

LAB REPORT:

MAKE MONEY FROM PODCASTS

W/ LUIS RYAN DIAZ

- TURN YOUR PODCAST INTO A CASH COW**
- PROVEN FORMULA TO PRE-QUALIFY LEADS**
- HOW TO MONETIZE EVERY PODCAST GUEST**



EPISODE 002

SCALE IT / LAB



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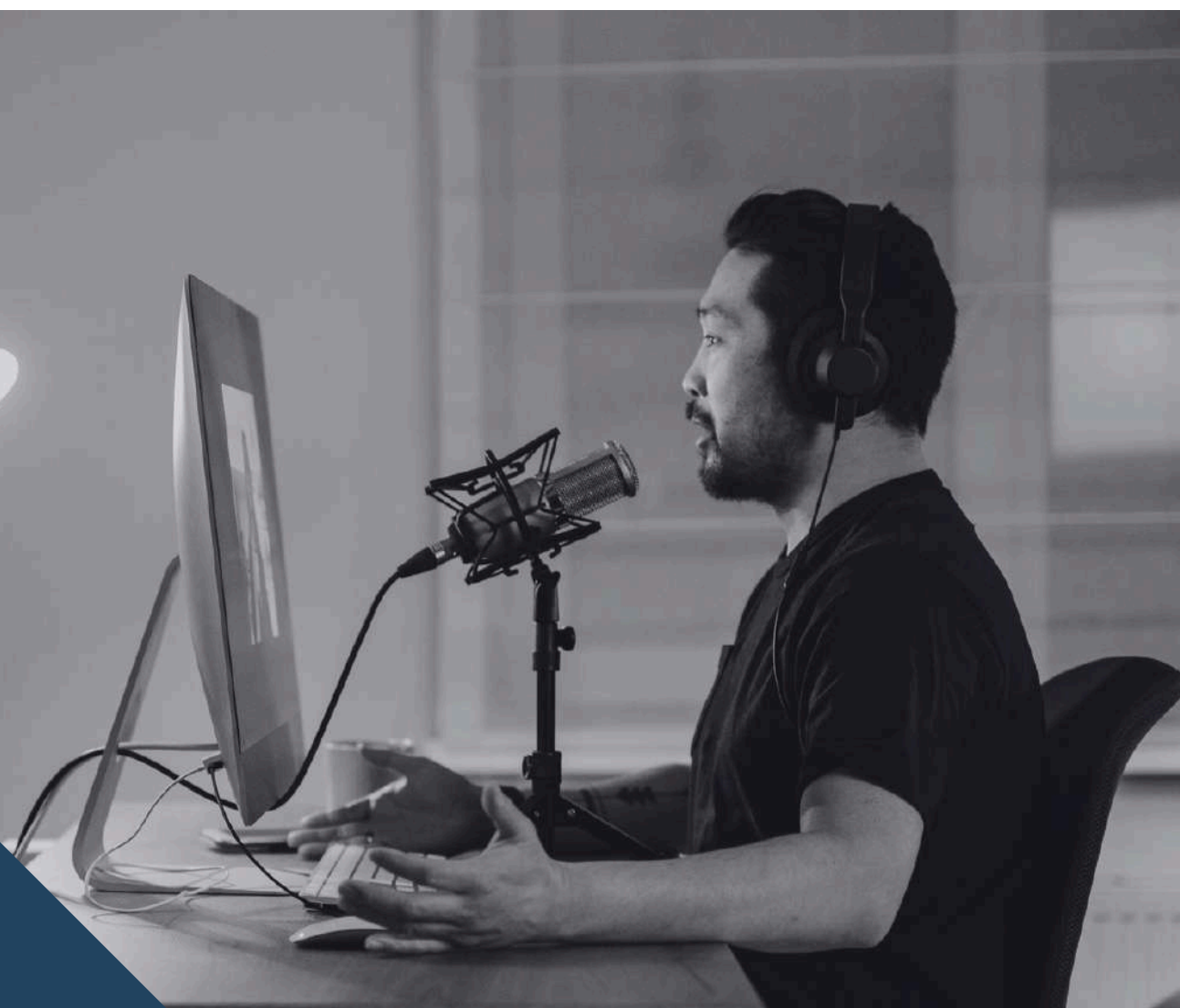
YOU'VE SEEN THE HYPE AROUND PODCASTING...

Supposedly it establishes authority, grows awareness, and hooks superfans.
But very few people make real money from their shows.

Most hosts pour blood, sweat, and tears into production and marketing. Yet
their bank accounts remain anemic despite fanciful dreams of passive income.

Why does such a disconnect exist between the celebrated idea of podcasting
profits and grim fiscal reality?

Does a legitimate business model exist allowing you to generate 6-figure
revenues directly from your podcast without convoluted funnels or whiplash
change of direction?



LUIS DIAZ HAS CRACKED THE CODE...

As evidenced by his Comma Club award, Luis has woven podcasting into a high-ticket coaching business scaling beyond \$1,000,000 in sales. And he's done this without any of the cheesy gimmicks plaguing our industry. No bait-and-switch tactics. No veiled self-promotion. No questionable ethics or outrageous promises.

Just a simple system leveraging his show as a lead generation engine attracting buyers through value-driven "Hot Seat Coaching" sessions. In this guide, Luis will hand you the keys to:



Using your show as a magnet attracting hyper-targeted new prospects into your funnel



Conducting specialized interviews positioning yourself as the guide through their struggles



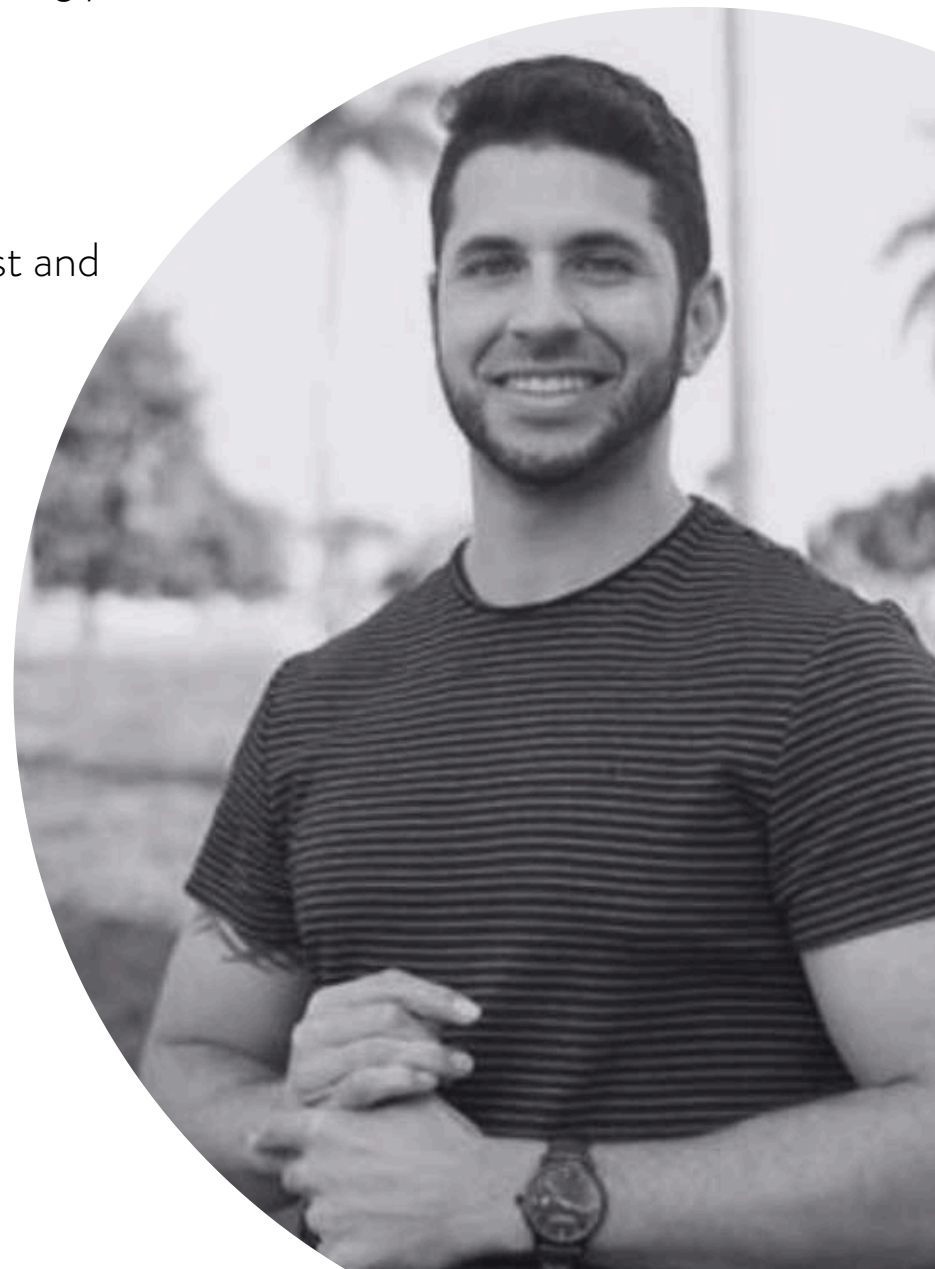
Structuring episodes so they hook interest and direct attention toward working with you



Wrapping irresistible offers around your content without coming off salesy



Automating administrative tasks so you focus purely on hosting and profits





Luis is a podcast entrepreneur extraordinaire who turns podcasting into profit. With his proven formula, he not only helps podcasters pre-qualify leads efficiently but also shows them how to transform their shows into lucrative cash cows. By leveraging innovative strategies, Luis monetizes podcast guests seamlessly, maximizing revenue potential and solidifying his reputation as a master of podcast monetization.

He distills years of refinement into a polished methodology guaranteeing revenues if applied correctly.

Now let's dive headfirst into the river of diamonds Luis is graciously sharing here after years spent mining them himself...



PRO TIP:

Pre-qualify your podcast leads to save time and boost revenue. Focusing on high-quality prospects from the start ensures you make the most of your monetization efforts.

THE 3 BIGGEST TAKEAWAYS



The “Hot Seat Coaching” system uses your podcast to provide value upfront and position yourself as the obvious choice for your services.



It is an effective lead generation method that nurtures relationships with potential clients.



Following the 6 steps correctly is crucial for generating leads and revenue.

3 POWERFUL STRATEGIES COVERED

Craft an irresistible offer for a free coaching session to attract your ideal prospects.



Structure your guest interviews to solve one specific problem and get results in advance.



Follow up after the session to explore working together long-term.



LUIS' RISE TO REVENUE



Luis has built a high-ticket coaching business scaling past \$1,000,000 in sales, as shown by his Comma Club award.



He has woven podcasting into his business model as a lead generation engine.



Luis has avoided gimmicks and questionable tactics, focusing on value and ethics.



His system utilizes his show to attract buyers through value-driven "Hot Seat Coaching".



By leveraging his podcast while avoiding hype, Luis has built a substantial coaching business.



TURN LISTENERS INTO HIGH-PAYING CLIENTS

Face it - most podcasters barely scrape by without actual business model. They dump blood, sweat, and tears into show production and marketing yet their bank accounts collect dust.

Why does this happen?

Because they view podcasting as an isolated hobby rather than integrated revenue channel. They expect instant cash without deliberately structuring programs driving profit.

But by implementing the “Hot Seat Coaching” system developed by Luis, you can transform podcast entertainment into a high-value prospect magnet.



PODCASTING IS YOUR SECRET WEAPON TO ATTRACT AND CONVERT QUALIFIED BUYERS - HERE'S HOW

Imagine your show as a fishing line attracting targeted new clients rather than scattered general fans.

Each episode offers free coaching solving a specific guest's core struggle. This builds authority positioning you as their guide forward.

Once they complete recording, invite guests to continue working together in one of your premium programs. Pitch this as simply extending existing conversations rather than a sales pitch.

Even if they decline initially, many refer others once seeing you amplify their brand and deliver massive value without obligation. This cycle perpetually compounds your audience and pipeline using the show as bait reeling in qualified prospects.



PRO TIP:

ENGAGE WITH YOUR AUDIENCE

Foster a sense of community and engagement around your podcast by encouraging listener interaction through social media, Q&A segments, or listener feedback episodes. High-value clients appreciate brands that prioritize building meaningful relationships with their audience.



HOW TO FILTER OUT TIME-WASTING PODCAST GUESTS

The system begins by building a simple pre-screening survey to filter time-wasting mismatches upfront.

Collect crucial intelligence on applicants like business model, revenue, and core struggles to identify perfect candidate alignment.

This saves wasted interviews on people ill-suited for either premium show inclusion or your paid programs. **Remember, the goal here is lead generation, not vanity metrics.**

Once applications flow in, conduct tailored 20-minute “hot seat” sessions solving guests’ burning challenges live on air.

Extract actionable advice rather than idle chatter so listeners facing similar struggles learn how working with you brings definitive solutions.

Episodes ultimately showcase your ability unlocking breakthroughs around recurring listener pain points. This grows reach and trust required before sales conversations.



PRO TIP:

INCLUDE OPEN-ENDED QUESTIONS SPARINGLY

While multiple-choice questions are efficient, consider including one or two open-ended questions to allow respondents to provide additional insights or elaborate on their needs. This can offer valuable qualitative data to complement the quantitative responses.



FROM PODCAST TO PASSIVE INCOME: YOUR ROADMAP TO PROFITABILITY

While production and promotion represents serious momentum initially, profitability flywheels over time.

Just stick to this reliable formula:



Build pre-screening



Drive targeted applications



Conduct value-rich hot seat interviews



Funnel guests into high-value programs



Repeat and scale efforts

Soon passive income eclipses any manual efforts. So don't buy into assumptions podcasting can't drive revenue. Implement a structured system like this tailored to your offers and audience for bankable returns.

Let your show pay for itself!



PRO TIP:

PRESENT PROGRAM OPTIONS CLEARLY

Clearly outline the features, benefits, and value propositions of your high-value programs during the interview and follow-up communications. Highlight how each program addresses the applicant's specific needs and aligns with their goals.

HOW TO BECOME A THOUGHT-LEADER IN YOUR NICHE AND HOOK HIGH-PAYING CLIENTS

You need a way to stand out. Almost all podcasters focus on downloads and list building.

But as Luis discovered, one of the fastest paths to podcast profits is becoming the go-to place for laser, results-focused value.

By positioning your show as the platform for rapid coaching and transformation, you attract the buyers and influencers in your market.

They get quick wins and breakthroughs. You get hot leads funneled directly into your sales process.

It cements your authority. Grows your audience. And converts listeners into high-paying clients. Trifecta!

The framework Luis uses is called the “Hot Seat Coaching” system because of the on-the-spot, real-time solving happening in each episode.



The prospect shares their biggest pain point or challenge, then instead of just picking their brain for content, you coach them through a solution in a concise 15-20 minutes.

Why this works:



You provide tremendous value upfront, establishing know, like and trust



The prospect gets to “taste” your expertise, wanting more of your advice



You filter out tire-kickers and attract qualified, ready-to-buy clients



It's a scalable model you can replicate over and over again

If the concept of a “podcast funnel” seems too salesy, don't think of it that way. You're offering tremendous value and transformation first. The monetization simply gives you a path to be rewarded for that value.

And you're building genuine relationships, not just looking to make a quick buck.

That's why ideal clients willingly invest in ongoing coaching to get even better results. Everyone wins!



LAB EXERCISE 1 OF 3



As an entrepreneur scaling your business, how can you craft a pre-screening survey that not only weeds out misaligned podcast guests but also identifies those who genuinely resonate with your show's core message and the premium solutions you offer? Consider the specific pain points your offerings address and the ideal client profile you serve.

Example: Include questions that probe into the guest's target audience, the main challenges their audience faces, and how they currently address those challenges. This will help you gauge alignment with your own focus. You might ask, "What's the primary transformation your work helps people achieve?" or "If you could solve one major problem for your clients, what would it be?" Look for answers that match the outcomes your offerings provide.

LAB EXERCISE 2 OF 3



When conducting "Hot Seat Coaching" sessions to help guests overcome their most pressing challenges in under 20 minutes, how can you quickly get to the heart of the matter and elicit concrete, actionable insights? What questioning techniques or frameworks might you employ to steer the conversation toward solutions rather than surface-level discussion?

Example: Start by having the guest articulate their challenge as specifically as possible. Ask clarifying questions to identify the root cause, such as "What's the biggest obstacle preventing you from solving this?" or "How is this issue currently impacting your business?" Then, guide them through a step-by-step process for addressing the problem, pulling from your own experience and expertise. Provide a clear action plan they can implement immediately after the session.

LAB EXERCISE 3 OF 3



When conducting "Hot Seat Coaching" sessions to help guests overcome their most pressing challenges in under 20 minutes, how can you quickly get to the heart of the matter and elicit concrete, actionable insights? What questioning techniques or frameworks might you employ to steer the conversation toward solutions rather than surface-level discussion?

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GETTING INTO THE HOT SEAT COACHING SYSTEM: THE EXACT STEPS



STEP ① BUILD YOUR PROSPECT QUALIFICATION SYSTEM USING THESE KEY INGREDIENTS

Your time is valuable. And more importantly, you can't help or coach everyone.

There needs to be a baseline fit between your prospect and your offer.

That's why Luis starts the whole process by building a simple Google form to pre-qualify prospects way before the interview ever happens.

ASK THESE QUALIFYING QUESTIONS TO FILTER OUT BAD FITS

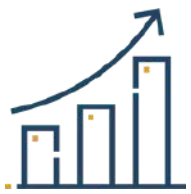


While some of your exact qualifying questions will vary based on your niche and offer specifics, here are 5 categories Luis recommends building your criteria around:



NICHE & AUDIENCE FIT

- Who specifically makes up your target audience and avatar?
- What industry do you work in and who do you serve?



REVENUE RANGE

- What is your current annual revenue range?
- How many paying clients/customers do you currently have?



CORE STRUGGLE

- What singular frustration or breakdown is most hindering your business right now keeping you up at night?



PREVIOUS SOLUTIONS TRIED

- What have you tried already to solve this problem without success?



FUTURE VISION

- If you solved this problem, what would be possible for the future of your business progress?

You're looking for prospects who:



Fit the profile of past successful clients



Align with the transformation promised in your backend offer



Express frustration from struggling with a specific sticking point



TURN PAINFUL REJECTIONS INTO RAPPORT - YES, IT'S POSSIBLE

If certain prospects don't pass initial screening criteria, the last thing you want to do is make them feel ignored or insulted.

That projected warmth and care upfront forges a lasting bond and pipeline for when they may be ready for your offer later on.

Luis suggests personalizing "rejections" by:



Sending a quick Loom video explaining why it's not the right fit yet while encouraging their ambitions and progress.



Attaching a relevant evergreen podcast episode, blog post or micro-course as a complementary resource guiding next tangible steps for their growth.

LAB EXERCISE 1 OF 3



As you build out your prospect intake form to qualify leads based on niche/audience fit and revenue range, how can you strategically determine your ideal customer avatar and baseline revenue expectations? What factors should you consider when crafting these qualifying questions to ensure you're attracting the right clients for your business?

Example: Start by analyzing your current client base and identifying common characteristics among your most successful and satisfied customers. Look at factors like industry, company size, revenue level, and the specific challenges they face. Use this information to create a detailed profile of your ideal client, including their demographics, psychographics, and pain points. When setting baseline revenue expectations, consider the value your services provide, and the resources required to deliver results. You might also research industry benchmarks for similar offerings to ensure your expectations align with market standards.

LAB EXERCISE 2 OF 3



When you need to reject a prospect who isn't a good fit, how can you express warmth and sincerity in your personalized Loom videos and evergreen content? What specific tone, language, or phrases will you use to communicate your decision in a direct yet empathetic manner, leaving the door open for future opportunities if circumstances change?

Example: Begin by acknowledging the time and effort the prospect invested in reaching out and exploring a potential partnership. Express gratitude for their interest in your services. Then, gently explain that based on the information they provided, you don't believe your offering is the best fit for their current needs. Be specific about the reasons, whether it's their niche, revenue level, or business model. Emphasize that you want to ensure they get the most value possible and that you'd be doing them a disservice by engaging in a partnership that isn't aligned. Close by offering alternative resources or recommendations if appropriate and invite them to stay in touch for future opportunities. Throughout the message, use a warm, friendly tone and phrases like "I truly appreciate," "I understand how important this is to you," and "Please don't hesitate to reach out if anything changes."

LAB EXERCISE 3 OF 3



Your qualifying form aims to uncover a prospect's core struggle or singular frustration that's holding their business back. How can you frame this critical question to encourage prospects to provide clear, specific responses that pinpoint the exact pain point you can help solve? What prompts or context might you include to guide them toward actionable answers?

Example: Instead of asking a broad question like "What's your biggest challenge?", try to be more specific and outcome-oriented. You might ask, "What's the one obstacle that, if removed, would have the most dramatic impact on your business growth?" or "If you could wave a magic wand and change one aspect of your business today, what would it be and why?" These prompts encourage prospects to think in terms of tangible outcomes and prioritize their most pressing issues. You could also provide context by sharing examples of common challenges your clients face, such as "Many of our clients come to us struggling with X, Y, or Z. Does one of these resonate with you, or are you facing a different obstacle?" This helps prospects articulate their own challenges more clearly. Finally, consider including a text box where prospects can elaborate on their answers, giving you deeper insight into their unique situation.

STEP 2

DRIVE TARGETED TRAFFIC TO YOUR "APPLICATION" WITH THESE OPT-IN HACKS

Now that your qualification system is set up, it's time to drive prospects to fill it out. This is where strategic audience building pays off.

While many people believe social media establishes instant authority, Luis suggests otherwise from experience:

EMAIL STILL OUTPERFORMS ALL OTHER OUTREACH CHANNELS IN DIRECTLY TRIGGERING RESPONSE.

Collect email addresses and build that list early so you have a reliable database for recruiting guests.

GATHER EMAIL SUBSCRIBERS USING THIS SNEAKY TRICK

One surefire way to gather email addresses is through an opt in page.

People love freebies, and the mantra that most marketers have is '*the more you give, the more you get in return.*'

The freebie that you give away will depend on your niche. Some niches require a different kind of giveaway, so you must do your research on your niche.

However, here are some sample freebies you can give away for free in exchange for their email addresses:



RESOURCE LIST

A detailed resource list related to your niche. For example, if you have a podcast for real estate investors, create a list of your favorite books, podcasts, blogs, tools, and other helpful free resources tailored specifically for real estate investors.



CHEAT SHEET

A “cheat sheet” that compiles the most important facts, statistics, tips, or frameworks related to your niche onto a single downloadable PDF that followers can refer back to and use over and over.



TOOLKIT

A toolkit of templates, worksheets, checklists, spreadsheets, or swipe files as it relates to your niche and target audience challenges.

Once you have gathered enough emails, it's time to start your email campaigns.

STEAL THIS PERFECT EMAIL TEMPLATE TO GET MORE GUEST APPLICATIONS

So, what emails work best?

Luis frames initial outreach through a casual yet urgent tone as if messaging friends directly.

New Email
-
□
X

To: _____






Subject: **Wanna be on my podcast?**

Yep, that's not a mistake! I'm inviting 10 people to be guests for laser coaching sessions on my show. These will be 20-minute power sprints solving your biggest [niche] problems.

If you're accepted, I'll send a Calendly link to grab a spot from the limited time I've reserved on [date]. Hurry before they disappear! First, fill out the quick application below so I can determine if you're a fit.

[application form link]

Talk soon!

...






Send

He suggests keeping the language conversational, even using shorthand like “wanna” as you might by text. This builds quick rapport motivating response.

Depending on your niche, you may also do targeted outreach to find potential prospects who align with your avatar.

The goal here is landing leads excited for high-level coaching. Give them a compelling reason why applying is worthwhile.

STEP 3

HOST RAPID, RESULTS-DRIVEN PODCAST COACHING SESSIONS

You have hot prospects eagerly lined up for their podcast spotlight.

Now it's time to look at how to tighten your coaching session structure so episodes wring out tangible value while converting interested listeners into paying clients.

PROPER GUEST PREP SETS THE TONE - DO THIS BEFORE RECORDING

Before hitting record, proactively set the stage for locked-in presence and direct communication by:



EMAILING A PREP GUIDE OF PODCAST BEST PRACTICES

Have them show up early, test audio/video, frame context of pace and style of the coaching. You want no tech hiccups or distractions hijacking valuable airtime.



REITERATING THE TIGHT TIME LIMITS

With back-to-back bookings, hard stops must be respected so no tangents or off-topic discussions.



CONFIRMING THEIR CORE CHALLENGE TO BE SOLVED

So, you both enter the session laser-focused on the issue that needs to be fixed.

START RECORDINGS WITH THESE SCRIPTS FOR MAXIMUM IMPACT

When it's go time, kick off each session by acknowledging excitement to solve their struggle in the next 15-20 minutes. Quickly reaffirm:



Any housekeeping like consent, sound checks, etc.



Expectation of fast-paced, direct communication



Exact end time you must wrap by

This alignment pre-frame massively influences the tempo and efficacy of the entire exchange.

AVOID RAPPORT FLUFF: HOP RIGHT INTO HOT SEAT HEAT

With foundation set, resist the urge for rapport building small talk or meandering backstory. You have a mandate to make every minute count. Immediately restate the core struggle or obstacle they raised in their application qualifying for the show.

LET THEM EXPAND ON NUANCES FOR 60-90 SECONDS MAX.

Then snap right into concise, dynamic coaching mode with relentless focus on breakthroughs and 'aha' moments.

Guide them through implementation insights only your expertise can reveal. Receive the gift of their trust and attention in return.



CRAFT THE PERFECT PODCAST CLOSING THAT LEAVES LISTENERS WANTING MORE

In closing each session, recap tangible takeaways for them to action along with soft pitching further 1-on-1 support if they want to shortcut transformation.

The format must feel like a value explosion leaving them excited yet still craving more of your high-level guidance.

Now rinse and repeat this structure, refining your rhythm into an optimized engine for value and conversion.

BONUS TIPS AND CONSIDERATIONS FOR COACHING SESSIONS



To further perfect your coaching format, keep these additional fine-tuning notes in mind:



Study top tier interviewers to master directing discussions artfully



Record emergency “padding” stories to fill unexpected gaps smoothly



Automate timestamps in show notes pointing to breakthrough moments



Verbally cue big insights they won't want to miss



Send pre-framed reflection questions they can muse on after

Installing these structuring optimizations prevents scattered, low-impact conversations while enabling memorable breakthrough events.

The more you systematize and command the coaching space, the faster prospects transform into enthusiastic clients.

LAB EXERCISE 1 OF 3



When concluding each rapid coaching session, how can you seamlessly extend an invitation for further 1-on-1 support without coming across as overly salesy? What specific phrasing or transitional language will you use to make this pivot feel natural and aligned with the value you've just provided?

Example: As you wrap up the session, express your excitement about the guest's insights and the potential impact of implementing the strategies you've discussed. You might say something like, "It's been incredibly rewarding to work through this challenge with you and uncover these powerful action steps. I can only imagine the transformation that's possible if we were to dive even deeper. If you're open to it, I'd love to explore how my XYZ program could support you in taking this work to the next level and achieving your ABC goals faster. Would you be interested in learning more about what that could look like?" This approach ties the invitation directly to the outcomes you've helped the guest identify, making it feel like a logical next step rather than a jarring sales pitch.

LAB EXERCISE 2 OF 3



Beyond automating timestamps and cueing big insights, what other technical shortcuts or editing techniques could you implement to optimize the pacing and impact of your rapid coaching sessions? How might you leverage technology to keep the conversation focused, highlight key breakthroughs, and create a more polished final product?

Example: Consider using a tool like Descript to transcribe your sessions and quickly edit out any filler words, long pauses, or tangents that don't directly contribute to the coaching process. This will help you maintain a tight, engaging pace throughout the session. You could also use a virtual whiteboard tool like Miro to visually capture key insights and action steps as you go, providing a clear roadmap for the guest and making it easier to summarize takeaways at the end. Additionally, you might experiment with adding brief musical interludes or sound effects to punctuate major breakthroughs or transitions, creating a more immersive and emotionally resonant experience for listeners.

LAB EXERCISE 3 OF 3



In addition to providing a prep guide, setting time limits, and confirming the core challenge in advance, what else can you do to prime guests for direct, focused communication during your rapid coaching sessions? How can you create an optimal headspace that encourages vulnerability, openness, and decisive action?

Example: One powerful way to prime guests is to have them complete a short mindset exercise before the session begins. This could involve prompts like "What would it feel like to have this challenge completely resolved?" or "If you were to fully embrace your role as the hero of your business story, what bold action would you take today?" These questions help guests tap into their desired outcomes and summon the courage to make meaningful changes. You might also share a brief grounding meditation or visualization exercise to help guests release any lingering tensions or distractions and show up fully present for the session. Finally, consider sending guests a small physical token, like a custom journal or inspirational card deck, as a tangible reminder of their commitment to growth and transformation. These thoughtful touches can help create a deeper sense of connection and accountability before the coaching even begins.

STEP 4

CRAFT COMPELLING TITLES THAT MAGNETIZE YOUR IDEAL AUDIENCE

One of the biggest mistakes podcasters make is treating their show like a random collection of episodes rather than a strategic asset for attracting their dream audience.

But the beauty of the hot seat coaching model is it allows you to frame each episode around tangible outcomes for guests:

**"FROM STUCK TO GROWING A SIX-FIGURE BAKING
BUSINESS IN UNDER 60 DAYS"**

**"HOW AMY WENT FROM IMPOSTER TO CONFIDENT LIFE
COACH WITH 3 SIMPLE MINDSET SHIFTS"**

**"FROM OVERWHELMED AND OVERWORKED TO CEO OF A
7-FIGURE DIGITAL AGENCY IN UNDER A YEAR"**

These types of title formulas clearly communicate the rapid transformation listeners can expect on your show. And they feel like content ads, drawing in people who also desire those same life and business upgrades.

The title becomes bait, filtering your ideal prospects into your subscriber net from related podcast searches.

Because your episodes zoom in on tactical coaching, outcomes-focused titles relate exactly to the quick wins and breakthroughs guests experience on air.



This strategic positioning accomplishes three crucial things:



ATTRACTS IDEAL PROSPECTS

Those searching podcasts see your title promises align perfectly with their own struggles and desires. You establish relevancy and authority upfront.



SIGNALS VALUE OF PAID OFFER

For past guests now following you, inspirational titles remind them of the momentum and wins created from initial coaching. Hinting why your comprehensive paid program amplifies and sustains transformation.



GROWS PERCEIVED INFLUENCE

Cumulatively, episode titles focused on real client outcomes stack to showcase your credibility and client success resume. New prospects assume if you generated those wins consistently, you must deliver results.

Let's compare the influence difference between random, generalized episode titles vs strategic outcome-focused titles...



WEAK, FORGETTABLE TITLES: AVOID AT ALL COSTS

Here are some typical placeholder titles that communicate zero unique value:

- The Future of Facebook Ads
- Mindset Tips for Entrepreneurs
- Writing a Book Proposal

Sure, these may loosely relate to your audience and topics. But they could be swapped into any podcast without notice. No meaningful impact or imagery comes across.

They don't speak to outcomes. So, there's no magnetism or lead gen power for these types of superficial subject lines.



STRONG, TRANSFORMATIONAL TITLES: REPLICATE THEM

Now observe these titles focused specifically on communicating client transformations:

**FROM NEAR BANKRUPTCY TO 8-FIGURE ECOMMERCE BUSINESS
IN UNDER 3 YEARS**

**HOW I OVERCAME DEPRESSION AND STARTED A SUCCESSFUL ONLINE
COACHING PRACTICE**

**WHAT NO ONE TELLS YOU ABOUT WRITING A BESTSELLING
BOOK PROPOSAL**

Do you see and feel the intrigue and relevance these types of titles create? They promise relatable stories and advice for achieving similar comeback results. This pulls in your ideal audience.

And if they enjoy one such episode, they will binge more hoping for further inspirational success stories about overcoming limiting beliefs, financial struggles, confidence issues, or other obstacles holding them back.

LAB EXERCISE 1 OF 3



To craft compelling podcast titles that highlight the tangible outcomes your guests achieve, what tactical strategies can you use to skillfully elicit, capture, and showcase these transformational details throughout the interview process? How can you create space for guests to share their most powerful success stories and extract the key elements that will resonate with your audience?

Example: Prior to the interview, send guests a pre-session questionnaire that includes prompts like "What's the most significant breakthrough you've experienced in your business this year?" or "Can you share a specific example of how you've helped a client overcome a major obstacle and achieve remarkable results?" This primes guests to come prepared with concrete stories and outcomes. During the interview, listen carefully for moments when guests mention measurable wins or pivotal turning points. Follow up with clarifying questions to uncover more details, such as "What specific strategies did you use to achieve that outcome?" or "How did that transformation impact your client's life or business beyond just the numbers?" After the interview, review your notes and the transcript to identify the most compelling snippets and weave them into an irresistible title that teases the value listeners will gain from tuning in.

LAB EXERCISE 2 OF 3



When crafting outcome-driven podcast titles, how can you strike the perfect balance between creating an inspirational, curiosity-sparking narrative and clearly communicating the tangible results your listeners can expect to learn from the episode? What elements should you include to both captivate and inform your target audience?

Example: Start by identifying the central theme or takeaway of the episode—the one key insight or strategy that has the potential to create a dramatic shift for your listeners. Then, consider how you can frame that theme as an intriguing question or bold statement that hints at the transformation your guest has achieved. For example, instead of a generic title like "How John Doe Increased His Revenue," you might say something like "The Unconventional Sales Strategy That Helped John Doe Double His Revenue in 90 Days (Without Spending a Dime on Ads)." This title combines a specific, measurable outcome with an element of curiosity and surprise. It also clearly communicates the tangible benefit listeners can gain from applying the same approach in their own businesses. Aim to strike a similar balance between inspiration and practicality in each title, using strong action verbs, concrete numbers, and vivid descriptors to paint a picture of what's possible when your listeners implement your guests' advice.

LAB EXERCISE 3 OF 3



Beyond using outcome-focused titles to showcase previous guest wins and signal the value of your paid programs, how can you strategically weave client success stories into your ongoing sales conversations to provide subtle yet powerful social proof? What are some natural ways to reference these transformations in your marketing materials, discovery calls, and other touchpoints with potential clients?

Example: One effective way to integrate social proof into your sales process is to create a library of bite-sized video testimonials from past clients and guests. These short clips (30-60 seconds) can highlight specific outcomes and breakthroughs achieved through your programs. You might kick off a discovery call by saying something like, "I was just reviewing some client success stories and I couldn't help but think of Jane, who was struggling with XYZ challenge when we first started working together. After implementing the ABC strategy we covered in our program, she was able to 10X her revenue in just six months. I'd love to explore how we could create similar results for you." This approach seamlessly introduces real-world proof points into the conversation without feeling forced or salesy. You can also sprinkle these testimonials throughout your email marketing, social media posts, and sales pages to reinforce the value of your offerings at every stage of the customer journey. The key is to use them strategically and selectively, always tying the success stories back to the specific outcomes your ideal clients are seeking.

STEP 5

HOOK MORE LISTENERS WITH THESE INTRO AND OUTRO TECHNIQUES

While your hot seat coaching sessions deliver focused value, the intro and outro scripts bookending episodes present a chance to frame the show's collective transformation power. This expands each piece of content's reach and influence.

Here's how to produce motivational intros and outros showcasing real client outcomes as social proof.

USE CLIENT SUCCESS STORIES IN YOUR PRESELL FOR MAXIMUM IMPACT

Intros and outros highlighting substantive guest breakthroughs serve as testimonials on steroids. Rather than dry quotes, these encapsulate the emotion and details of entire life and business turnarounds catalyzed from working with you.

This establishes trust and relevance upfront even before hitting play on the latest coaching session. New listeners realize:



Your advice delivers tangible results



They can relate to those featured



Their own struggles can be overcome

It gets them leaning in eagerly to soak up strategic insights from your newest guest raring to achieve similar wins.



CREATE AN ARMY OF FANS WITH THESE PROVEN FORMATS

When scripting your intros and outros aimed to charm and inspire, consider these compelling formats:



CLIENT JOURNEY CONTRAST

Feature a guest's before vs after story arc, emphasizing extra income, 'aha' moments, health improvements, or other huge contrast benefits.

INTRO EXAMPLE - CLIENT JOURNEY CONTRAST

I still remember first meeting Leon a year ago. His meditation studio was struggling to get more than 4-5 clients per week, causing major financial strain on him and his family.

Fast forward to today after 6 months of high-level coaching, Leon's studio has over 40 weekly attendees at premium rates. He recently opened a second location. And he credits our work together for finding the confidence and strategy to turn his passion into a thriving business.





MYTH BUSTING

Debunk limiting beliefs holding listeners back by profiling those who proved them wrong.

OUTRO EXAMPLE - MYTH BUSTING

While many avoid podcast interviews out of fear, they don't have enough expertise to add value, Elaine proves skeptics wrong. When we started working together, she was ready to give up on being seen as an industry thought leader entirely.

But after just 3 coaching calls cultivating her inner wisdom and perspective, Elaine not only became a recurring guest on top shows...she saw her client inquiries triple from all the new authority visibility.

Her story dismantles the myth that you must know everything or be the best to deserve a respected voice. Leaning into your authentic insights is enough.





VULNERABILITY TO VICTORY

Share a client's initial fears and insecurities before eventually finding confidence and freedom.

INTRO EXAMPLE - VULNERABILITY TO VICTORY

Anthony first applied for podcast coaching at rock bottom. His 7-figure design agency lost its biggest client. His team had just quit. And he admitted feeling depressed and defeated, ready to throw in the towel for good.

Yet after exposing these insecurities, Anthony allowed himself to be vulnerable again. He leaned on mentorship. And piece by piece, he rebuilt his business and life to be better than ever.





GRATITUDE TESTIMONY

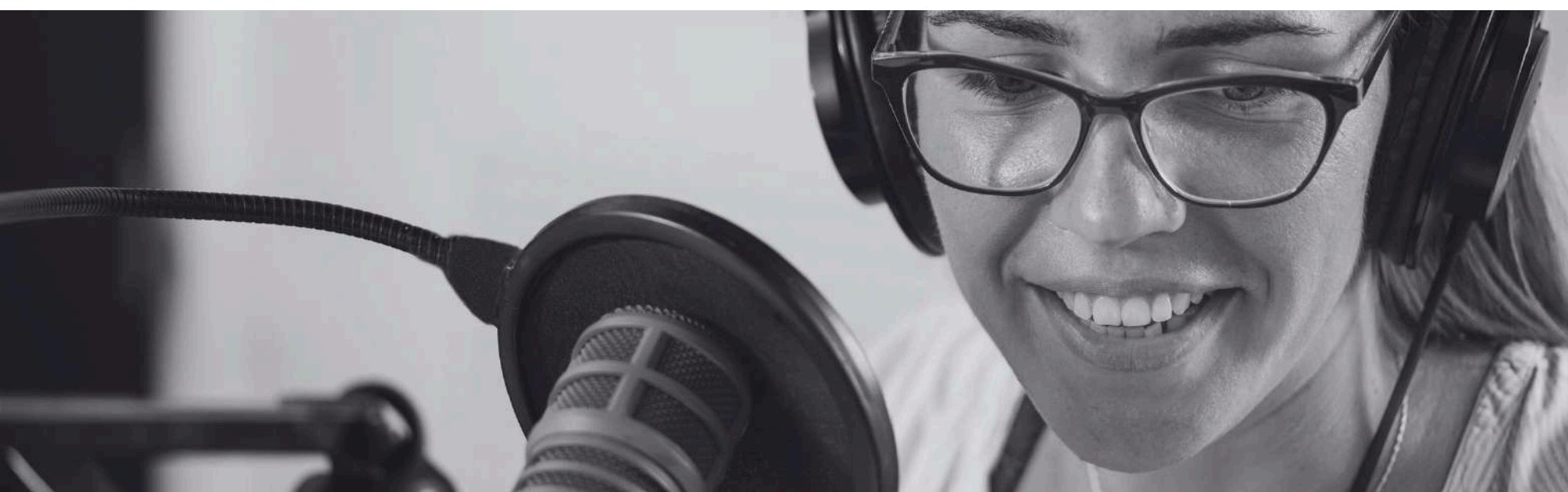
The emotion and words directly from a client on how you changed their life or worldview forever.

OUTRO EXAMPLE - GRATITUDE TESTIMONY

In Crystal's own words: "I was stuck in scarcity and panic before our coaching work together. I felt like an imposter with no real wisdom to share. But your encouragement taught me to own my experiences.

Now I proudly run a successful online program helping women reclaim their health and joy. I can never thank you enough for pushing me to step into my light and potential."

Does spotlighting these kinds of client journeys inspire you to want to achieve similar breakthroughs in your life? That shift starts today by applying for your own featured coaching session.



LAB EXERCISE 1 OF 3



As you script introductions that showcase your clients' success stories, how can you find the sweet spot between sharing vulnerable details of their struggles and highlighting the triumphant breakthroughs they achieved? What's the optimal balance to strike in order to create a relatable narrative that inspires your audience and leaves them eager to learn more?

Example: Begin by painting a vivid picture of the challenges your client faced before working with you. Use specific, emotionally resonant language to describe their pain points, such as "Sarah was on the verge of burnout, pouring endless hours into her business but barely making ends meet" or "John felt like he was constantly spinning his wheels, chasing after every shiny object but never gaining real traction." This vulnerability helps your audience see themselves in the story and builds empathy. Then, introduce a turning point—the moment your client decided to take action and invest in your program. Highlight one or two key insights or strategies they learned that shifted their mindset and approach. Finally, share the tangible outcomes they achieved as a result, using concrete numbers and vivid descriptions like "Sarah was able to double her revenue while cutting her work hours in half, finally creating the freedom and balance she craved" or "John landed his dream clients and unlocked a consistent six-figure income, all while working less and enjoying more time with his family." The goal is to create a clear "before and after" transformation that feels both aspirational and attainable.

LAB EXERCISE 2 OF 3



When recording intros and outros that feature your clients' success stories as social proof, what ethical considerations should you keep in mind? What protocols or consent forms would you put in place to ensure their personal experiences are shared respectfully and with full permission?

Example: First and foremost, always obtain written consent from your clients before sharing any part of their story in your marketing materials. Create a simple release form that outlines exactly how their testimonial will be used (e.g., in podcast intros/outros, social media posts, sales pages) and for how long. Make it clear that they have the right to revoke this permission at any time. Consider offering your clients the opportunity to review and approve the final script or recording before it goes live to ensure they feel comfortable with how they're being represented. If you're sharing particularly sensitive details, such as mental health struggles or financial hardships, give your clients the option to use a pseudonym or initials to protect their privacy. Finally, be transparent with your audience about how you source and use these success stories. Include a brief disclaimer like "Client stories shared with permission" to reinforce your commitment to ethical marketing practices.

LAB EXERCISE 3 OF 3



In addition to highlighting increased inquiries and authority visibility in your client success story intros, what other types of tangible metrics or qualitative changes can you showcase to subtly underscore the value of your backend offers? How can you choose details that speak to the deeper transformation your programs facilitate, beyond just surface-level wins?

Example: While increased revenue, lead generation, and brand exposure are certainly worth celebrating, consider also highlighting the more intangible shifts your clients experience as a result of your work together. You might share how they've gained greater confidence and clarity in their decision-making, allowing them to take bold, aligned action towards their goals. Or perhaps they've cultivated a more abundant, positive mindset that's rippling out into all areas of their life and business. You could also mention specific habits or rituals they've adopted, like better self-care practices or more efficient time management strategies, that are fueling their success behind the scenes. Other powerful metrics to include might be the number of lives they've impacted through their work, the legacy they're building for their family, or the meaningful relationships they've formed with colleagues and clients. By painting a holistic picture of the transformation your programs unlock, both internally and externally, you'll create a more compelling case for the long-term value of investing in your offerings.

STEP 6

FOLLOW UP FLOWS THAT CONVERT WARM LEADS INTO PAYING CLIENTS

Providing immense value upfront via laser-focused coaching is the hook, but converting interested prospects into buyers is where profit and impact unlock.

This means designing an automated, personalized follow up touchpoints guiding guests to say “yes” to further paid training after tasting your advice.

HERE ARE THE 4 MUST-HAVE PHASES OF FUNNEL FLOWS THAT CONVERT:



POST-SHOW THANK YOU

Send a quick gratitude email recapping breakthroughs made and wins to still expect as they take action. Then casually suggest a perfect next step offer or program to help them fully solve X struggle for good.



APPLICATION AUDIT

Review if they would align to your comprehensive paid solution based on topics covered, goals defined, and anything still vague requiring further discovery like budget or expectations.

Qualified prospects get sent pricing details and scheduling links to enroll in the full training experience.



DISCOVERY CALL

For leads needing more nurturing first to see if working together long term feels like a fit, hop on a free alignment call letting them pepper you with questions.



ENROLLMENT CALL + ONBOARDING

Make your offer, seal the deal, and set success milestones during an enrollment call.

Then immerse clients into premium onboarding resources like exclusive trainings, community, accountability tracking and support access conveying high-touch partnership.

THE PODCAST PIPELINE MISTAKE THAT'S COSTING YOU MONEY

Where coaches blow the monetization possibility from podcast pipelines is lacking follow up finesse and authenticity post-show.

Pitfalls include:



Canned, non-personalized copy/paste emails



Pitching random non-related offers



No further customization based on episode insights



Assuming one broadcast nets direct sales



Laziness to call and humanize voice/care

Install these systematic, tailored follow ups for guests right away.

Then refine language and formatting based on real data on what messages and medium convert ideal prospects best.

This system cements your podcast and expertise as a profit-driving client acquisition engine.

3 KEY NEXT STEPS TO START YOUR PODCAST MONEY MACHINE

If you want to rapidly grow your authority and client roster using the “hot seat coaching” podcast model, here are Luis’s top recommended action items:



Dial in your niche and offers so you have clarity on who you serve and the outcomes you can generate for them



Systematize pre-qualifying, outreach, and scheduling so you efficiently fill your calendar with ideal prospects



Block time weekly or monthly to batch record loaded value episodes focused on tangible coaching



Stick with this framework and you’ll be blown away by the profits and client trust you quickly gain.

Hopefully it sparked ideas on how you can implement elements of this strategy in your own show and business.

When you move podcasting beyond passive content spray-and-pray to precision lead generation, it becomes a whole new ballgame.

IF YOU WANT TO LEARN MORE, YOU CAN REACH OUT TO LUIS VIA HIS WEBSITE AND SOCIAL MEDIA ACCOUNTS:



<https://top10podcasts.com>



<https://www.linkedin.com/in/luisdiaz-danlok>



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