

Podcast Monetization & Growth — Workbook

This workbook translates every concept from the course into concrete actions you take on your actual show. Each section mirrors a course module and gives you structured exercises, fillable worksheets, and checklists to execute — not just understand. Work through it episode by episode and you will have a live monetization stack and growth engine by the end of the course.

Sponsorship Strategy & Deal Mechanics

Build your media kit, identify your first three sponsor prospects, and write your outreach email before finishing this module.

Exercise: Calculate Your Rate Card

Use your actual analytics to calculate a defensible CPM-based rate card for your show. Pull your 7-day download average from the past 4 episodes from your hosting platform dashboard before starting.

- What is your average downloads-per-episode over the last 4 episodes (IAB 2.1, 7-day count)?

- Based on your listener demographics (age, occupation, income if available), which niche multiplier applies — commodity (\$18–\$22 CPM), professional (\$25–\$35 CPM), or high-value (\$35–\$60 CPM)? What data supports that choice?

- Write out your three rates: pre-roll (15–30 sec), mid-roll (60–90 sec), and post-roll (30 sec) using the formula: $(\text{downloads} / 1000) \times \text{CPM} = \text{price per episode}$.

- What is the minimum episode download count at which you would accept a direct sponsorship deal, and why?

Worksheet: Sponsor Prospect Pipeline

List 10 potential sponsors for your show. For each, note whether they advertise on competitor podcasts (research by listening to 3 shows in your niche), the contact name/email if findable, and the date you sent outreach.

Brand name

Product/service category

Why aligned with your audience

Already advertising on podcasts? (Y/N)

Contact name

Contact email or LinkedIn URL

Outreach sent date

Response received (Y/N/pending)

Proposal sent date

Deal status

Checklist: Media Kit Launch Checklist

- Pull trailing 30-day download average from hosting platform (IAB 2.1 certified number only)
- Export listener demographics from Spotify for Podcasters or run a 5-question listener survey
- Write a 2-sentence show description that names your audience and the value they get
- Build a one-page PDF with: episode download average, unique monthly listeners, top 3 listener demographics, social follower count, and rate table
- Create a unique vanity URL or promo code template (e.g., YourPodcast.com/brandname) for attribution tracking
- Draft a one-paragraph post-campaign report template with blank fields for impressions, promo code redemptions, and renewal proposal
- Identify your quarterly pitch windows (6 weeks before Jan 1, Apr 1, Jul 1, Oct 1)
- Write and save a cold outreach email template under 150 words

Dynamic Ad Insertion and Feed Monetization

Audit your current hosting setup, install DAI markers, and activate at least one programmatic ad source on your back catalog.

Exercise: Back-Catalog Revenue Projection

Calculate how much monthly revenue your back catalog could generate via DAI before you install anything. This gives you a concrete business case for the setup time.

- How many published episodes do you have that are more than 30 days old?
- What is the average monthly download count per episode across your back catalog (total back-catalog downloads divided by number of back-catalog episodes)?
- Using the formula: $(\text{episodes} \times \text{avg monthly downloads} / 1000) \times \$20 \text{ CPM} \times 0.70 \text{ fill rate}$ — what is your estimated monthly back-catalog DAI revenue?
- Which hosting platform are you currently on, and does it support dynamic ad insertion natively? If not, what migration steps are required?

Worksheet: DAI Platform Comparison

Evaluate three DAI platforms against your current situation. Fill in each column based on your actual show metrics and the platform's published requirements.

Platform name

Minimum monthly downloads required

Your current monthly downloads

Eligible now? (Y/N)

Platform fee or revenue share %

Supports direct campaign layering over programmatic? (Y/N)

Native Spotify integration? (Y/N)

Estimated monthly eCPM (check published benchmarks)

Setup time estimate (hours)

Decision: use this platform? (Y/N/later)

Checklist: DAI Activation Checklist

- Confirm your hosting platform supports IAB VAST tag insertion (check platform docs)
- Enable Spotify Audience Network in Spotify for Podcasters if eligible (any audience size)
- Set content category and blocked ad categories in your ad settings dashboard
- Place pre-roll marker at 0:00 on your 10 most recent episodes
- Place mid-roll marker at the natural content break of each episode (note the exact timestamp)
- Configure passback to a house ad (your membership CTA or affiliate promo) for unfilled impressions
- Verify the ad markers appear in your RSS feed using a feed validator (Podbase or Cast Feed Validator)
- Sign up for at least one affiliate program (ShareASale or PartnerStack) for shows below 1,000 downloads
- Add affiliate links to show notes for your 20 most-downloaded back-catalog episodes
- Set a calendar reminder to check fill rate and eCPM monthly in your ad server dashboard

Premium Memberships and Subscription Revenue

Design your membership tier architecture, write your founding member launch script, and configure the technical subscription delivery before launch.

Exercise: Membership Revenue Modeling

Before designing your tiers, model three realistic scenarios so you have a concrete revenue target to build toward. Use your actual monthly listener count from your analytics dashboard.

- What is your current unique monthly listener count? At a 1% conversion rate, how many members would you have? At 2%? At 5%?

- If your middle tier is priced at \$10/month, what is your projected MRR under each of the three scenarios above?

- What is the minimum MRR that would make the membership program worth maintaining given your estimated time investment in bonus content? Does any of your three scenarios meet or exceed that threshold?

- What is your single anchor benefit — the one deliverable that makes your \$10/month tier irresistible — and how long would it take you to produce it each month?

Worksheet: Membership Tier Design Sheet

Design all three membership tiers. Be specific about the deliverable, the production time per month, and the platform used to deliver each benefit.

Tier name

Monthly price (\$)

Annual price (if offering, \$ at discount %)

Benefit 1 — description

Benefit 1 — delivery method (RSS / email / Discord / etc.)

Benefit 1 — monthly production time (hours)

Benefit 2 — description

Benefit 2 — delivery method

Benefit 2 — monthly production time (hours)

Benefit 3 — description

Benefit 3 — delivery method

Platform used (Patreon / Supercast / Apple / other)

Platform fee % or flat fee per subscriber

Checklist: Membership Launch Checklist

- Choose and create your membership platform account (Patreon, Supercast, or Apple Podcasts Connect)
- Configure your three tiers with accurate benefit descriptions and pricing
- Set up your private subscriber RSS feed and test it in at least two podcast apps (Apple Podcasts + Pocket Casts)
- Record your first bonus episode before launching — never launch an empty membership
- Write a 3-email welcome sequence: Day 1 (where to find your RSS link), Day 4 (community invite or bonus episode highlight), Day 10 (how to access all benefits)
- Write a 60-second founding member launch script for your mid-roll CTA (specific number of founding spots, deadline, and exact price)
- Record the founding member CTA into your next three episodes back-to-back
- Set up a Google Sheet to track MRR, new members, cancellations, and churn rate monthly
- Create a cancellation survey (1 question: what benefit would have made you stay?) in Typeform or Google Forms

[] Schedule a 3-month membership audit date to review MRR growth rate and churn

Listener Growth Systems

Execute your first guest swap, optimize your top 10 episode titles for search, and launch a 90-day growth experiment plan.

Exercise: Breakout Episode Analysis

Identify the content pattern behind your top-performing episodes before investing time in new content or promotion. Pull your all-time episode performance table from your analytics dashboard, sorted by total downloads.

- List your top 5 episodes by total all-time downloads. What do they have in common — topic, format, episode length, guest vs. solo, title structure?

- What is the average completion rate for your top 5 episodes vs. your bottom 5 episodes? Pull this from Spotify for Podcasters episode analytics.

- Based on this analysis, write a one-sentence description of your breakout template — the episode format and topic type that consistently outperforms.

- How many of your next 8 planned episodes match your breakout template? Revise your content plan so at least 5 of the next 8 do.

Worksheet: Guest Swap Outreach Tracker

Identify 8 potential swap partners and track the full outreach and execution process for each. Aim to complete two swaps in the first 60 days.

Show name

Host name

Approximate downloads per episode (estimate from Reponic or public stats)

Audience overlap description (1-2 words)

Direct competitor? (Y/N — if Y, skip)

Contact method (LinkedIn / email / form)

Pitch sent date

Episode topic you pitched for their show

Episode topic they would cover on yours

Response received (Y/N/no response)

Recording date scheduled

Your episode live date

Their episode live date

New subscribers gained in week of swap (from Spotify followers change)

Checklist: 90-Day Growth Sprint Checklist

- Audit your top 20 episode titles — rewrite any that are generic or missing keywords using the problem-solution or number+outcome formula
- Update your show description to include your primary keyword in the first 100 characters
- Verify your show is submitted to all major directories: Apple Podcasts, Spotify, Google Podcasts, Amazon Music, iHeart, Pandora
- Sign up for Reponic or Podmatch to identify and contact swap partners
- Identify 8 potential swap partners and send outreach to all 8 within 2 weeks
- Record a dedicated review-ask episode segment (90 seconds, step-by-step Apple Podcasts review instructions)
- Run a listener survey (5 questions max) using Typeform — ask for demographics, tools they pay for, and what content they want more of
- Add timestamps and searchable keywords to your 10 most recent episode show notes pages
- Set up a growth tracking spreadsheet: weekly new followers, downloads per episode, review count, swap completions
- At day 30 and day 60, review the tracking sheet and identify which single tactic drove the most new followers — double down on it

Your Action Plan

1. Pull your trailing 30-day analytics from your hosting platform and calculate your CPM-based rate card using your actual download average
2. Build your one-page media kit PDF and identify 10 sponsor prospects by listening to three competitor podcasts and surveying your listeners
3. Send cold outreach to your top 3 prospects within 7 days of completing the Sponsorship module
4. Enable Spotify Audience Network or Spreaker Prime DAI on your account and insert markers on your 10 most recent episodes this week
5. Sign up for one affiliate program aligned with your niche and add affiliate links to show notes for your 20 most-downloaded back-catalog episodes
6. Choose your membership platform, design your three tiers, and record your first bonus episode before announcing anything publicly
7. Write and record a 60-second founding member CTA and run it in three consecutive episodes
8. Set up your subscriber RSS feed and test delivery in Apple Podcasts and Pocket Casts before publishing your membership page
9. Complete your breakout episode analysis and revise your next 8-episode content plan to match your winning template
10. Send guest swap outreach to 8 qualified partners and aim to schedule two recording dates within 30 days

