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# The Move From Maker To Merchant: Taking Your Podcast From Hobby To Business In 27 Days

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- <http://www.paulcolligan.com/27days>

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# Who Am I?

- I Study People Who Do This Right
- Podcast Tools, Marketing Online Live, Profitable Podcasting, Others
- The Business Podcasting Bible
- PremiumCast.com
- Previous 2 Podcast Expo Events
- <http://www.twitter.com/colligan>
- <http://www.paulcolligan.com/27days>

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# Today We Will Cover

- Confession
- All Businesses Run Through This
- The Three Sides Of A Real Business
- Podcast Revenue Types
- Running The Numbers
- Your 27 Day Plan

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# My Confession

- 8<sup>th</sup> Version Of This Presentation
- Creation Is My Passion
- I'm A Dreamer
- My Greatest Moment
- I've Been Hurt

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# Read On My Kindle

- *“All of them believing that by understanding the technical nature of the business that they are immediately and eminently qualified to run a business that does that kind of work.”*

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# Read On My Kindle

- *“In fact, rather than being the greatest single asset, know the technical work of their business becomes their greatest single liability.”*

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# Read On My Kindle

- *“The technician ... takes the work he loves to do and turns it into a job. The work that was once born out of love becomes a chore, among a welter of other less familiar and less pleasant chores. Rather than maintaining its specialness, ... the work becomes trivialized ...”*

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# Read On My Kindle

- *“It’s easy to spot a business in infancy - the owner and the business are the same thing.”*

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MORE THAN HALF A MILLION COPIES SOLD!

*"Gerber's powerful insights have given thousands of entrepreneurs new control over their businesses...."*

*—Success Magazine*

# The **E** Myth Revisited

Why Most Small  
Businesses Don't Work  
and What to Do About It

MICHAEL E. GERBER  
Author of the Bestselling Classic THE E-MYTH

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# Read On My Kindle

- *“Start all over again - but differently this time.”*
- *“Simply put, your job is to prepare yourself and your business for growth.”*

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# 3 Sides To A Business

- Technician - The Maker
- Entrepreneur - The Dreamer
- Manager - The Merchant

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# Podcast Revenue Types

- 3 Kinds Of Revenue
  - Indirect / Direct / Integrated
  - Podcasting For Profit
- In Reality
  - Third Party Ad Sales
  - Affiliate
    - Commissioned Sales
  - Product Sales
    - Content As Product

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# 3<sup>rd</sup> Party Ad Sales

- My Favorites
  - Tim Street - French Maid TV
    - Knows The Value Of The Sponsor
  - Revision3 Properties
    - Non-Traditional / Traditional Ad Insertion
      - Whatever Makes Sense
      - **Go To The Meetup Tonight**

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# Affiliate (Commissioned) Sales

- My Favorites
  - Tech Based Shows Doing GoDaddy Inserts
  - NetFlix - \$20 CPA
  - GotoWebinar > \$100 CPA
  - Big Seminar Live = \$1000 CPA

# Bonus

The screenshot shows a web browser window with the URL <http://www.1placeforeverything.com/>. The page features a navigation menu with links for Home, Domain Names, Web Hosting, SSL Certificates, Email Accounts, Marketing Tools, and Build a Website. Below the navigation is a black bar with links for My Account, What's New, FAQ, Support: (480) 624-2500, and Logout. The main content area is divided into several sections:

- ICANN** logo and a yellow banner offering a **\$1.99** price for a new non-domain product and a new domain name, with a **Complete Email** service included.
- Domain Names** section: **.COMs starting at \$6.95!\*** **FREE** with every domain. Includes a list of free services: Online Photo Filer, Blog, Hosting, Complete Email, Forwarding / Masking, Change of Registration, Starter Web Page, "For Sale"/ Parked Page, Domain Name Locking, and Total DNS Control.
- More Services & Products** section: Includes **DOMAIN Names** (All domains loaded with **FREE STUFF!**), **WEB Hosting** (99.9% Uptime Guarantee, As low as \$4.95/mo!), and **SPAM-FREE Email** (Fast, reliable, private, secure and spam-free! Free web-based email software included. Only \$9.99/yr!).

The browser's status bar at the bottom shows "Done" and various utility icons like PageRank and Alexa.

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# Product Sales

- My Favorite
  - Ask a Ninja
    - CDs, Tshirts, DVDs, Books
  - Screencasts Online
    - Full Time Living
  - Project Management Prepcast
    - >\$50 Per Customer / >\$50,000 CPM
  - Jason Van Orden
    - \$54k In One Week - Single Podcast Audience

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# You Have To

- Know Your Downloads Per Month
- Know What You're Making Each Month
- Know Your EPD
  - Earnings Per Download
  - Example
    - 4000 Downloads Per Episode / 4 Times A Month
    - \$15 CPM
    - 1.5 Cents Per Download / \$240 A month

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# You Only Have Three Options

- Increase EPD
- Increase Downloads
- Introduce A Different Revenue Stream

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# 27 Days From Today

- If You Start Today
  - 9/11
- If You Start Monday
  - 9/13

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# The 27 Days

- Day 1-6
  - Review and Produce
- Day 8-13
  - Technician
- Day 15-20
  - Entrepreneur
- Day 22-27
  - Manager

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# 1-6 Review And Produce

- Review Notes And Review Audio
- Produce A Month Of Content And Timeshift Publish Now.
- Ignore Production Rest Of Month.
- Take Sunday Off / Enjoy Life

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# 8-13 Technician Week

- The Maker
  - Make
    - 3<sup>rd</sup> Party Ad
    - Affiliate Ad
    - Product (Not The Ad)
  - Take Sunday Off / Enjoy Life

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# 15-20 Entrepreneur Week

- The Dreamer
  - 3 Sponsors Who Know Your Value
  - 3 Affiliate Programs That Make Sense To Your Audience
  - 3 Offers At Different Prices For Your Product
  - Take Sunday Off / Enjoy Life

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# 22-27 Manager Week

- The Merchant
  - Ink A Sponsor Deal - Value Doesn't Matter
  - Integrate Into Your Show
  - Ad An Affiliate Deal
  - Start Selling Your Product
  - Take Sunday Off / Enjoy Life

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# When The 27 Days Are Over

- *“Start all over again - but differently this time.”*
- *“Simply put, your job is to prepare yourself and your business for growth.”*

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# You Only Have Three Options

- Increase EPD
- Increase Downloads
- Introduce A Different Revenue Stream

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# Meetup Tomorrow

- **7am Peppermill Restaurant Tomorrow**

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# Q&A

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