THE RECURRING RESULTS ROADMAP FOR PODCASTERS™

Scale your business using your podcast.



WE ARE
PODCAST

DEAR BUSINESS OWNER,

We run the world's most effective podcast monetisation program for small business.

All the elements of what we teach our successful clients are included here in the **The Recurring Results Roadmap for Podcasters™**. It works for small business owners in *any* field and, if we were to design a project plan for you, this is exactly what it would look like.

Knowing the right thing to focus on based on your current business revenue will allow you to create *recurring* results and scale your business. Take the time to understand this Roadmap, implement it as prescribed, and you will achieve massive growth.

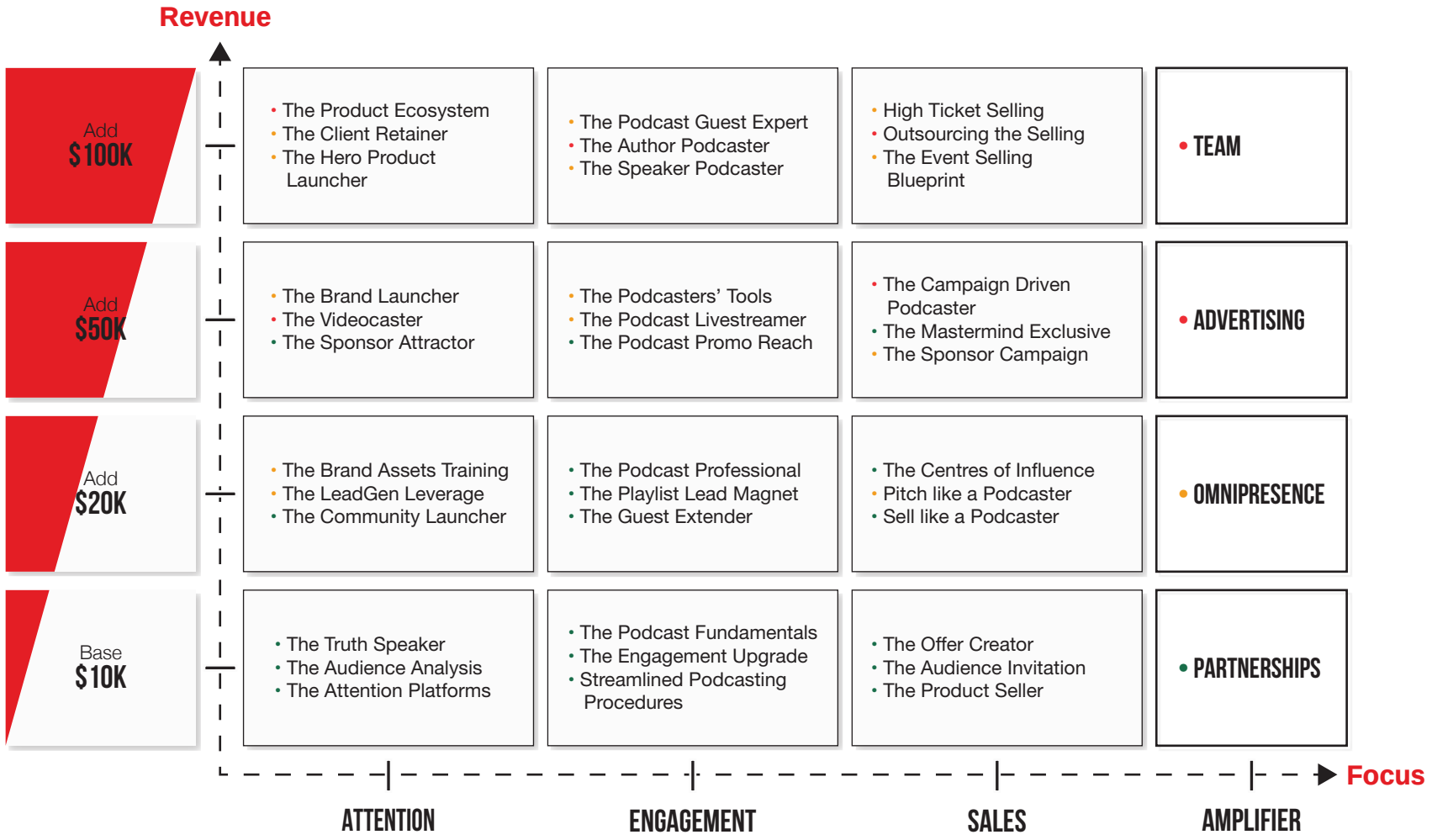
Alternatively, if you would like more personalised support, complete our Recurring Results Diagnostic. It's 100% free, and provides results in minutes.

To your success,
Ronsley & James





RECURRING RESULTS ROADMAP FOR PODCASTERS™



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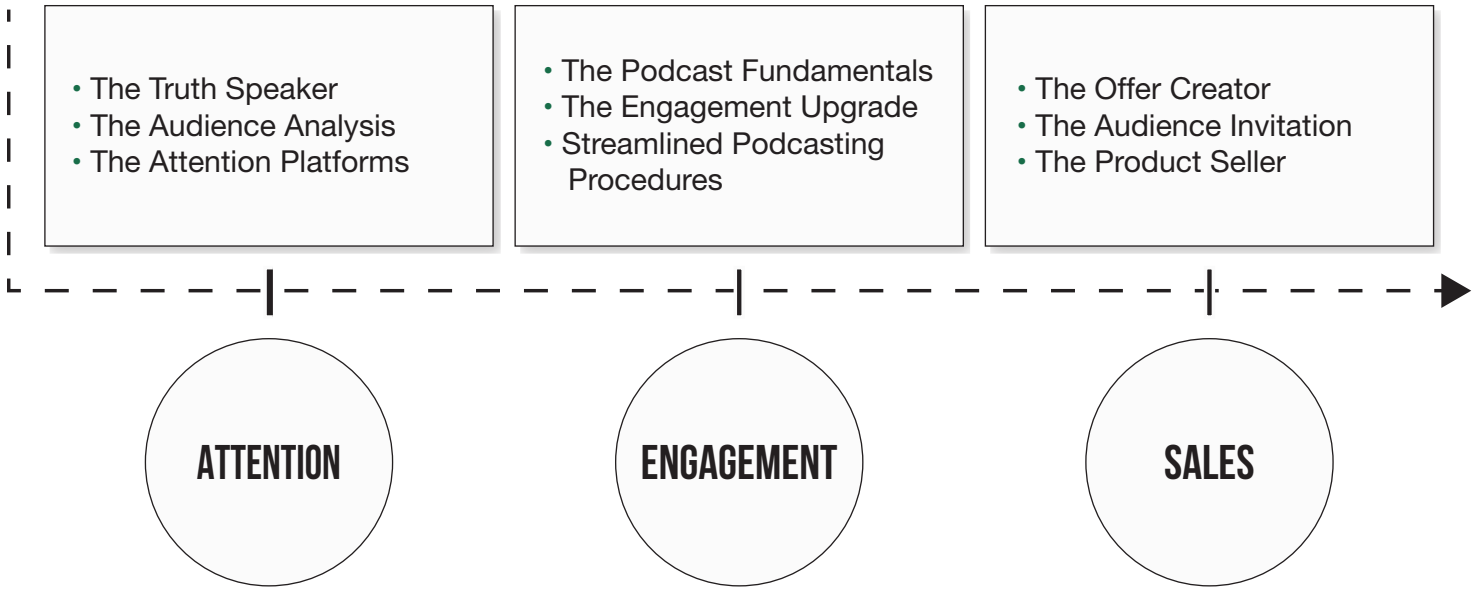
WHAT ARE THE ELEMENTS OF THE ROADMAP?

We've put together an instructional video that walks you through all parts of the Roadmap so you can implement it in your business immediately. We strongly suggest viewing it now and bookmarking that site so you can refer back to it whenever you wish.

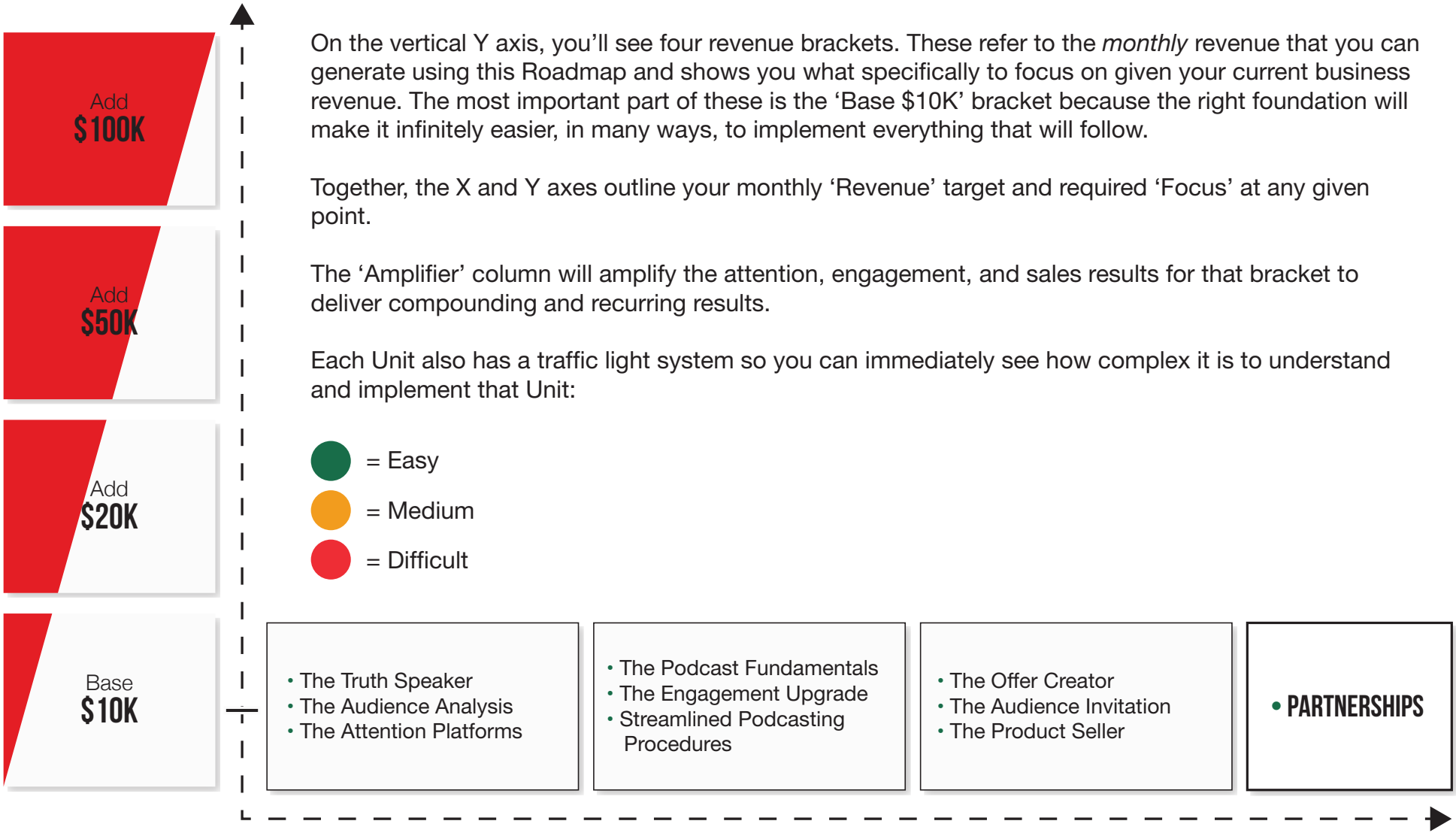
Once you've watched the video, use the below summary as a refresh.

On the horizontal X axis, you'll see the three most fundamental marketing areas of any profitable business: attention, engagement, and sales. A healthy business should always be focused on those three areas. We use a podcast to get your business the attention, engagement, and sales it needs to grow.

The 'Attention' column refers to Units that help you get the right kind (and amount) of attention. Correspondingly, the 'Engagement' and 'Sales' columns contain Units that will generate the engagement and sales that a scalable 7-figure business requires.



WHAT ARE THE ELEMENTS OF THE ROADMAP?



On the vertical Y axis, you'll see four revenue brackets. These refer to the *monthly* revenue that you can generate using this Roadmap and shows you what specifically to focus on given your current business revenue. The most important part of these is the 'Base $10K' bracket because the right foundation will make it infinitely easier, in many ways, to implement everything that will follow.

Together, the X and Y axes outline your monthly 'Revenue' target and required 'Focus' at any given point.

The 'Amplifier' column will amplify the attention, engagement, and sales results for that bracket to deliver compounding and recurring results.

Each Unit also has a traffic light system so you can immediately see how complex it is to understand and implement that Unit:

- = Easy
- = Medium
- = Difficult

HOW DO I USE THE ROADMAP?

The best way to use the Roadmap is to:

- First, complete an audit that will show you how you rank in each category. You can do that yourself, but we suggest our purpose-built Recurring Results Diagnostic. It's 100% free and will give you a detailed overview within minutes.

- Second, once you've identified your areas of focus, begin upskilling in each Unit. Start at the bottom and work left to right to complete the revenue bracket, before proceeding to the revenue bracket in the row above. If you're unsure of what to do in each Unit, complete our Recurring Results Diagnostic.



CAN YOU GIVE ME AN EXAMPLE?

Sure! Let's say you've completed an audit on how you rank for each area. You noticed that you performed strongly on the first six units of the 'Base' $10K (i.e. the first three 'Attention' Units and the first three 'Engagement' Units). However, you performed poorly on the rest.

Looking at our Roadmap, you can tell you that the next step for you would be to implement the Units from 'Base $10K' + 'Sales' into your business:

1. The Offer Creator:
   Have an enticing offer that provides a transformation for your audience.

2. The Audience Invitation:
   Invite your audience to work with you in a way that they raise *their* hand (i.e. rather than feeling sold to).

3. The Product Seller:
   Implement a system to sell, so those in your audience who are a good fit for your services become paying, happy, and loyal clients.

It's that simple.



HOW CAN I GET MORE HELP?

This Roadmap will show you how to make big strides on your own immediately. However, if you'd like faster results, live coaching, and ongoing support to make sure you do the work (rather than getting stuck in the daily grind), you can apply for our Members group.

To apply for our Members group:

1. Complete the Recurring Results Diagnostic.
2. Once you complete the Diagnostic, you will be able to schedule a time for your Recurring Results Gameplan session.
3. During the Gameplan session, if you're a good fit, we'll let you know next steps.

Our Members are inspired individuals from all over the world who are **scaling their business using their podcast.** In addition to full and exclusive access to comprehensive trainings on each Unit (including proven checklists, systems, and templates), our Members also enjoy:

- Live personalised coaching with ongoing support
- A phenomenal community of podcasters, and
- Guest expert sessions from some of the best in the business.

If you'd like to learn more about how we help business owners like you, get started now.



LOVE FOR WE ARE PODCAST



"We Are Podcast showed me how to turn my podcast from a hobby into a revenue-generating machine!" *Trivinia Barber, Founder of Priority VA*

"If you want to know exactly how to scale your business using your podcast, join We Are Podcast!" *Brandon T. Adams, Award-winning entrepreneur*





"We Are Podcast has been lifechanging. So many useful ideas for monetisation, but above all finding the power of our voices to inspire and transform. Thank you!"
Catharina Joubert, Founder of Creators Abroad

"We Are Podcast is incredible!"
Anna Vocino, Host of Fitness Confidential podcast





"We Are Podcast is so much fun!"
Kate Erickson, Host of the Ditch Busy podcast

"Love, love, love We Are Podcast! Thank you."
Karolyn Zinetti, Host of the Courageous Leaders podcast





"We Are Podcast is hands down, the most engaging, content-rich experience available."
Scott Bryant-Comstock, Host of The Optimistic Advocate podcast

"I had high expectations of We Are Podcast and it has over-delivered tenfold! The energy, advice, support, community, guests, and of course James and Ronsley make it so special and inspiring." *Karen Dwyer, Founder of MS to Success*

