

Make Money Podcasting

The SMASH Framework and Templates



The SMASH Framework

If you're a podcaster and you're wondering how in the world you'll make money off your podcast, you're in luck! The SMASH Framework is designed to help you understand all the ways you can make money, and how to decide which is best for you. Here's an overview:

S: Sponsorship

The most common way people think of to monetize their podcast because it's the most visible. You get a company to give you money in order to advertise on your show.

M: Membership

Another commonly known way to monetize. Instead of asking potential sponsors, you ask your listeners to directly support the show, usually in exchange for some members-only benefits.

A: Affiliate Links

This is the lowest barrier to entry, but may take time to get a decent income. You sign up for affiliate programs of products you commonly recommend, and you get a cut of each sale from people who click your link.

S: Selling (Products or Services)

I feel is the least-used way to monetize a podcast. You, using the podcast to prove your expertise, sell directly to your audience.

H: Helping (Coaching, Consulting, Courses)

Similar to Selling, you use your podcast to land consulting clients, coaching clients, or sell your online courses. This could be a little easier than selling since you can have a podcast that does exactly what your "helping" service does.

Monetization Ideas

Presenting Sponsor

We know of standard mid- and pre-roll sponsors, but a presenting sponsor is one who gets more: exclusivity, logo on artwork, etc.

Private Podcast

Something you can offer as a members-only perk is a private podcast; content that's only available for those who pay for access.

Affiliate Episode

Partner with an affiliate company and do a full episode dedicate to a problem they solve (I've done this with ConvertKit and educators and it's worked out well).

Listener Discount

If you sell products, give a discount that only listeners can get, either via a special page you mention only on the show, or a discount code (or better, both)

Live Coaching Calls

If you "sell" help, you could showcase your skills by doing live coaching episodes, having a CTA to sign up for a free 15 minute consult.

Mix and Match!

You're not locked into one monetization strategy. Try a few and see which works for you!

What Works Best for You?

Now comes the hard part...figuring out what works best for you.

When it comes to determining what works best for you, there are three things you need to do:

1. Define *why* you started the podcast. If it's to get more clients, you have your answer. You will be employing methods to (S)elling or (H)elping.
2. Experiment! Each path in the framework requires different actions to make work.
3. BUILD YOUR EMAIL LIST! That said, no matter what, your email list will help you. Promote sponsors to it, sell directly, and create a new value avenue for members.

Also remember you're not locked into one method. Try a few and see what works for you.

Need a little help?

If you're looking for a little guidance, I can help! Click the button below to schedule a FREE 15 minute consulting call. We'll work through 1-2 pressing questions, and give you a clear action to take on your way to making money with your podcast.

Free Consult

Sponsor and Membership Prompts

If you're dead set on sponsorship,
here's a few tools from my toolbox
that have helped me over the years!

Your Offer and Price

Your CPM (if you want)

Downloads per 30 Days / \$25

Your Pitch Deck

Use these pages to jot down information you want to include in your pitch deck. Remember it should include:

- Who you are
 - Info about your show
 - Your primary audience and demographics
 - Downloads per 7, 30, and 45 days
 - Overall reach (newsletter, socials, etc)
 - Pricing
 - Previous sponsors and testimonials
-

Pitch Deck Brainstorm

Your Call to Action

Use this page to write your CTA. Remember it should include:

- What you want the user to do
 - Where to go (a link!)
 - How it will make their lives better
 - Where to go (again)
-

Membership Benefits

Use this page to brainstorm membership benefits. Remember to start with things that are low-effort and high value!

Email Templates

Here are a set of email templates to help you with outreach. You can also find them here on Google Drive:

<https://podcastliftoff.com/emails>

Sponsor Pitch

Here's the pitch. You don't want to come on too strong or be presumptuous. You want to communicate what value you can provide them, and why they specifically would be a good sponsor. No canned emails - make it personal!

Hi [NAME],

I hope you're doing well. My name is [YOUR NAME], and I'm the host of a niche podcast called [PODCAST NAME]. I'm a big fan of [COMPANY NAME] and was wondering if [you've ever tried podcast sponsorship OR you'd consider sponsoring my show].

I think would be a great fit for my audience - [DESCRIBE YOUR AUDIENCE] - and would love to partner with you. I have a strong, loyal following of folks who regularly ask me about the best tools and products to help them work better.

[MENTION THE GOAL OF YOUR SHOW AND WHY YOU THINK COMPANY WOULD BE A GOOD FIT]. I'd love to present tools and services to help them with that and I think yours is perfect.

I'd like to send more information if you're interested. Please let me know if you have any questions!

Thanks for your time,

[YOUR NAME]

Google Docs:

https://docs.google.com/document/d/1sNAaafVNHkWFub_Om5qv-KhvG_RFtY5TpyHtcUHoh80/edit?usp=sharing

Sponsor Needs

Send this once a sponsor agrees to being on your show (and pays). This will help them understand what you need and how to make the most out of the ad run.

Hey [NAME],

Thanks so much for sponsoring the show! There are a few things I need to get started:

1. Logo
2. Ad copy (I can work with you on this if you'd like)
3. Link
4. Discount code if available

I also have a couple of recommendations. In order to better track clicks, if you have a custom URL that would be great! I've also found that offering some discount helps convert sales and track direct sales.

Finally, if you haven't gotten an invoice yet, you will soon! If you have any questions or you need anything from me, please let me know.

Thanks,

[YOUR NAME]

Google Docs:

<https://docs.google.com/document/d/1HUhwWsjryuCixqGVYQSGqDCzeaEG5o-COQV0y4Nwf0I/edit?usp=sharing>

Sponsor More Info Request

Send this to people who've expressed interest in your show. Make sure to attach your pitch deck!

Hi [NAME],

Thanks so much for reaching out! I'm happy to send along more information.

Attached is the sponsor deck with demographics, pricing, and more. I'd love to know more about what you do, and your goals for the sponsorship.

I currently have [NUMBER OF SPOTS] left for the season, with the first open spot on [DATE].

If you have any questions, please let me know!

[YOUR NAME]

Google Docs:

https://docs.google.com/document/d/1U6PVNVjGSN7XmOmvX9ypf_srKSgPzc0H0qe16jNRIWsusp=sharing

Sponsor Renewal

Use this email when you're ready to ask a current sponsor to renew. You could also remind them of the number of downloads/reach for the current run if you think that will help, but they likely already have their own metrics.

Hey [NAME]!

I hope you're doing well. I'm reaching out because I was wondering if you'd be interested in another run. [PERSONAL NOTE ABOUT UPCOMING EPISODES].

For the [UPCOMING DATE RANGE], I'm really focusing on [YOUR SHOW'S FOCUS]. As a refresher, my audience is [DESCRIBE YOUR AUDIENCE].

If you're interested, I'd love to send more information along, and extend an additional 10% discount on the current pricing as a thank you for your previous support.

Thanks so much!

[YOUR NAME]

Google Docs: <https://docs.google.com/document/d/1ZhWbTCVgn-Eg7udxri8fGpeWiBqaljM9MWZc6WtG-rY/edit?usp=sharing>

About Joe Casabona



“Don’t let Joe Casabona’s Master’s Degree in Computer Science intimidate you; he is a passionate and approachable guy.”

- Someone said this about me. It’s very nice!

I started my career almost 20 years ago as a freelance web developer and have been a team lead, system admin, and was even a faculty member at my alma mater. Podcasting has been the perfect medium for me to share my knowledge and build up my peers. I’m not only a veteran podcaster but I helps people launch their own podcasts.

When I’m not creating courses for LinkedIn Learning, you can find me spending time with my family, enjoying baseball, or talking too much about Star Wars.

If you want to say hi, find me on Twitter or Instagram. I’m @jcasabona on both!

Don't forget your free consult!

If you're looking for a little guidance, I can help! Click the button below to schedule a FREE 15 minute consulting call. We'll work through 1-2 pressing questions, and give you a clear action to take on your way to making money with your podcast.

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