

NEIL MATHWEG PRESENTS



# Podcasting: Reach Your Audience And Build Community Worldwide

 NeilMathweg



**IT'S SIMPLE.  
BUT NOT EASY.**



**HELP YOU  
BELIEVE  
PODCASTING  
CAN DRIVE  
BUSINESS.**



# #ONIONJUICE

podcast



a show for  
real estate  
agents



AGENT RISE

with Neil Mathweg

INDUSTRY SYNDICATE

Formerly Onion Juice Podcast

 NeilMathweg



*i*love  
MADISON  
SHOW





# I WANT YOU TO LEARN...

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- How to start a podcast.
- How to build a community (tribe) with your podcast.
- How to make your show binge-worthy.
- How to monetize your show.



## Hi, my name is Neil.

- I'm married with three kids.
- Been a REALTOR for 17 years
- Believe in being a media company that happens to sell real estate.
- I coach real estate agents and other business owners on how to do the same.





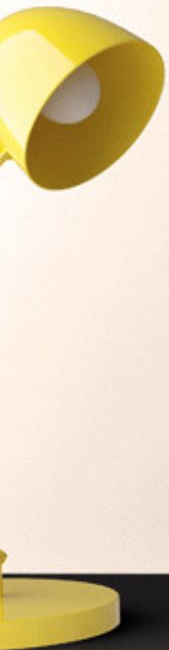
# MY FIRST STUDIO A CEDAR CLOSET.



**I STARTED  
WITH A YETI  
USB MIC  
PLUGGED INTO  
MY MAC.**



GarageBand



Final Cut Pro X

**I STARTED  
EDITING THE  
AUDIO USING  
FINAL  
CUT PRO.**

# OTHER AUDIO EDITING SOFTWARES.



GarageBand



Audacity®



# FOR SHOW NOTES & EDITING



PODCAST  
*FAST* TRACK

**FOR MEDIA HOSTING**

 **libsyn**



# OTHER MEDIA HOST



**Simplecast**

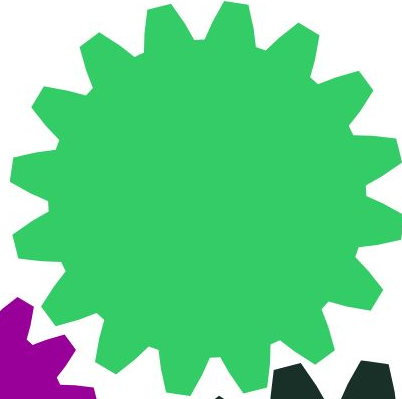
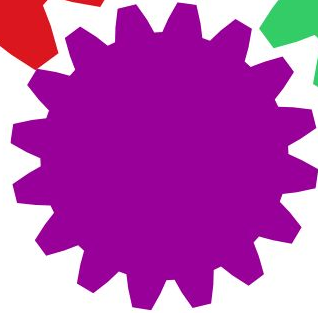


# FOR INTERVIEWS I USE





# 6 GEARS TO FLOURISH



# 6 GEARS TO FLOURISH



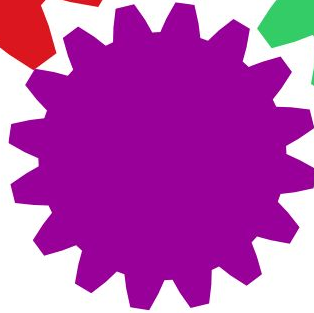
# AVATAR

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- Know their problems and solve them.
- Know your community's identity - get them to say "thats me!"
- Create a creed, battle cry, or anthem



# 6 GEARS TO FLOURISH





# PROMOTE

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- Facebook, Instagram, Twitter & Pinterest
- Headliner.app
- SEO - title, show notes, keywords
- Guest on other shows



**AVATAR**

**PROMOTE**

**BINGE  
WORTHY**

**6 GEARS TO  
FLOURISH**



# BINGE WORTHY

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Three types of shows that are binge-worthy:

- 1) Entertainment
- 2) Inspirational
- 3) Educational





# BINGE WORTHY

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Name of your show

- 1) Is it sticky?
- 2) Is it about your audience or you?
- 3) Does it move your audience?

# 6 GEARS TO FLOURISH





# PLACE TO HANGOUT

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Facebook Groups

1) Educate

2) Empower

3) Engage

Meetups or Live Events

# 6 GEARS TO FLOURISH

**AVATAR**

**PROMOTE**

**PLACE**

**BINGE  
WORTHY**

**CTA**



# CALL TO ACTION

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Webinar, Masterclass, Workshop

Text Riser to 44222 - Leadpages

Sponsorship

# 6 GEARS TO FLOURISH





# CONSITENCY

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Get on a schedule, I do weekly.

Imagine your on the air, you don't want to dead air time.



**QUESTIONS?**

 **NeilMathweg**