

The Busy Online Business Owner's **PODCAST ROADMAP®** to Planning, Producing, Publishing & Promoting a DIY Audio Podcast Show to . . .

Burn Your Authority Into the Brains of Your Market

. . . and Attract & Convert Affluent Podcast Listeners into Pre-qualified Leads for Your Business

Hi there!

My name is Chris Mason.

I am a podcast producer, coach & consultant.

I help clients to position themselves as an authority in the minds of their niche markets.

And I'd like to help you do the same by walking you through the exact same podcast launch sequence & system I developed and used to help clients such as:

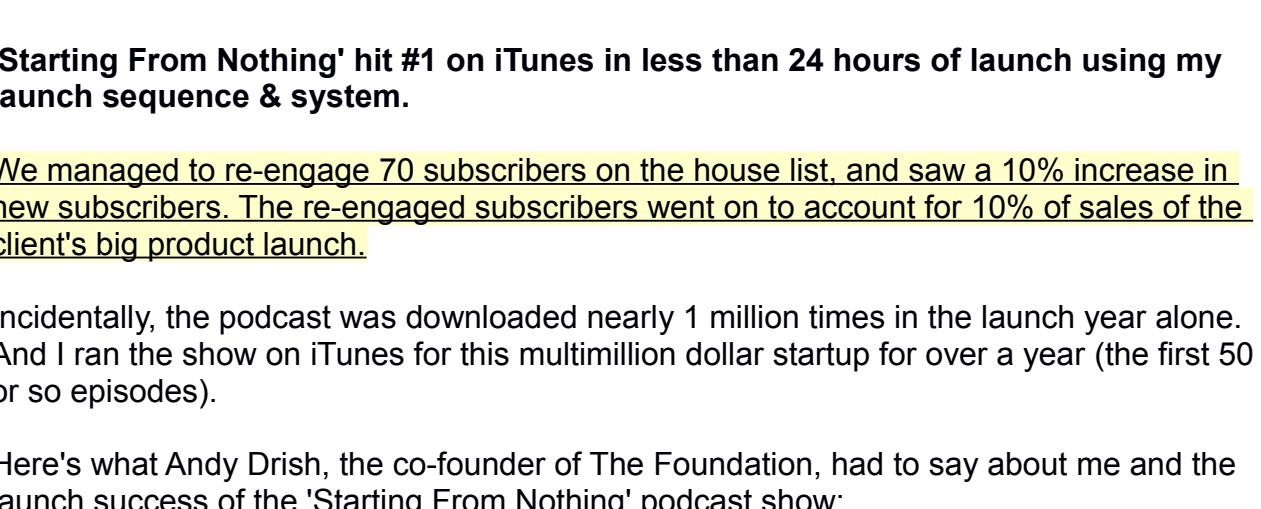


The client had no idea how to launch or put a podcast show together. I showed them what to do on a 60-minute call and via video training.

The result?

'Sparkle Stories' topped 'Sesame Street' from the iTunes #1 Top Podcast spot within 24 hours of launch.

Here's the e-mail I received from Lisabeth, the co-creator of Sparkle Stories:



Another client, The Foundation, hired me from among 80-odd referrals to launch & run the 'Starting From Nothing' podcast show.



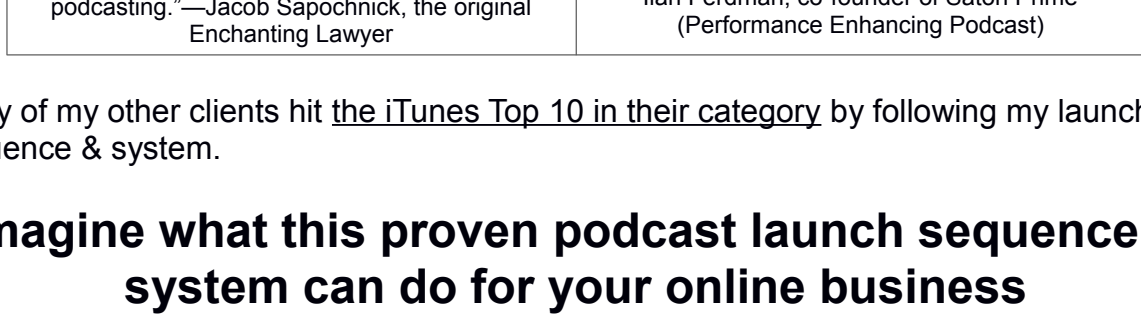
The result?

'Starting From Nothing' hit #1 on iTunes in less than 24 hours of launch using my launch sequence & system.

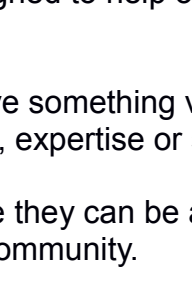
We managed to re-engage 70 subscribers on the house list, and saw a 10% increase in new subscribers. The re-engaged subscribers went on to account for 10% of sales of the client's big product launch.

Incidentally, the podcast was downloaded nearly 1 million times in the launch year alone. And I ran the show on iTunes for this multimillion dollar startup for over a year (the first 50 or so episodes).

Here's what Andy Drish, the co-founder of The Foundation, had to say about me and the launch success of the 'Starting From Nothing' podcast show:



What can you do with a small mailing list? A lot as it turned out in the case of Conscious Dancer.

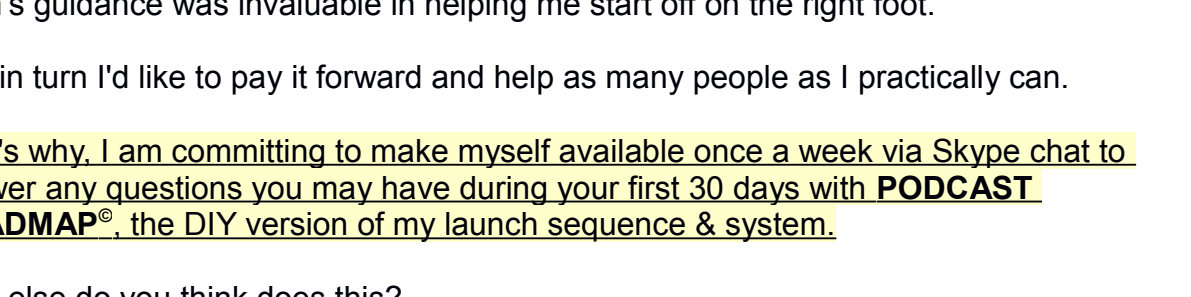


The result?

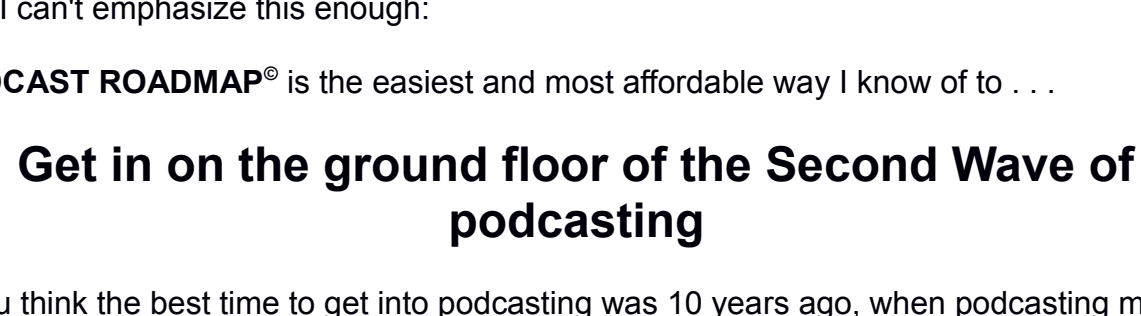
This podcast show hit iTunes New & Noteworthy within days of launch, using my launch sequence & system.

By the way, I'll even show you what you can do to attract listeners if you don't now have an audience at all.

Here are four more clients my launch sequence & system has helped:



And here's what two of them have to say about me:



Many of my other clients hit the iTunes Top 10 in their category by following my launch sequence & system.

Imagine what this proven podcast launch sequence & system can do for your online business

There's already way too much noise out there about how anyone can launch a podcast show.

And you can easily find out how to *technically* build a podcast show.

My launch sequence & system is designed to help online businesses that are at the top of the game in their field.

It's designed to support those who have something valuable to share with the world—their experience, insight, insider knowledge, expertise or simply their passion.

It's designed to help those who believe they can be a source of help, inspiration and/or influence for their target audience or community.

While I can't guarantee success, I am confident my launch sequence & system will help you get noticed, get heard and get ahead.

My launch sequence & system can help you build, launch and scale your very own podcast show. It can even show you how to attract listeners and convert them into leads for your business . . . by helping you position yourself as an authority.

Let there be no doubt in your mind that I'm all about making a measurable impact in your life and helping you do the same in the lives of your niche market & your business.

Before I helped Andy Drish and Dave Maxwell, the co-founders of The Foundation, launch 'Starting From Nothing', I was privileged to have someone invest their time in me to teach me what I needed to know.

That person was John Lee Dumas, the host of 'Entrepreneur on Fire'.

John's guidance was invaluable in helping me start off on the right foot.

And in turn I'd like to pay it forward and help as many people as I practically can.

That's why, I am committing to make myself available once a week via Skype chat to answer any questions you may have during your first 30 days with **PODCAST ROADMAP®**, the DIY version of my launch sequence & system.

Who else do you think does this?

No one.

And I can't emphasize this enough:

PODCAST ROADMAP® is the easiest and most affordable way I know of to . . .

Get in on the ground floor of the Second Wave of podcasting

If you think the best time to get into podcasting was 10 years ago, when podcasting made its debut, let me tell you that the next best time is **now**.

So far, only the inspirational and the how-to-make-money podcasters have had all the advantage in using podcasting as a marketing channel to generate revenue.

The Second Wave of podcasting is your opportunity to do the same.

PODCAST ROADMAP® can give you the head start to make a difference and make money using podcasting—even if you now have no clue how to plan, produce, publish & promote a DIY podcast show built around your business.

PODCAST ROADMAP® is a proven podcasting-for-profit playbook

Most courses only show you the technical steps you need to take to create a podcast show.

Most courses dump a tutorial in your lap and leave it to you to figure out the process.

PODCAST ROADMAP® includes everything a busy online business needs to go from no idea to a profitable podcast show of their very own within a couple of weeks:

- ✓ How to name your podcast show
- ✓ How to define your target audience
- ✓ How to choose the right show format
- ✓ How to choose the right gear
- ✓ How to design your show's cover art
- ✓ How to set up your media host
- ✓ How to think systems and workflow
- ✓ How to get a show ready for publication (this is really important, by the way—otherwise lots of opportunity missed)
- ✓ How to submit your show to iTunes, Stitcher and BlackBerry
- ✓ How to get noticed on iTunes
- ✓ How to get out of a creative rut
- ✓ How to build your e-mail list

Put simply, **PODCAST ROADMAP®** will teach you everything from why you should podcast (if you don't already) to how to book influencers as guests of your podcast show & get them to promote your show.

PODCAST ROADMAP® even shows you **how to not only attract listeners but also convert them into leads for your business . . . while positioning yourself as an authority.**

PODCAST ROADMAP® is proven to work. And you are guaranteed it will.

Stay in the know for life

I'm OK leaving money on the table by offering **PODCAST ROADMAP®** for such a low introductory price.

I don't say this to brag but my schedule is full (I'm also an entrepreneur, a social media strategist, app & product developer, digital marketer, and web designer).

And I don't really need your money.

My kids have food on the table and a roof over their heads.

My wife and I get to go on regular date nights.

We have a good life.

What gets me going is the potential to make a big impact in your business and help you do the same.

And that's why I'm virtually giving away lifetime access to **PODCAST ROADMAP®.**

As and when I learn something new about planning, producing, publishing, promoting and profiting from podcasts, you will be one of the first to know about it.

I'll continue to tweak the launch sequence & system and you will always have password-protected access to the most up-to-date version of **PODCAST ROADMAP®**.

How many times have you bought a book or course or program only for it to become outdated in a matter of months?

Well, that will never happen with **PODCAST ROADMAP®**.

PODCAST ROADMAP® is everything you need to banish these podcasting myths from your mind once & for all

MYTH #1: "You need to be a techie to podcast—and I'm not."

If you can follow directions, you can plan, produce, publish, promote and profit from your very own podcast show. Think of **PODCAST ROADMAP®** as a podcasting GPS system for your business.

MYTH #2: "You need tons of money (and even more time) to put together & manage a podcast show."

PODCAST ROADMAP® will show you how to start & automate a podcast show in your spare time, using basic gear and proven knowledge. Your show could be up & running inside a couple of weeks.

I've even included several no-fee and low-fee ways to get things done.

I'll also help you decide what (and how) you should and shouldn't outsource to save time and/or money.

MYTH #3: "My voice will be drowned out in the already-too-crowded podcasting space—no one will notice me and they won't give a damn even if they do."

One important reason why I created **PODCAST ROADMAP®** was to help people & businesses genuinely interested in making a difference in the lives of others get far, far ahead of "ready-fire-aim" podcasters who:

- ✗ just get started without any clear vision about who they are, what value they bring to the table, and what they want to achieve through a podcast show
- ✗ throw up a couple of podcast episodes and expect to generate traffic
- ✗ have no clear idea how their podcast show will serve their business, community or tribe
- ✗ have no clue how to generate value—for their listeners or themselves

PODCAST ROADMAP® is built around the same process I've used to help little-known businesses skyrocket up the charts on iTunes, attract listeners, establish their authority, and monetize their podcast show.

And it doesn't matter if you are a solopreneur or multimillion-dollar business.

PODCAST ROADMAP® can level the podcasting-for-profit playing field for any online business willing to tap podcasting as a marketing channel to connect with prospects who are more affluent & savvy than most blog readers and newsletter subscribers.

If you have something valuable to say, **PODCAST ROADMAP®** will help you get heard and establish yourself as an authority.

If your listeners value your opinion, **PODCAST ROADMAP®** will help you convert them into leads for your business.

Buying from you to solve their problem is the logical outcome (and consistent behavior, in my experience).

MYTH #4: "Podcasting is pointless because it won't help me build my e-mail list—leave alone leads."

There is an art to attracting listeners and turning them into leads with a podcast show. Get it wrong and you risk losing both. **PODCAST ROADMAP®** will show you how to build a lead-generating system right into your podcast show.

I'll even show you how to track traffic generated to your website from your podcast episodes, and how to build your e-mail list in the process.

There's one thing I've left out of **PODCAST ROADMAP®**

An inflated asking price.

As my mentor, Brian Kurtz of Boardroom, Inc., often says, "Life is long," and I don't want to price myself out of your life.

Clients pay me a lot of money to hire me as a podcast producer, coach and/or consultant. And I love what I do for a living!

But I created **PODCAST ROADMAP®** mainly to give back and make a difference.

Sure, **PODCAST ROADMAP®** may include some advanced content (including podcasting clinics & webinars) sometime in the future. And I won't shy away from asking you to compensate me accordingly.

But for now, lifetime access to **PODCAST ROADMAP® remains within easy reach of even the most tightly run online business.**

If you let me, I want to do everything in my power to help you put together an authentic podcast show built around your business.

I don't want you to commit the same mistakes I did or waste your time reinventing the podcasting-for-profit wheel.

I'm sure you'll agree that **I would be justified in asking hundreds**, if not thousands, of dollars or more for **lifetime access** to **PODCAST ROADMAP®**:

- ✓ 11 accelerated modules—39 video lessons (4 hours & 48 minutes in total)
- ✓ The **PODCAST ROADMAP®** companion e-book
- ✓ Tried & tested e-mail templates to book influencers as guests of your podcast show—I've used these e-mails to book the likes of Jason Fried, Marc Ecko, Adii Pienaar, Dan Martell, Brian Kurtz and Stu McLaren
- ✓ 4 handy checklists—podcast gear, interview, podcast release, and master
- ✓ 1 launch plan template
- ✓ 1 post-production flowchart
- ✓ Nifty HTML code that can skyrocket your podcast traffic, subscribers & downloads
- ✓ Weekly Skype chat during your first 30 days with the program to answer any questions you may have

But I'm not going to do anything of the sort.

Let others charge hundreds, if not thousands, of dollars for their programs. I'm not going to ask you to cough up anything even remotely close.

Even though the e-mail templates alone are easily worth a small fortune, I want to get **PODCAST ROADMAP®** into as many hands as I can.

Instant & lifelong access to **PODCAST ROADMAP®** costs \$97, including a 30-minute 1-on-1 phone consultation with me.

Or, you can purchase the course only for \$47.

I leave it entirely up to you to take your pick.

But I would welcome the opportunity to speak with you and acquaint myself with your business & needs, if you allow me to.

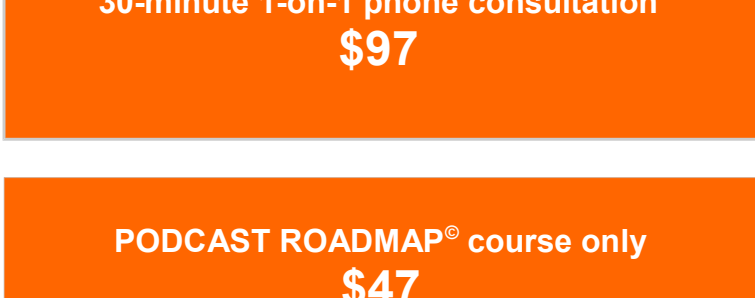
Either way, you are protected by my 30-day guarantee:

Show me you took action but failed to get your podcast show off the ground and I will refund your purchase price without delay.

Of course, you can keep and use anything you download as my gift to you with my compliments.

To your business success,

[Signature in blue]
Chris Mason



P.S. **PODCAST ROADMAP® takes the guesswork out of building, launching and scaling your podcast show to help you establish yourself as an authority, build a bigger list, potentially make more sales and interact with your market to build solutions they need & will pay good money for. **PODCAST ROADMAP®** doesn't just show you how to launch, it also shows you how to scale through systems and automation. **PODCAST ROADMAP®** won't let you waste your time on any strategy that won't work.**

P.P.S. I've also arranged a 25% discount on a great Udemy course. If you don't have a big list, you should definitely check it out. I reveal the link in one of the videos. This is not an affiliate deal, by the way, and I won't be making anything whether or not you sign up.

P.P.P.S. Still have questions? [You are welcome to e-mail them to me without any obligation.](#)

