONAL network
 - your INDUSTRY network
 - your LOCAL network
 - your ONLINE network



EP. #35 Examining Your Ecosystem
(Thoughts Before Launching, Part 3: The Who)

PODCASTING YOUR BRAND

with **Producer Jaime**

Powered by: **FLINT STONE MEDIA**

PodcastingYourBrand.com, Episode 35



Part 4 ➤ Monetization in Mind at Each Step



Your Launch Format

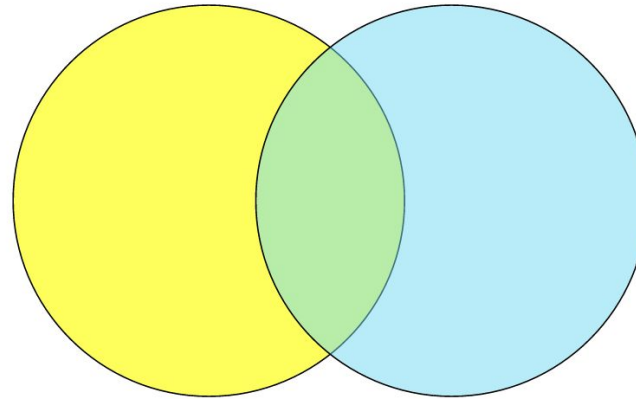
- Keeping it simple to start leaves room for evolution.
- Create a release schedule and audio quality that you can be consistent with.
- How many different ways can you involve a sponsor in the celebration of your launch?



Part 4 ➤ Monetization in Mind at Each Step

Finding Ongoing Sponsors

- Again, look first within your ecosystem!
- Then, who else is a potential sponsor? Let me introduce you to the Venn diagram!



Part 4 ➤ Monetization in Mind at Each Step



Your Ongoing Format

- Should evolve over time and be responsive
- Key concern: delivering the best value CONSISTENTLY and PROFESSIONALLY for your listeners
- BUT, how can a sponsorship impact your format in a positive way?



Part 4 ➤ Monetization in Mind at Each Step



Different Structures for Different Opportunities

- What value can a sponsor add an existing segment?
- What segments can you create FOR the sponsor?
- Collaborate with the sponsor on the idea!



Part 4 ➤ Monetization in Mind at Each Step



QUESTION FOR YOU:

Do you know your audience well enough to know who they are the ideal customers for?



Part 4 ➤ Monetization in Mind at Each Step



ANOTHER QUESTION FOR YOU:

Who in your ecosystem can you reach out to FIRST to be your sponsor?



Part 5 ➤ Create Assets for Sponsor Sales



...And, Do It Now!!

- Showcasing your podcast
 - Website or landing page
 - One sheet and/or media kit
 - Sizzle reel
- Have ad samples ready (create an ad for your own business as an example, if you don't have one)



Have Documents Ready

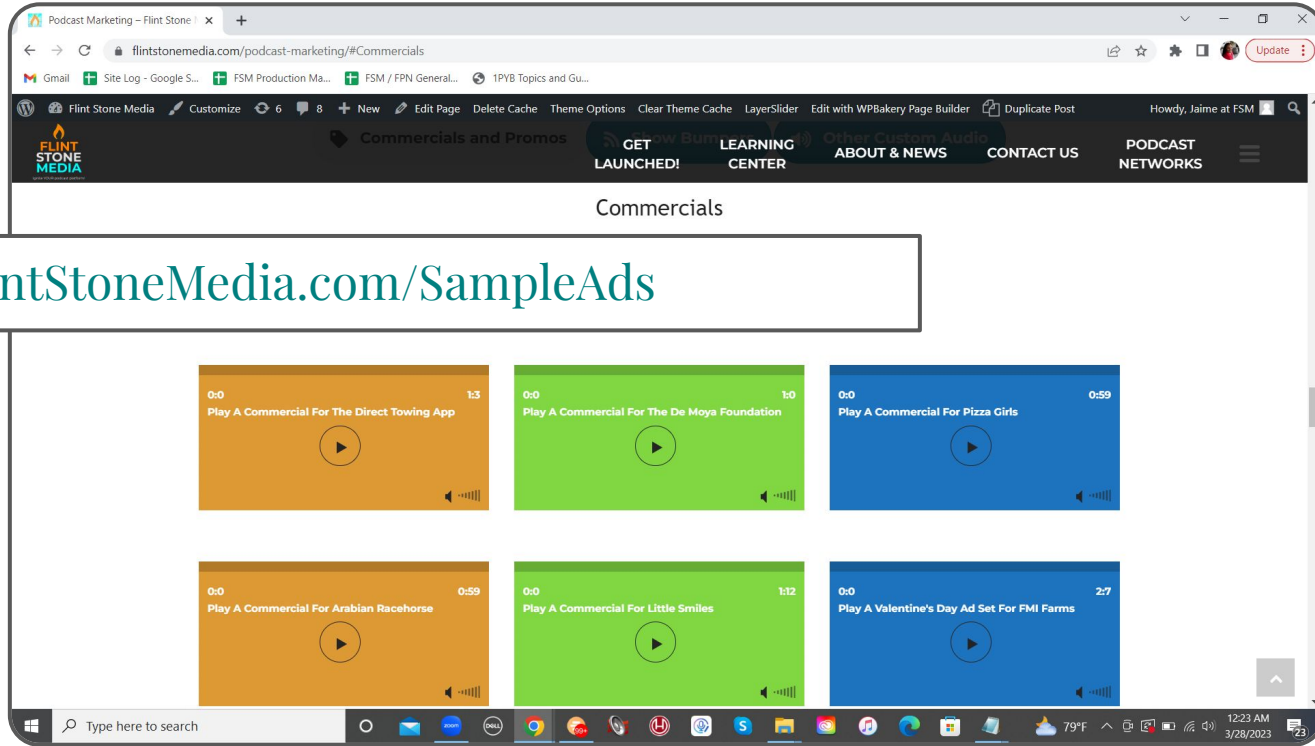
- Package details
- Proposal template
- Contract template



Part 5 ➤ Create Assets for Sponsor Sales



FlintStoneMedia.com/SampleAds



Part 5 ➤ Create Assets for Sponsor Sales...



QUESTION FOR YOU:

Which assets do you need to create TODAY to set your sponsorship table?



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You've Got This!



Questions from Whova (time permitting)

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Questions from Whova

- **Question 1** ➤ What are some alternative revenue streams for podcasts beyond advertising and sponsorships?
- **Question 2** ➤ What Types of monetization do you prioritize and why?
- **Question 3** ➤ What's the best way to approach sponsorship? My show is new and I want to set it up for success.
- **Question 4** ➤ Is it better to have one flagship sponsor or several smaller ones?
- **Question 5** ➤ How can I make sure to get a sponsor that's really aligned with my values?

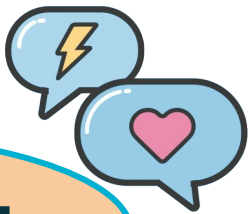




Jaime Legagneur



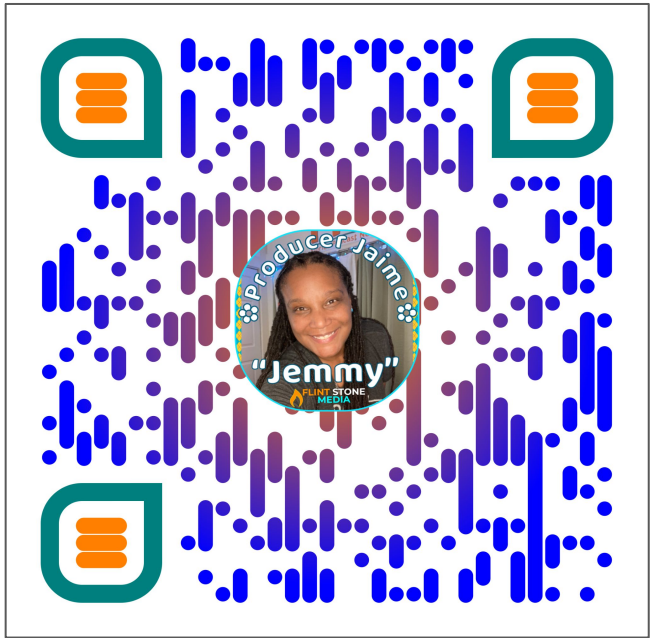
Q & A



Thank You!!

Ask Me About:

- Monetization | My Workshops
- | Geo-Local Podcasting |
- Launching | Audience Growth
- | Connecting Remotely |
- Media Passes | Anything Else!



Slides:
FlintStoneMedia.com/PodfestGlobal2023



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