

THE PODCAST LAB

# Introducing Your *Complete* A-Z Podcasting Roadmap

Get my proven, 5-step stress-busting system and process to plan, create, launch, promote, scale, and monetize your podcast in just 30 Days.

[ENROLL NOW](#)



BROUGHT TO YOU BY  
**Jenna Kutcher**



*I was a maaaaajor podcasting skeptic...  
And it was because I was a podcast-listening-FAN.*

**Simply put:** I felt like I could in nooo way compare to what was coming out of my iphone speakers every single week. How could I ever have words that people wanted to listen to?

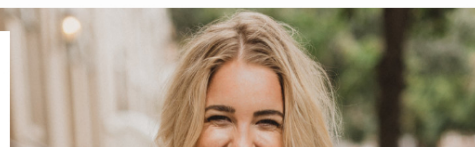
Then my heart cracked wiiiiide open when I was proven wrong. *Over and over and over again.*

So, if you're a skeptic either about the podcasting world or about YOU having space in it, I'm here to tell ya it's time and I'm here to help ya!

Podcasting absolutely changed my life and now, I'm giving you **all the tools** so that you can start your own podcast and change yours, too!

TAKE IT FROM ME...

I was in the shower with my iPhone balanced in a cup to try and amplify the sound. I was listening



cup to try and empty the search I was listening to a podcast -- yes, while taking a shower -- and *I realized that I felt like I knew the host.*

It hit me: **podcasting gives you the ability to extend yourself in a way that isn't possible with just photos and captions and 15 second snippets into your life.**

I dried off my arm, snagged my phone from the cup, voice texted my assistant and said, "you're going to think I'm crazy, but...**I think I'm going to start a podcast**"...

And now, it's one of my absolute **'favorite'** creative endeavors of my life.



## Now, here I am, a podcast pro, *because turns out* --- I LOVE podcasting. Who saw THAT coming?!

Before you picture a recording studio or a production team, I feel like I have to tell you this: **I still record my podcast in a closet** -- and this isn't a fancy closet with soundproofing, it's a closet filled with boxes from our college days, puffy coats and keepsakes.

I host a **Forbes top-rated, iTunes chart-topping business podcast** from my sweet little closet (that kinda needs some Marie Kondo love!)

*Podcasting has changed my life, my business, my income, and my ability to impact the world... and there were a million reasons why I wasn't ready or why it wouldn't work! But it did.*

And now I get to teach you exactly how I planned, started, recorded, launched, and grew my podcast in **30 days flat.**

*Can you imagine...*



Seriously...  
visualize this  
with me for  
a sec.

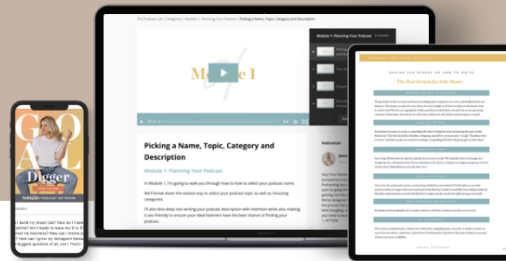
Getting your hands on **the exact tools** to know how to create your own podcast? We're talking all the nitty gritty things that are holding you back.

Having **step-by-step tutorials** on all the scary tech so that you can get your show online with more confidence and less confusion?

Seeing my **exact guide** to launching your show, the process I use to share my show on social, and how to get people hitting "play?"

Learning about how you can approach monetizing your podcast **with a plan**... I'll share what I would do differently if I were to start over today.

introducing  
The Podcast Lab



I've taken everything I've learned from creating a Forbes top-rated, Apple Podcast chart-topping business podcast, and turned it into a **5-Step Process** to Plan, Create, Launch, Promote, Scale, and Monetize Your Podcast in 30 Days.

In six years, I went from ground zero to over **60 million downloads** and **500 (and counting) episodes**. My audience continues to grow every single day—and now, **I've helped more than 9,000 others do the same.**

*I'm handing over the step-by-step system I used to get there.*

WHAT? HECK YES! ↓

WHILE EVERYONE'S OFF HANGING OUT ON INSTAGRAM AND FACEBOOK,  
YOU'LL BE BUSY GROWING YOUR BUSINESS THROUGH PODCASTING

What's Inside The Lab



# Planning Your Podcast

Inside of module one, you will learn how to **create and plan your podcast**. Maybe you already have an idea brewing or maybe you have no clue where to even start but you dream of having your own show.

Module one will take the guesswork out of planning your podcast.

**Inside of this module I will walk you through:**

- Picking a name, topic, category and description
- Creating podcast assets like your photo and intro
- Equipment recommendations and what I use
- Episode planning, format + how to prepare to record



## MODULE TWO

# Recording Your Podcast

Inside of module two, I'll walk you through **how to actually record your podcast** and the different formats of podcasting you can choose from!

I'll share my exact process and explain the **differences of solo shows and interviews**, as well as sharing how we create our show notes and more.

**Inside of this module I will walk you through:**

- Recording your podcast
- Tips for editing your podcast
- Recording solo shows vs. interviews
- Naming your episodes and how to use keywords
- Our guide to show notes

## MODULE THREE

# Publishing Your Episode

Get ready to **feel confident with the industry specific terms and tech** so you can officially hit publish. This module walks through the all important topics of hosts and RSS feeds, directories and aggregators, as well as an overview of four recommended hosting platforms.

Plus, we'll lock down the key details needed to **get setup with your host** (no matter which one you choose) and of course, getting your show out to the masses with Apple Podcasts and beyond. To cap it off, you'll learn all of **our podcast trailer best practices**.

**Inside of this module I will walk you through:**

- Learn the Lingo
- Choose Your Hosting Platform
- Setup Your Hosting Platform
- Submitting to Apple Podcasts & Other Directories





## MODULE FOUR

# Launching Your Podcast

Module four is all about launching your show. I'll show you **my exact plan on how-to launch** your show out into the world and include tips to gain early traction, **how to get people to subscribe**, and the ways you can **leverage audiences among the platforms** to get your first downloads.

Oh, and if you've already launched a show, I'll show you **how to use social media** to grow it!

### Inside of this module I will walk you through:

- How to make sure your podcast launch is successful
- Ways to prepare and promote your show
- Strategies to gain listeners
- Tips for getting more subscribers who tune in
- How to leverage social media for launch and beyond

## MODULE FIVE

# Monetizing Your Podcast

Money, money, money, monnnneeyyy - yeah, I'm talking about it. I wanted to devote an entire module to what it looks like to monetize a podcast.

I'll walk you through **four different ways you can monetize**, the methods I've tried, what I would do if I were to start all over again, and I share the **behind-the-scenes secrets about sponsors** and how they work.

### Inside of this module I will walk you through:

- How to monetize your show from the start
- Creative ways to drive profits through podcasting
- Exactly what I would do if I were to start today
- What sponsorships really look like and how to know when you're ready



The Podcast Lab arms you with a no-fluff, clear and *easy actionable* system so you can work it while you learn it.

Show off what matters most—*you, your message, and your expertise*, all while converting listeners into an engaged, connected community and paying clients.

The moment you join, you get **instant access** to all of the modules, tools, templates, and any updates I throw in when the podcasting world shifts gears on anything.

*“It took away any excuses I had to not execute...”*

I joined the program after an unsuccessful podcast launch and now, podcasting has become more than a marketing strategy, it's **my favorite way to build connections** with amazing business owners around the world. Jenna provides **clear lessons** with easy-to-follow directions which basically took away any excuses I had to not execute!

– TIANNA TYE  
HOST OF *TYEPOD*



I'M READY TO JOIN FOR \$297

I'M IN FOR THE PAYMENT PLAN: 8 X \$47

*Worried not, my friend*  
**I Got You**



AS YOU CRANK THROUGH THESE TRAININGS, PUT 'EM INTO PLAY, AND GET YOUR PODCAST READY TO LAUNCH, YOU'RE GONNA HAVE SOME QUESTIONS...

I WANT TO MAKE SURE YOU UNDERSTAND HOW TO APPLY THIS TRAINING TO YOUR OWN PODCASTING JOURNEY, SO YOU'LL FIND ANSWERS TO QUESTIONS LIKE:

- + *What equipment do I need to sound legit?*
- + *What software should I use to record?*
- + *How should I prepare for launching my show?*
- + *How do I get good guests to agree to come on?*
- + *Where should I promote my podcast?*
- + *How can I ensure my podcast drives results for me?*
- + *How do I get a podcast sponsor and make \$\$?*
- + *What's the secret to long-term podcasting success?*

“

## Before I said yes to the Podcast Lab, I didn't know where to start...

Everything seemed daunting & complicated. Joining made me feel like I could launch and make this Podcast idea happen. It was like Jenna was just sitting there with me, instilling confidence and showing me that it was actually really doable. The bite-sized real-life actionable steps made a believer out of me.

- MARGO TANTAU -  
HOST OF *WINDOWSILL CHATS*

SOUNDS GREAT!

## So how much does it cost?

*When you enroll TODAY, you'll click open on your membership link to start:*

The Podcast Lab is a **step-by-step program** to help you plan, record, upload, launch, share, and monetize your podcast. Think of it as the holy grail, the podcast roadmap, or **the A-Z resource for all things podcasting.**

I'll lead you through each step of our process and cover each piece of the podcast puzzle to help you get your show up and playing to the ears of listeners around the world.

**Even better news?** No matter which payment plan you pick, you'll get **instant access** to The Podcast Lab's foundational modules, guides, access to my team, a template collection, and tech tutorials. And because I'm passionate about helping you **crack the podcasting code**, you can grab membership inside The Podcast Lab for just..

BEST VALUE!

*4 Monthly Payments of \$89*

ENROLL NOW! →

BEST SAVINGS!

*A one-time payment of \$297*

ENROLL NOW! →



LIMITED TIME OFFER!

*8 Monthly Payments of \$47*

ENROLL NOW! →

GUARANTEED SAFE CHECKOUT



*"I trust Jenna with my money! She over-delivers!"*

I trust Jenna with my money. She **consistently over delivers!** When I found out Jenna started a new course about podcasting, I had to jump at the opportunity. When I listen to her, it sounds like my friend next door who is **doing the work with me** versus an instructor who is talking at me.

— MING SHELBY  
HOST OF *COURAGE UP WITH MING SHELBY*



## The JK Spin Promise

TAKE 30 DAYS TO SHARE YOUR VOICE WITH THE WORLD.

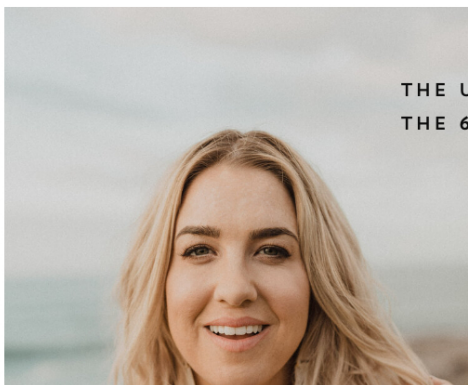
**And if you're still not on your way to growing your audience and downloads?**

Then have no fear—you're **completely free to change your mind.**

**The best part about The Podcast Lab?** No matter what kind of payment plan you choose, I want you to know you can cancel if this isn't working for you—we'll chalk it up to a *'well, we gave it the ol' college try!'*

If for whatever reason, you're not any closer to feeling like The Podcast Lab is answering all your questions within the first 30 days, simply email Stephanie at [support@jennakutcher.com](mailto:support@jennakutcher.com), and we'll get you set.

[Read more on that here >>](#)



THE UNLIKELY GIRL BEHIND  
THE 60 MILLION DOWNLOADS

## Hi! I'm Jenna Kutcher.

I'm an expert at online marketing, a nerd when it comes to the numbers, and my obsession is teaching others how to make a living doing what they love (without it taking over their life).





I'm a **top-ranked business podcaster on iTunes** and a girl who took a \$300 Craigslist camera and turned it into a 7-figure empire. My happiest days are spent behind my computer screen **sharing my secrets** with the world.

I'll never forget the day...

## My eyes were opened to how podcasting can **grow my business** — and change my life.

My podcast started as an experiment that turned into what I am most known for. Not only did our show grow but it gave me opportunities I would never have had if I hadn't 'hit record.'

What we did for MY brand **transformed into The Podcast Lab** after we saw what kind of results we were getting. And now? I'm giving you **all the tools** so that you can start your own podcast and change yours, too!



*Get the facts*

01

Q: Right now is a busy time for me, I'm worried I won't have time! Do I need to follow week by week or can I go at my own pace?

A: Hey friend, don't worry! This whole course is entirely go-at-your-own-pace! Why? Because I want you to take your time, to implement as you learn, to listen and re-listen as many times as you need! You can take five days or five months! Everyone's journey through The Podcast Lab will look a little different and that's the beauty of it.

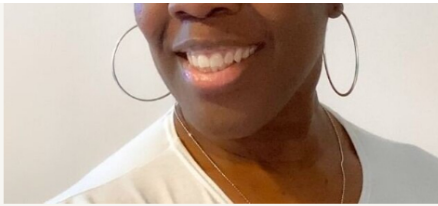
THE NEXT QUESTION →

“



*“I've now been heard in 36 countries and 293 cities!”*

Jenna's words, encouragement and generosity really helped me to **stay focused and launch!** To date, I've now been heard in **36 countries and 293 cities!** I'm



super proud of myself and this has really given me **the momentum to keep going** with marketing the podcast and my business.

– ELESZIA HARRIS  
HOST OF THE ELESZIA SHOW



So, if you were ready **YESTERDAY** to show up and share your voice, story, and wisdom with the world, that in turn grows your profits, it's time to join **The Podcast Lab** and get:

- + My **5 Core Curriculum** Modules
- + **Email Templates** to Get The Best Guests
- + The **Blueprint** to Successful Launching
- + My **Monetization Strategies** From Day One
- + Our **Time-Saving** Social Media Workflow Guide
- + **Step-by-Step Tutorials** to Tackle the Scary Tech

BEST VALUE!

*4 Monthly Payments of \$89*

ENROLL NOW! →

BEST SAVINGS!

*A one-time payment of \$297*

ENROLL NOW! →



LIMITED TIME OFFER!



*8 Monthly Payments of \$47*

ENROLL NOW! →



— GUARANTEED SAFE CHECKOUT —

  **AMEX**   **shopify**  
SECURE

 **Someone from Boulder, CO**  
Joined The Podcast Lab  
a day ago  [verified by Proof](#)