



7-DAY

FEATURED

PODCAST

GUEST

CHALLENGE

With Bonnie Groessl

Day 7 – Monetize Your Experience

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Your Call to Action (CTA)

- ❖ What is your call to action at the end of the interview?
- ❖ Most hosts allow you to share and opt-in (free gift) for their listeners, make sure you check
- ❖ Typically the link to your website and/or free gift can be added as a hyperlink on the show page of the podcast
- ❖ Can use a freebie that is easily seen on your website homepage

Adding a Special Gift

- ❖ Can add a special gift for this audience
- ❖ Separate link
- ❖ Makes the listeners feel special
- ❖ Usually can add this at the end of a show, the host will ask if there is anything else

Building Community

- ❖ Your CTA can be to follow you on Facebook or engage in some other way
- ❖ Greatest value to build your business is to get their email (opt-in)
- ❖ If you don't yet have an auto-responder system, it's time to get one (MailChimp, Aweber, Get Response, etc.)
- ❖ This allows you to build a community through email (automated and legal)

Final Thoughts

- ❖ Engage with the host and foster that relationship before you record the show, some hosts will want to do a “pre-interview”
- ❖ Make sure you pronounce names correctly, speak to this specific audience
- ❖ Have permission from the host to share your website and free gift (don't assume)
- ❖ Be a gracious guest

What's Next?

- ❖ Take advantage of your life-time access to the private master mind Facebook group at <https://www.facebook.com/groups/podcastchallenge>
- ❖ Schedule your interview on “The Gift of Choice” or “The Holistic Entrepreneur”
- ❖ Watch your email for a short feedback form and future opportunities for weekly coaching calls plus added content to help you continue on this path
- ❖ Let's stay connected!