

A hand is shown holding a white over-ear headset by its headband. The hand is positioned at the top right, with the index finger pointing towards the headset. The headset is white and has a large, circular earcup. The background is a solid teal color.

# MONETIZING YOUR PODCAST

WOMENINPODCASTING.CLUB

WITH JENNIFER HENCZEL

# Your new System

Now more than ever the world needs to hear your message. If you want visibility for your voice, having a great idea is no longer enough. Automate part of your process, so you have more time to do what you love.

Let me show you the different methods you can use to monetize your podcast. You can turn your content and expertise into extra income to help yourself, your business, your non-profit or community. Get the right systems in place to achieve your idea lifestyle.

Is what you're doing now working for you?  Yes  No

Want a system that works?  Yes  No

- ✓ **Capture leads**
- ✓ **Grow your list**
- ✓ **Build relationships**
- ✓ **Cultivate a community**
- ✓ **Share your solution**

# Share Your Solution

You can find sponsors or use services like Patreon to monetize your following. However, I find it far more lucrative to build my own memberships, online courses masterminds, templates & tools, 1-1 coaching and programs to monetize my podcast. Below is a list of ideas for capturing contacts by offering a free solution and then paid solutions for monetizing your message. In your show, offer a lead magnet. Once people are on your list, build a rapport and relationship with them, then offer a paid solution to those who need it. It's about serving people, bringing value and providing solutions:

## FREE SOLUTIONS

### Lead Magnets

Opt-in incentives to get people to join your list so you can build a relationship with them:

- Webinars
- Podcasts
- Ebooks
- Guides
- Checklists
- Templates
- workbooks
- Videos/Audios
- Online Courses
- Apps
- Other: \_\_\_\_\_

## PAID SOLUTIONS

### Multiple Streams of Revenue

Generate income from your content and expertise.

- Membership
- Live Training Programs
- Online Training Programs
- Strategy Sessions
- Coaching/Consulting
- Masterminds
- Affiliate Programs
- Conferences, tradeshow, events
- Tools & Resource Packages  
(templates, checklists, forms)
- Licensing/Franchising
- Apps
- Other: \_\_\_\_\_

Use [Constant Contact](#) to capture contacts and build your list. Join my [Academy](#) to learn how to create online courses and programs. Go here for more ideas about monetizing your podcast: <https://www.inspiredinfluencers.com/monetizing-your-podcast/>

# Need help with this stuff?

## NEED HELP WITH THIS STUFF?

FREE HELP: Watch this video to find out my “5 Majestic Mindset Shifts for Getting Unstuck” that finally helped me to breakthrough that took me from PT entrepreneur to generating my own full-time income, month and after month.

<https://www.inspireinfluencers.com/getting-unstuck-workbook/>

PAID HELP: Join my community. Find about our membership options:

<https://www.inspireinfluencers.com/membership>



Jennifer

**Jennifer Henczel, Founder  
Inspired Influencers**

## Let's connect!

Join me in one of the Facebook groups:

<https://www.facebook.com/groups/womeninpodcasting>

<https://www.facebook.com/groups/askjennifer>

Instagram: <https://www.instagram.com/jennifer.henczel>

Twitter: <https://twitter.com/jhenczel>

LinkedIn: <https://www.linkedin.com/in/jenniferhenczel>