

*Hi, this is James Schramko and in this business tip, I'm going to tell you how to monetize a podcast.*

## How To Monetize Your Podcast

I get this question a lot. People are interested in the idea of a podcast or they already have a podcast and they want to know how to monetize it. The answer is actually very simple. You need a product or service to sell, that's it.

You see, a podcast is a traffic source. It shouldn't be treated as a product. And I think that's a big mistake that people make. Once you have your traffic coming from the podcast, all you need to do is mention your product or anyone else's product for that matter and direct people to your source or to your link.



**Monetize your podcast now!**

## Leverage Other People's Assets

I've used podcast to sell a lot of affiliate products. In fact I'm the number one affiliate in the world for product. And my most common method of talking about it is just mentioning it in my podcast and the bonus that I have for it; which I sell from [BuyWithBonus.com](#).

## The Step-by-step Process

So, if you want to make money from a podcast, build your customer list. Keep people coming back. Let them know when the new episode's out and [put out really good quality content](#), and that will serve as a great traffic source. Then, tell people what problems you solved and where they can go to get it. And if it happens to be a product or service of yours or someone else as an affiliate, you'll be out to monetize your podcast. And I think that's much easier than selling, advertising and all of that stuff.

So, I hope you find this useful. I'm James Schramko coming to you from Manila today.

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