

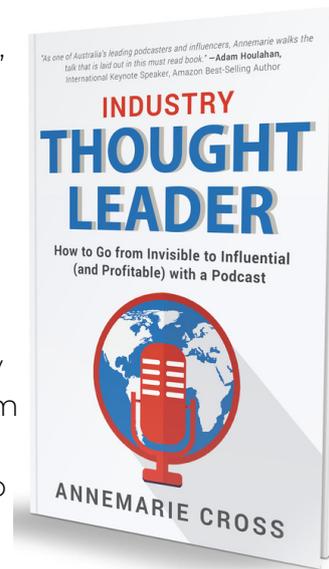
How to Go from Invisible to Influential (and Profitable) with a Podcast

SUMMARY

Heard that podcasting is a great way to get your message out? Yes, it is! However, if you're looking for a quick and easy way to get your podcast up and running – this book is not for you. There are plenty of free resources online to help you.

In fact, I've purposely NOT spent too much time focusing on technology. Because as an aspiring Industry Thought Leader, there are more important things you need to clarify FIRST, before you concern yourself with technology.

This book is for you, if you're interested in building your reputation as an authority in your field, so you can begin to generate leads, enquiries, and paying clients from your very first episode. And, you're willing to focus on what's important when it comes to the content you produce by following a reputable step-by-step guide to show you how.



KEY TAKEAWAYS

- Six podcasting myths, which are irrelevant, untrue and misleading, and you should ignore as an aspiring Industry Thought Leader.
- The NUMBER ONE monetization strategy for aspiring Industry Thought Leaders.
- The common reason why podcasts fail to generate leads, enquiries and paying customers.
- The Framework, Formula and Funnel to help you go from Invisible to Influential (and Profitable)

SUGGESTED QUESTIONS

- How did you get into podcasting?
- Briefly, what are the six podcasting myths that are keeping aspiring Thought Leaders stuck?
- What's the NUMBER ONE monetization strategy for aspiring Industry Thought Leaders?
- What's the common reason why so many podcasts fail to generate leads, enquiries and paying clients?
- Explain what the Podcast Profit Framework, Formula and Funnel is?
- You have a free 'How to Create a Profitable Podcast' Masterclass. How can people access it?

ABOUT ANNEMARIE CROSS

Dubbed “The Podcasting Queen,” Annemarie is recognized as an industry pioneer, launching her first co-hosted podcast in 2008. Over a decade on, she continues to be the voice of inspiration in her own award-winning podcasts and Thought Leader podcasts, which she produces for her clients through her podcast production company – the Ambitious Entrepreneur Podcast Network.

