

PODCASTING 4 PROFIT



A PAIN TO POWER PROVEN BUSINESS REMEDY

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From the author



Hello and thank you

for taking some time to get some pertinent facts for the potential of you utilizing this powerful earned media for your growing business; even if you're an established fortune 500 company.

I bring to your business table a long and successful multimedia career encompassing radio, television, podcasting and

digital-media marketing. Add to that, I have also earned many sales awards affording me the understanding of the importance of 'closing the deal'.

Put all that together and Podcasting 4 Profit (P4P) will give you a communications platform that will have you and your message heard, seen and read about throughout social media, popular podcast platforms, direct connect targeted TV streaming and other unique forms of digital media.

I have proven repeatedly that live communication in a B2B lead generation format, is a powerful and cost-effective exercise!

The self-sustaining podcasting value is a digital property that can be cross purposed for direct input. From short reels to email grabs and magazine story links, your story, your show links!

Introduction



When it began, “podcasting” was a way for an average person to easily record and distribute an audio program on the internet and usually on a topic they are knowledgeable about or an interview to an expert over the telephone. **Yes, that’s for Fun!**

But... if you want to be in it for strong lead generation, branding, awareness and ‘earned media’ marketing with a bottom-line increase, then what I have to offer you is very powerful.

Podcasting is a very powerful business tool.

If it wasn’t, it wouldn’t be increasing dramatically with listeners and viewers. There is no better way to establish authority – build trust and enjoy consistent interaction.

A Personal Connection cutting through the Social Media noise!

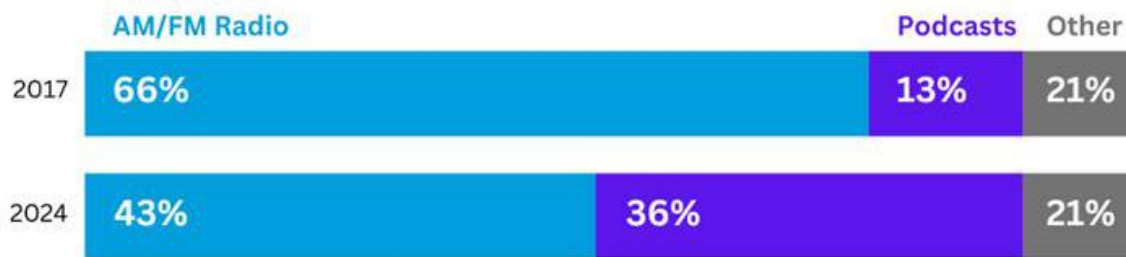


Are you an established business owner, who wants a Done-4-You, ‘Pain to Power’ lead-generating podcast? Work with a professional host, producer, and creative to Amplify & Elevate your business bottom line.

Podcasts are the fastest-growing, audio & video entertainment platform in America. Over 116 million Americans listen to podcasts every month. **That’s a 36% increase over the past three years.**

Share of time spent listening to Spoken Word Audio

U.S. Population Age 13+



Source: Share of Ear Q2 2024

Spoken Word Audio contains news, sports talk and play-by-play, audiobooks, talk shows, and personalities
AM/FM Radio over the air and streams

Podcast listeners & viewers are typically more attentive than conventional radio listeners because they **choose** to download and listen to specific podcast content, rather than just **stumbling across** whatever might happen to be on the radio. The same goes for viewers. They can play that episode again and again.

They are what we call, "Intentional Listeners". Podcast listeners & viewers also have a powerful connection with **you**, the podcast host and your sponsors!

And more importantly, 'who your guests are'!

You see you're not marketing to 'cold' potential buyers but to a warm, inviting and an engaged audience who **knows, likes and trusts you!**

I would think that a 400-900% average ROI is excellent!

... Do you?



Podcast listeners listen to the podcast immediately after downloading it

	Total	Millennials (A18-34)	Gen X (A35-49)	Boomers (A50-64)	Men	Women	Heavy podcast listeners (6+ hours/week)
I listen to the podcast immediately after it is downloaded	46%	46%	46%	46%	49%	41%	52%
I listen to it 24 hours after it is downloaded	27%	27%	28%	26%	28%	26%	25%
I listen to it 1 to 3 days after it is downloaded	16%	15%	16%	18%	14%	18%	12%
I listen to it 4 to 7 days after it is downloaded	7%	8%	7%	5%	7%	8%	10%
I listen to it more than 7 days after it is downloaded	4%	4%	3%	5%	2%	6%	2%

“Podcasting 4 Profit” will Get the Job Done!

I offer you a ‘Pain to Power’ remedy that will Amplify and Elevate your lead generation process 10 x fold.

It’s Affordable! - It’s Fun - and it works.


Talk with me and let’s discuss your goal and mission and my Tra-digital marketing package.

The know, like, and trust principle

B2B Doing Business

All packages include a:

- 30-x minute discovery call.
- Plan your show description & format.
- Design your podcast platform, artwork & graphics.
- CRM booking your selected business guests for you.
- Test/preset all guests online locations.
- Fully produce and pre-record your show.
- Postproduction video and audio files ready for distribution.
- Your bio, guest bios, pics, business logos for digital publication.
- You receive both audio & video links of each episode for cross purpose marketing.
- Video reels produced for YouTube, LinkedIn, Meta and Instagram and X

Drive Better Performance with Living Room Quality

Over 70% of viewers watch TV and browse the internet at the same time, and our performance data proves you need a two-screen solution to capitalize on this opportunity.

Our Living Room Quality feature exclusively serves your ads on TV screens and across premium networks including ABC, Fox, Bravo, ESPN, and more. The result is your viewers are free to take immediate action on their phones or laptops, and your brand is closely associated with high-quality, beloved channels.



• The key is consistency which builds traction over time.

Postproduction includes:

- Editing and link distribution to popular social media platforms and professional media including major streaming TV networks and Audio and Video distribution to popular podcast platforms.



- Out of Home placed digital media for targeted zips

Our goal is getting you new and older business!



- **Remember:**
Businesses, big and small, are always on the lookout for what niche can grab people's attention and keep them interested.

Get on board and start your journey to a new world of earned media.

Let's discuss your goals!

Remember:
**'Nothing ventured
Nothing gained!**

Get your Free P4P eBook <https://Podcasting4Profit.com>

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About the Author

After a very successful radio and television career in Australia, Mark embarked on his second life turn around as an entrepreneur and business consultant.

You name it, he marketed and sold it. He then found his niche in the resort real estate industry becoming a seasoned sales and marketing leader with award winning years of sales experience, including key roles as a Project Director and Director of Sales & Marketing for high-profile resorts and property developments in Australia, New Zealand, Vanuatu, Mexico and the United States.

An expert in conceptualizing and implementing robust marketing strategies and sales infrastructures, with a proven track record in enhancing lead generation and brand positioning, Mark opened his tra-digital media communications studio in Tucson, Arizona where he creates and produces targeted online business podcasts for his clients across America.



Are you an established business owner, who wants a Done-4-You, 'Pain to Power' lead-generating podcast? Work with a professional host, producer, and creative to Amplify & Elevate your business bottom line.

His own podcasts 'The Mark Bishop Show', 'Nothing Like a Good Book' and 'Tucson Means Business' can be heard on popular podcast platforms and <https://www.youtube.com/@markbishopmediapodcasts>

A keen actor himself, MBM services include screen writing and movie production.

<https://Podcasting4Profit.com>

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