



# 6 Ways To Make Money With A Free Podcast

*Erik K. Johnson* the



"You want to **make**  
**money** with your  
podcast?  
What do you have  
to **sell**?"

- Erik K. Johnson



# 6 Ways To Make Money With A Free Podcast

**These general ideas are specifically adapted for podcasts from the book "Free: The Future of a Radical Price" by Chris Anderson.**

**There are 50 different business models in the book. I pulled six models from one particular section and adapted them to specific business ideas for podcasters.**



# 6 Ways To Make *Money*

## 1. Give away services - Sell products

### Book example:

Apple store genius bar

**Podcast Example:** Podcast explains how to use a product - Sell the product on your website.

**Podcast Example:** Podcast provides information regarding the "what" - sell books, audios and videos teaching the "how".

# 6 Ways To Make *Money*

## 2. Give away products - Sell services

### Book example:

Free gift when you open a bank account

**Podcast Example:** Podcast promotes your free e-book - sell individual coaching.

**Podcast Example:** Podcast gives away tools and templates relating to a topic - sell webinars, seminars and coaching.

# 6 Ways To Make *Money*

## 3. Free with purchase

### **Book example:**

Loss leaders at retail stores

**Podcast Example:** Free podcast promotes bonus audio subscription with purchase of a product.

**Podcast Example:** Podcast contains part of an interview. Give away collection of full interviews with a membership or purchase of a product.

# 6 Ways To Make *Money*

## 4. Buy one, Get one free

### Book example:

Supermarket specials

**Podcast Example:** Podcast promotes bonus podcast exclusively for paid membership.

**Podcast Example:** Podcast promotes buy one get one free tickets to a seminar, digital courses or memberships.

# 6 Ways To Make *Money*

## 5. Free samples

### **Book example:**

Gift boxes for new mothers

**Podcast Example:** Podcast is a portion of a larger recording that is for sale.

**Podcast Example:** Podcast promotes free chapter of a book that is for sale.

# 6 Ways To Make *Money*

## 6. Free trials

### Book example:

Magazine subscriptions

**Podcast Example:** Podcast promotes free month of a membership.

**Podcast Example:** Podcast delivers one module of a larger, paid course.

# ABOUT ME

Many people get ready to record their podcast only to discover the 'imposter syndrome'. They hear that little voice inside their head asking, "Who do you think you are?"

I'm here to help you experience the *art of podcasting*.

My podcast is dedicated to the art and the show business of podcasting. My coaching style is personal. I treat every client as if they were part of my show. Find out more at [www.podcasttalentcoach.com](http://www.podcasttalentcoach.com)

*Erik K. Johnson*

