



Scaling Your Podcast To 1M Downloads in 1 Year

Your Proven Checklist for Predictable, Sustainable Growth



Podcasts Get Stuck Usually for TWO Reasons

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They get **stuck** in a cycle of
“producing without thinking”

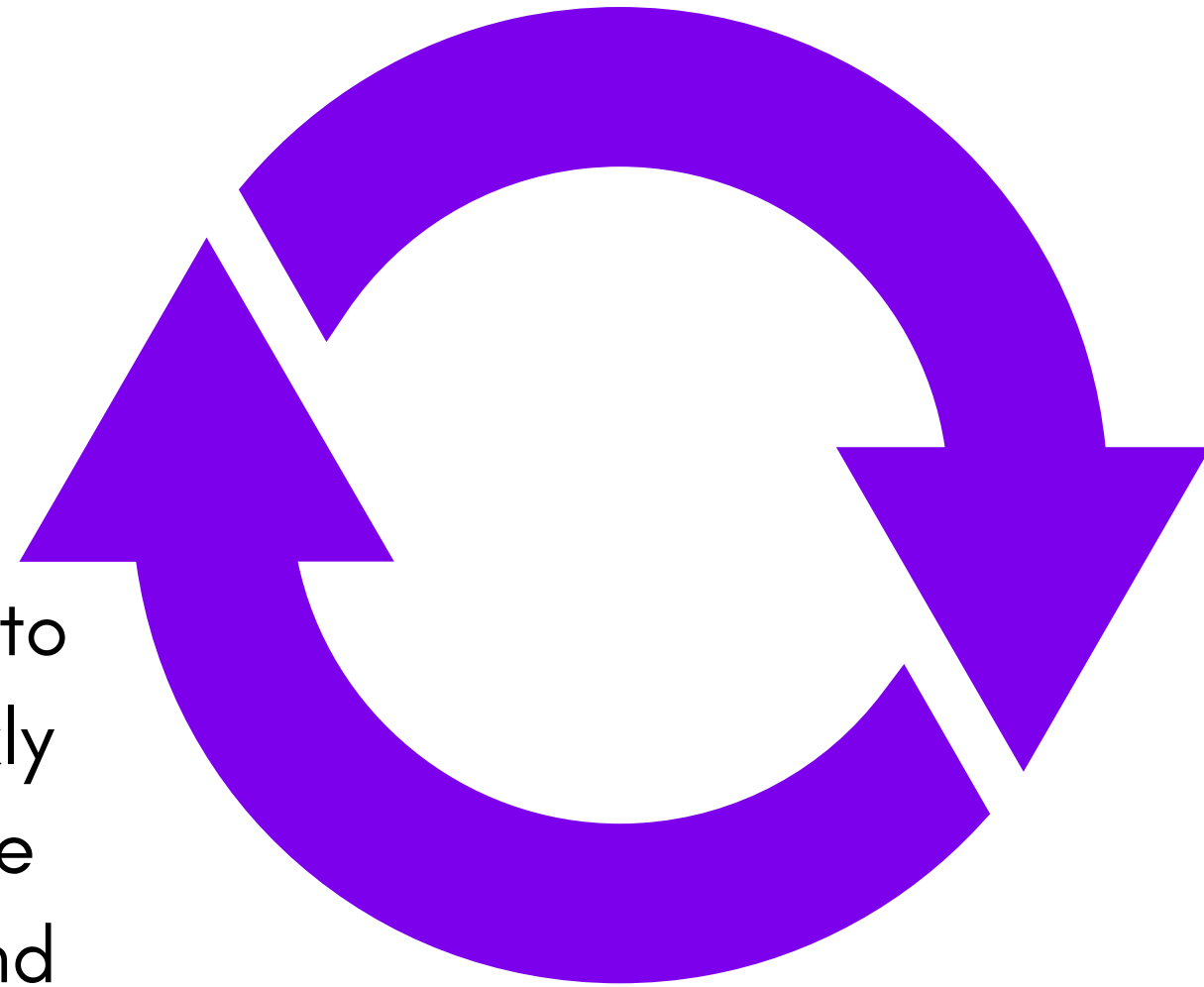


Podcasts Get Stuck Usually for TWO Reasons

**They don't know what to change
& key data points to look at and
what levers to pull to see
improvements so
the cycle continues...**



Podcasts Get Stuck Usually for TWO Reasons



Producing content to
keep up with weekly
schedule doing the
same thing over and
over

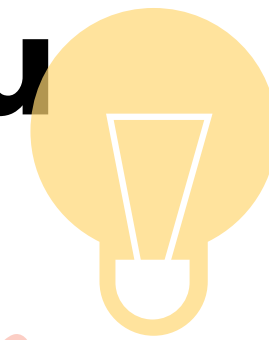
Is it working?
Not sure but lets
keep going!



No signs of improvement so people quit.

**Even if you're just in it for the
"networking" this is discouraging...**

So today I want to show you some frameworks and tools to help you grow your show to over 1M downloads or more in 1 year.

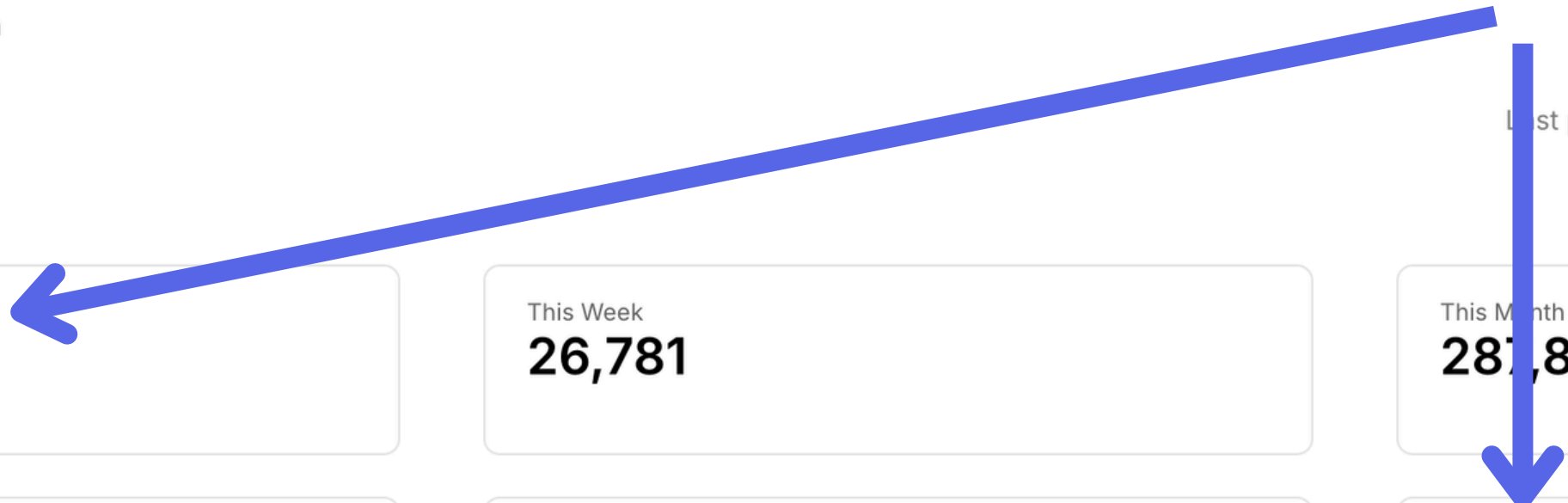
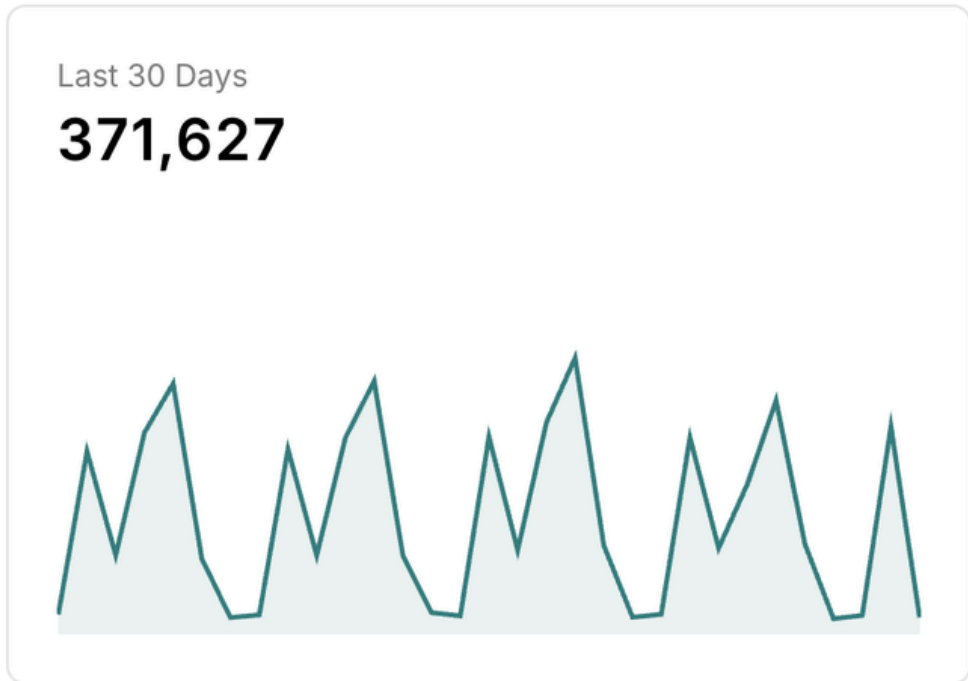
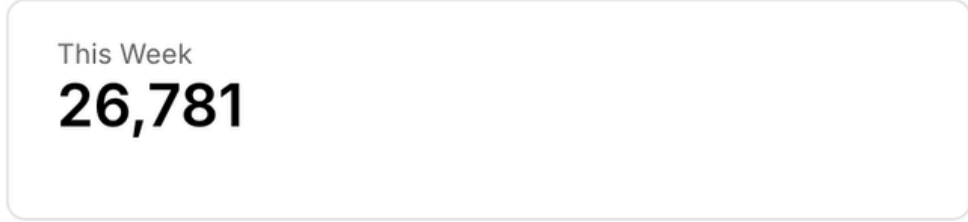


The 3 Part Path to Scalable Growth for Your Video Podcast





Dr. Jockers Functional Nutrition





Myers Detox Podcast



Dashboard

Stats



Myers Detox Podcast



All Time

2,934,225

This Week

4,633

Last 7 Days

9,656

Last 30 Days

31,498



The Wealth Without Wall Street Podcast

[Podcast Settings](#) | [RSS Feed](#)



Dashboard

Analytics Summary

Downloads

Today

189

Yesterday

539

Last 7 days

3,585 ↑ 29%

Last 28 days

11.3k

Last 90 days

35.9k

1,532,248

1.5M

Download Averages ⓘ

Per Day

561

Per Week

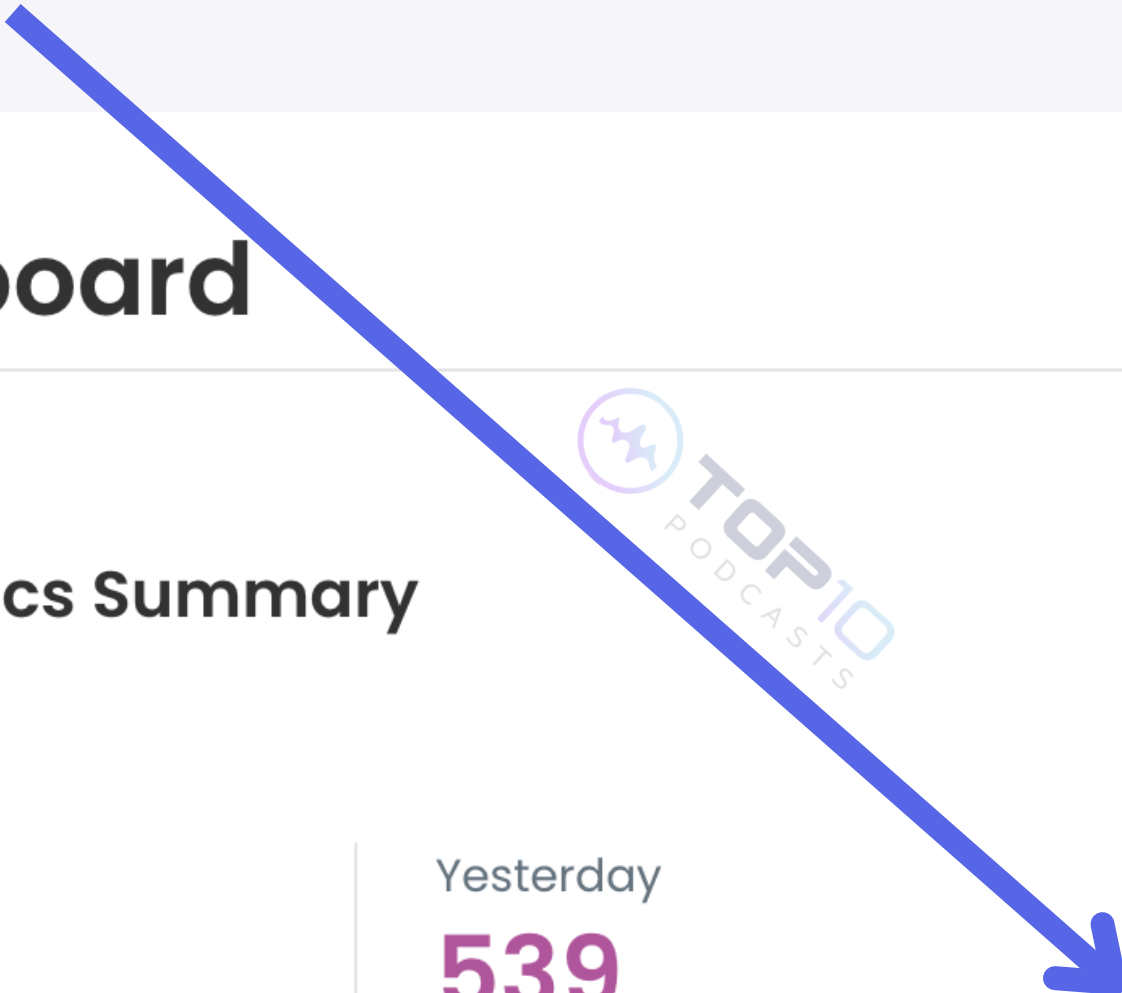
3,929

Per 28 days

15.7k

Per 90 days

50.5k





Younger Than Yesterday

[Podcast Settings](#) | [RSS Feed](#)



Analytics

Summary

Engagement

Audience

Compare

Episodes Overview

Downloads

Today

58

Yesterday

4,777

Last 7 days

34k ↑ 23%

Last 28 days

100k ↑ 518%

Last 90 days

128k ↓ -15%

All-time

338k

Download Averages ⓘ

Per Day

1,428

Per Week

9,994

Per 28 days

39.9k

Per 90 days

128k



Brain Fit with Robert Love

[Podcast Settings](#) | [RSS Feed](#)



Summary

Engagement

Audience

Compare

Episodes Overview

Downloads

Today

8

Yesterday

90

Last 7 days

5,021 ↓ -85%

Last 28 days

89.3k ↑ 8,466%

Last 90 days

92.1k ↑ 270%

All-time

117k

Download Averages ⓘ

Per Day

582

Per Week

4,077

Per 28 days

16.3k

Per 90 days

52.4k



Level 1: Path. Person. Problem. Promise.

Important question you need to answer...

What kind of podcast do you want to build?

Level 1: Path. Person. Problem. Promise.

What kind of podcast do you want to build?

Business Dev Podcast

- Mostly interviews
- Less downloads
- Focus on bringing on guests that are their client or have their clients
- Monetize via direct sales and referrals
- *Not made to be monetize via the listeners*

Level 1: Path. Person. Problem. Promise.



- **What kind of podcast do you want to build?**
 - **Business Dev Podcast**
 - Mostly interviews
 - Less downloads
 - Focus on bringing on guests that are their client or have their clients
 - Monetize via direct sales and referrals
 - **Niche Celebrity Podcast**
 - Format agnostic (interviews, solo, co hosted, etc)
 - Goal is to be a celebrity to a single niche (think Chris Martinez as the top agency coach)
 - Monetize via direct sales, referrals, and sponsorship depending on the vertical

Level 1: Path. Person. Problem. Promise.



- **Business Dev Podcast**
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- **Mass Market Podcast**
 - Format is whatever brings in the most views
 - Goal is to get picked up by a network, getting bought out or landing massive sponsors
 - Monetize via sponsors and lower ticket product sales (affiliate or owned products)
 - Usually these are health, wealth, or relationship shows

Level 1: Path. Person. Problem. Promise.

- **Metrics for each**

- **Business Dev Podcast**

- How many people in your ICA did you get on a call with this month?
- How many moved to a second call?
- How many offers did you show to podcasts guests?

- **Niche Celebrity Podcast**

- Subscribers/Followers on YouTube/Apple / Spotify Gained
- Retention (AVD average view durations)
- Email subscribers or new Skool group members
- Calls booked

- **Mass Market Podcast**

- Views/downloads
- Sponsorship Revenue per episode /Affiliate revenue episode
- Subscribers/Followers on YouTube/Apple / Spotify Gained



Level 1: Path. Person. Problem. Promise

- **Define target audience:**

- Demographic
- Life stage
- Life event
- Interests
- Goals
- Location
- Occupation



- **Clearly articulate the problem being solved + the promise/result for the audience.**

- EX: This podcast is going to save you thousands of dollars every week by sharing new 3 personal finance tips in 15 minutes or less in a fun easy to implement style every week.

- ***This podcast is going to _____(promise) by _____(method) in _____(time commitment) every single _____(frequency) in a _____(describe format/style of the show)***

Level 1: Path. Person. Problem. Promise

- **Define target audience:**

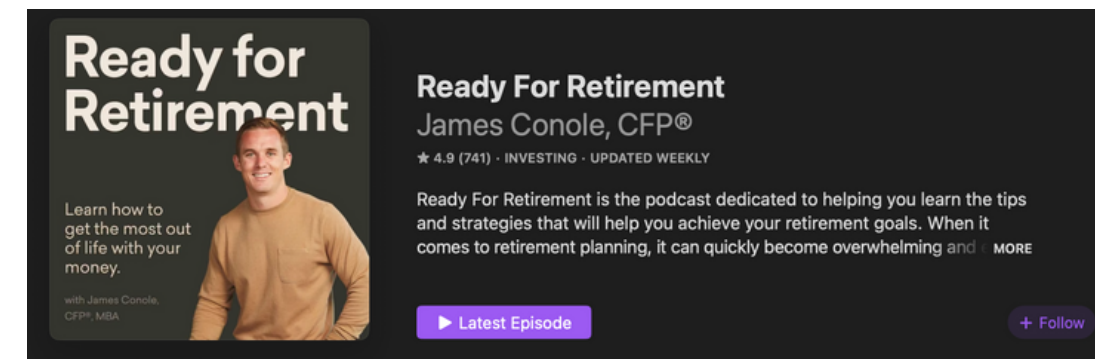
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 - This podcast is going to _____(promise) by _____ (method) in _____ (time commitment) every single _____ (frequency) in a _____ (describe format/style of the show)

Level 1: Path. Person. Problem. Promise.

Clear title for the podcast that speaks direct to the desired outcome for target audience (Clear not cute)



Clear & measurable NEXT STEP for listeners who are your ideal customer. Every episode should put to a "next step" of some sort.

YouTube video player showing a video by Cole Gordon. The video title is "This One Employee Makes Me \$1 MILLION Per Month". The video content shows Cole Gordon, Owner of CLOSERS.IO, with a text overlay "COLE GORDON Owner, CLOSERS.IO \$30M/Yr Consulting Company" and "SINGLE HIRE THAT". The video description includes a link: "Want my personal help scaling your business? Or staffing your sales team? Click here -> <https://bit.ly/WorkWithClosersio>".

Level 1

**You'll graduate
from this step
once you...**



At least 3 episodes live. And the next 3 to 4 planned



YouTube channel set up (*Full guide for this later*)



A clear call to action that speaks the biggest pain points of your ICA for every episode.



Your KPI's for the podcast defined. (depending on the TYPE of podcast your building)

Level 2: Optimization & Growth

Objectives.

- **Find** show formats that produce consistent views, retention time from your ideal audience. Within the KPI's for your show.
- **Create packaging (title + thumbnail)** that produces a CTR at or above the KPIs for your show consistently.
- A consistent way to **get in front of new audiences** with your content.

Level 2

Metrics we track for Mass Market + Niche Celebrity Shows

Benchmarks					
	Views	CTR (click - thru - rate)	Retention at 30 seconds	Audio Downloads	Subscribers Gained in 30 days
Good	150	3%	40%	100	1%
Better	200	4%	60%	200	2%
Best	300+	7%	75%	300+	5%+

* for subscribers gained we are looking at the % of subs gained relative to your beginning of the month metrics. (if you start with 1000 subs and you gain 10 then you grew by 1%)



Level 2

Show Formats




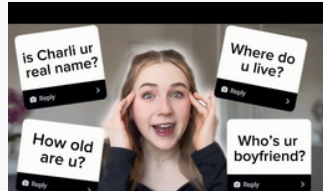







Remember at the beginning of this presentation?

People get stuck in a cycle of “**producing without thinking**”

We stick to what's comfortable.

Level 2

If You're Below KPI Test Different Show Formats

Rants		Co-Hosted	
Interviews		Q&A	
In person interviews		News/ Current Events	
Game show		Reaction episodes	
Detailed Case Studies on Client Wins		Hot Seat Style/Call In Show	
Test show lengths 5 mins V 50 mins			

Level 2

Where to start looking if things aren't working

If our content is not hitting the KPIs we test until we find something that works.

CTR: Title and thumbnail testing. A/B testing more bold titles/TN style

Retention at 30 seconds: Change the hook / test new topics/ show format

Audio Downloads/Views: Change the hook / test new topics/ show format

Sub Gained on YouTube: Topics/check promotion to warm audience/check promotion to cold audience are we doing any?



NOTE: Other things can directly or indirectly affect these metrics such as duration of a video. So these are not the ONLY things to look at.




Level 2

**Testing Can Be the Difference
Between 1,000 and 12000
views..... its worth it.**

Example: After changing the thumbnail this episode generated another 10k+ views (40x the normal view count)

Volume: 50/mo | CPC: \$0.00 | Competition: 0 | [AdInsights](#) ★



3.2K Views over time

Engagement: 2% | Outlier: 40x | VPH: 10.5

24 hours | 1st 7 days | **1st 28 days** | All

13,190 views

The Silent Collapse of Rural America—And Why It Affects You

Bradley Schurman
302 subscribers

Subscribe | Remix

268 | Share | Download | Clip | Save

VIEWSTATS
Views | Compare | Ranking | Overview

Thumbnail Changes

05/31/2025 | 05/28/2025

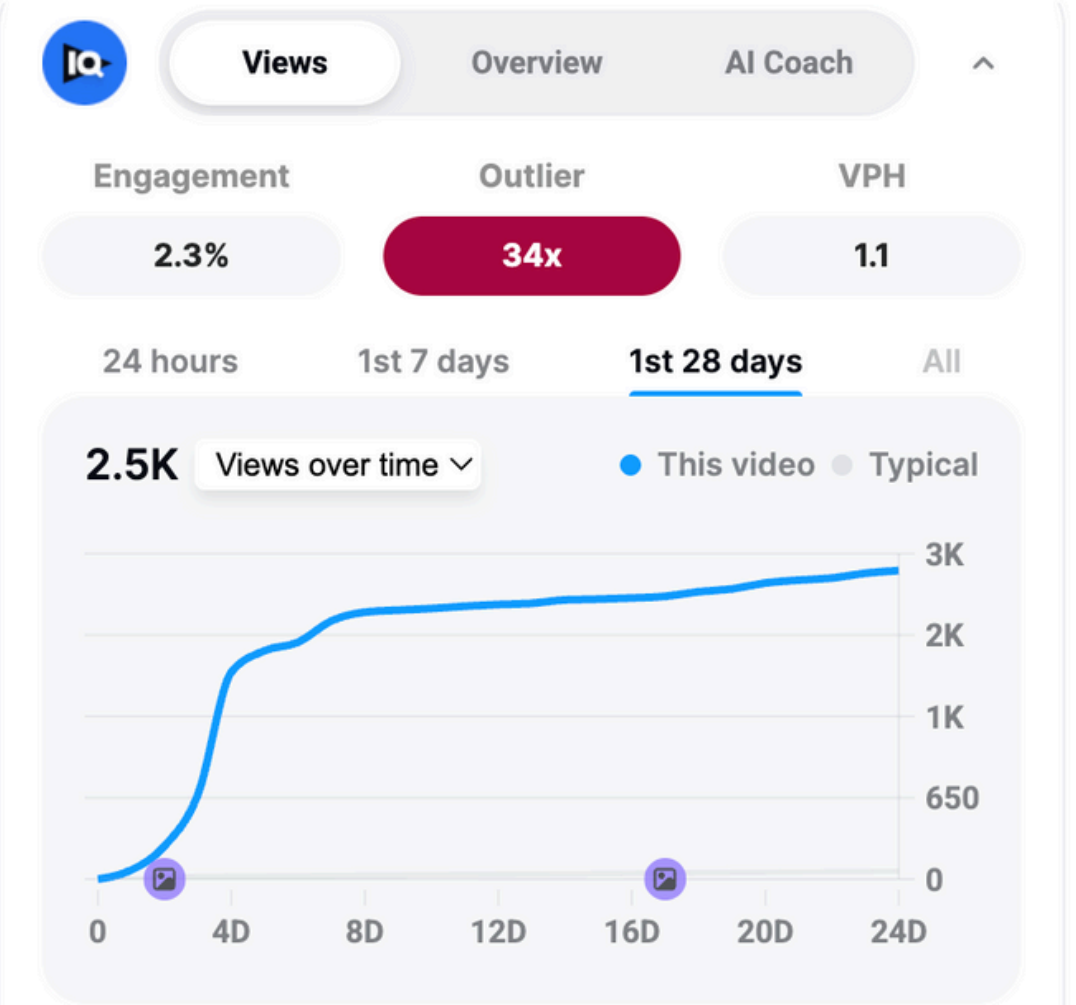
America's losing farms

Example: After changing the thumbnail this episode generated another 2.8k views (34x the norm)



Are We All Screwed? A Millennial and Gen Xer Weigh In With Bradley Richardson of Advanced Adulging

Mauree... 831... [Subscribed] [Remix] [57] [Share]



Are We All Screwed? A Millennial and Gen Xer Weigh...
Last Updated 06/13/2025

Thumbnail Changes



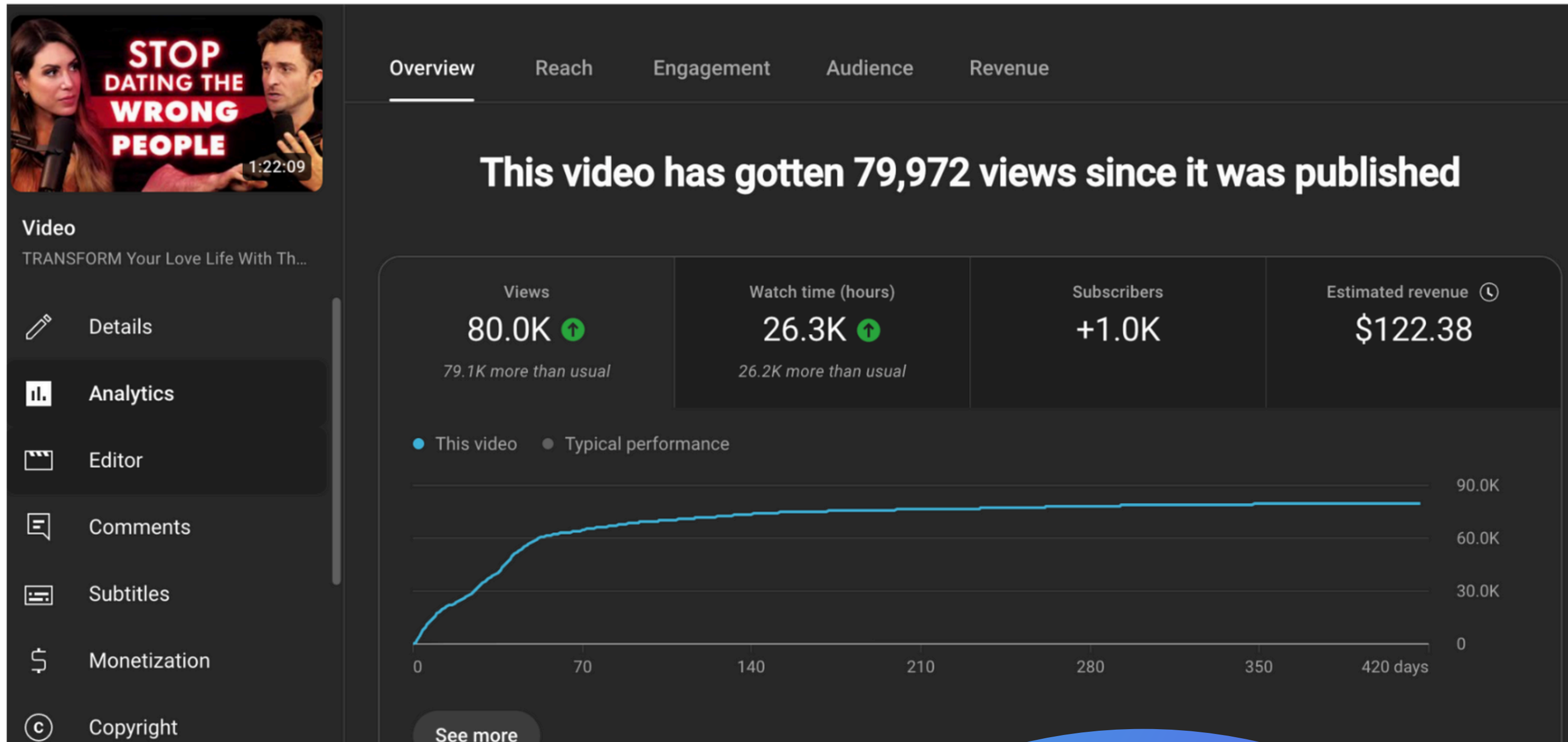
Level 2

What's Working Now For Growing On YouTube & Audio Podcasts...

Level 2

What's Working For Us

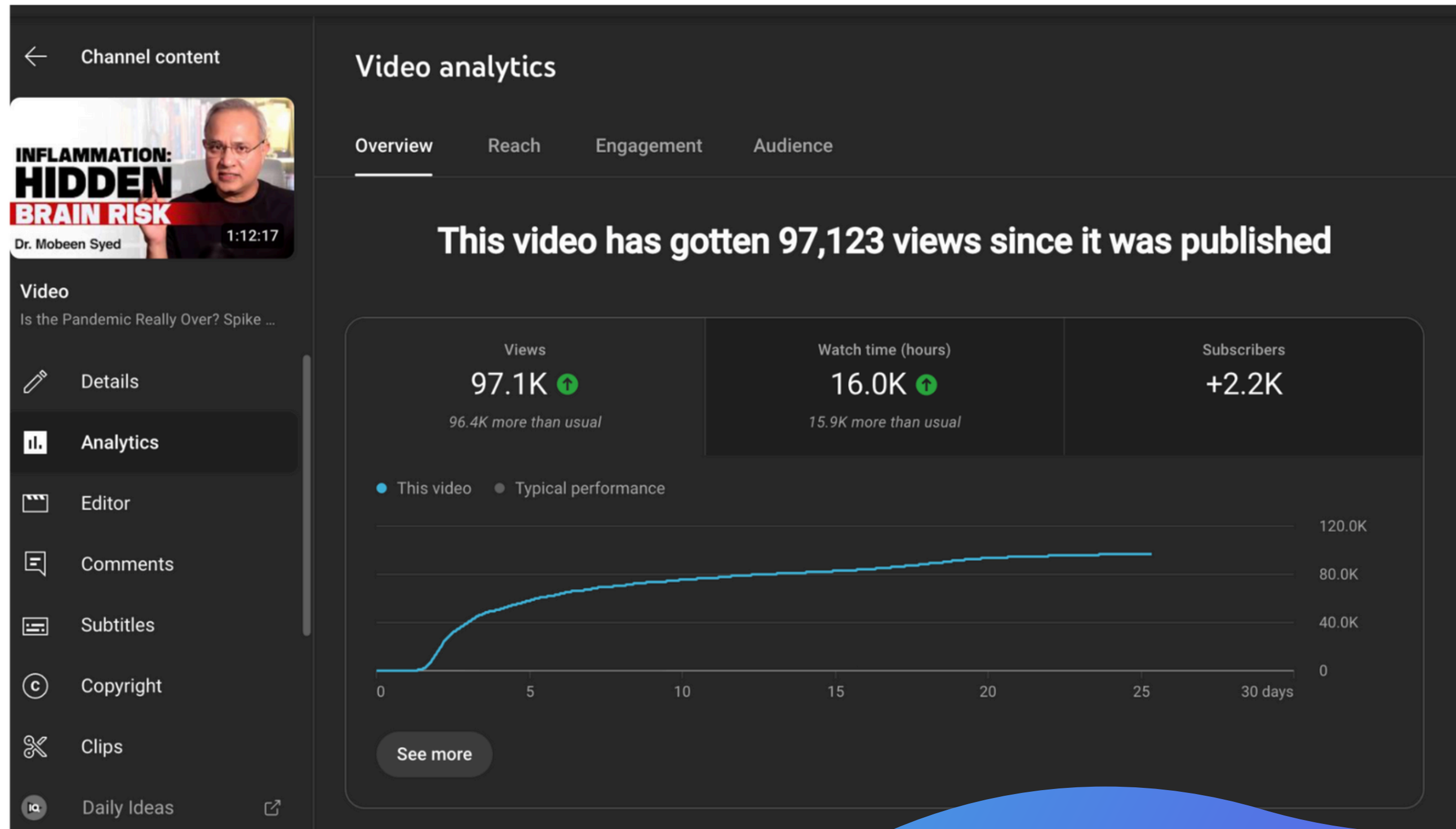
Targeting **Larger YouTubers** for Interviews (Over 300k Subs)



Level 2

What's Working For Us

Targeting Larger YouTubers for Interviews



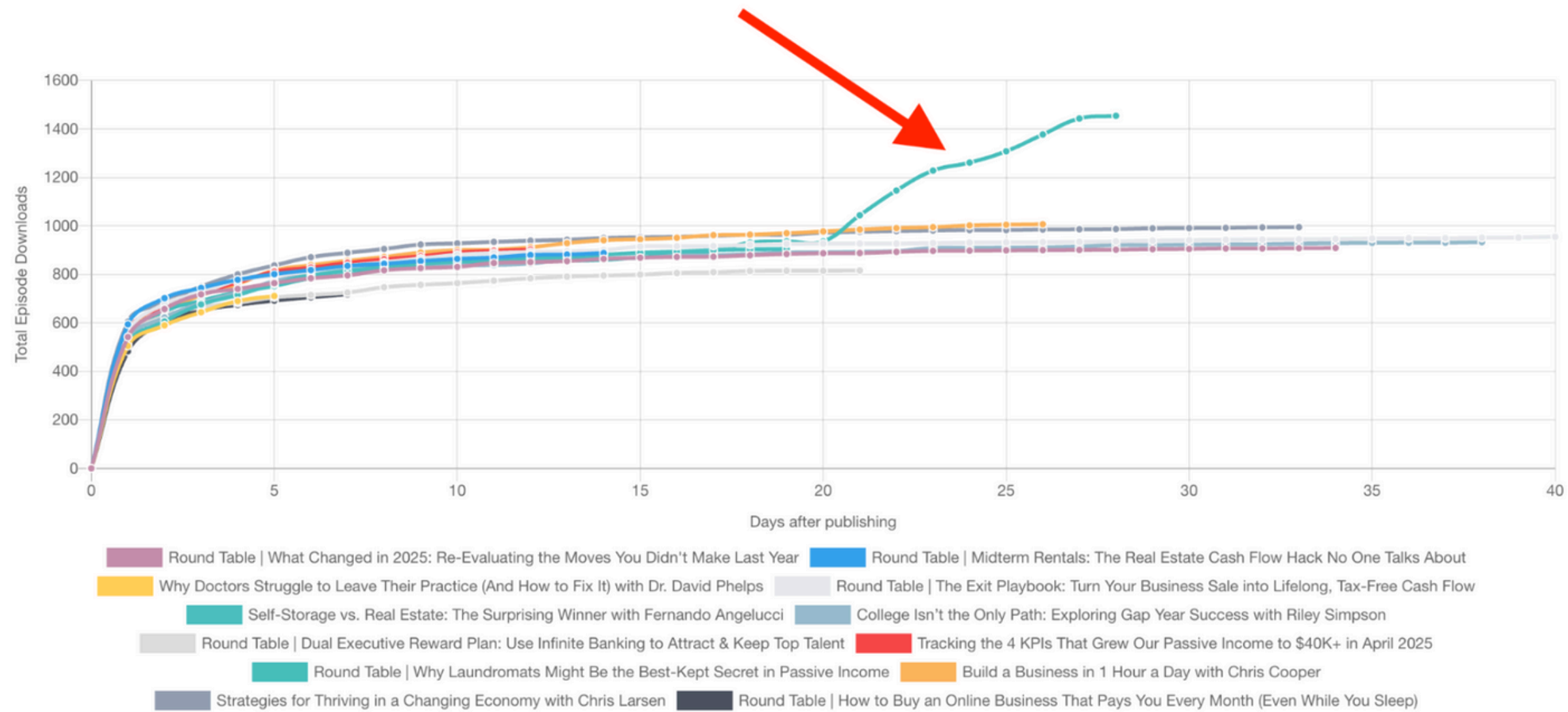
Level 2

What's Working For Us Google Display Network Ads

Compare Episodes

Why Doctors Struggle to Le..., Round Table | ...

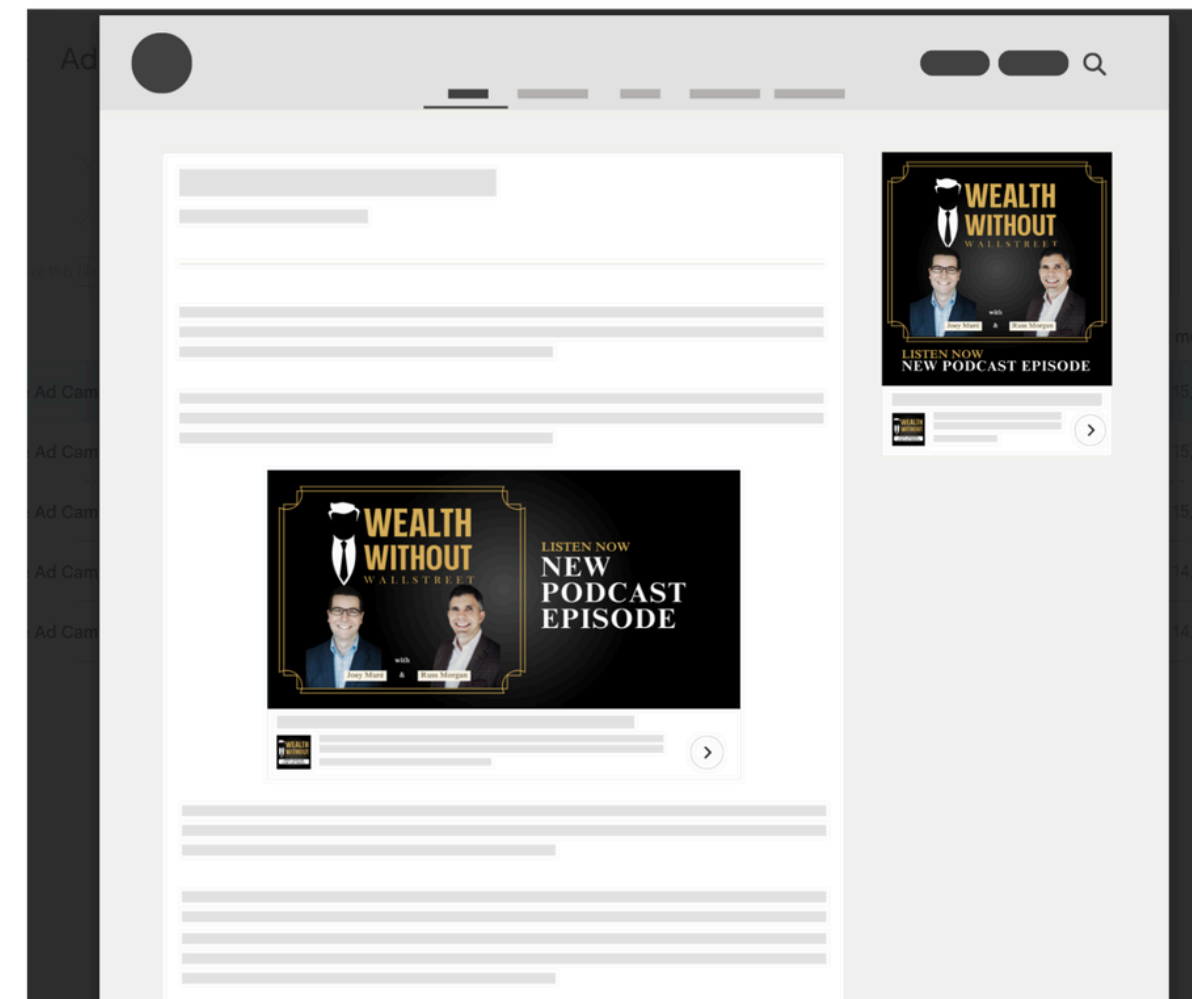
Time Since Publishing: First 90 Days



Level 2

What's Working For Us

Google Display Network Ads Creative Example



Level 2

What's Working For Us

Google Display Network Ads

Round Table | Why Laundromats Might Be the Best-Kept Secret in Passive Income
Are you looking for a passive income stream that could provide consistent...
34:45

You can use other tabs and apps as the episode plays in the background.

Play Now!

WEALTH WITHOUT WALLSTREET
STOP TRADING TIME FOR MONEY

Click the play button above to learn how to enhance savings, increase cash flow and create passive income all without the help of Wall Street.

Privacy Policy

Round Table | Why Laundromats Might Be the Best-Kept Secret in Passive Income
Are you looking for a passive income stream that could provide consistent...
34:45

You can use other tabs and apps as the episode plays in the background.

Follow our Podcast and never miss an episode

WEALTH WITHOUT WALLSTREET
STOP TRADING TIME FOR MONEY

Follow us on Spotify, Apple Podcasts, and YouTube.

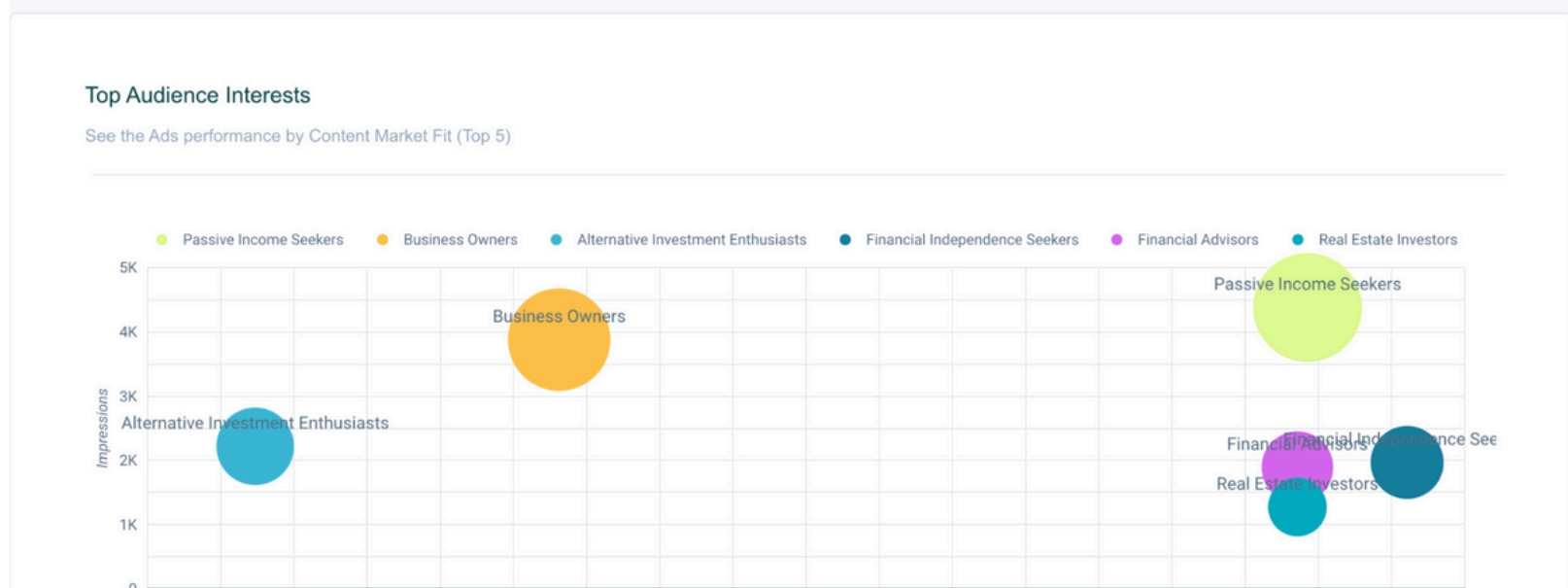
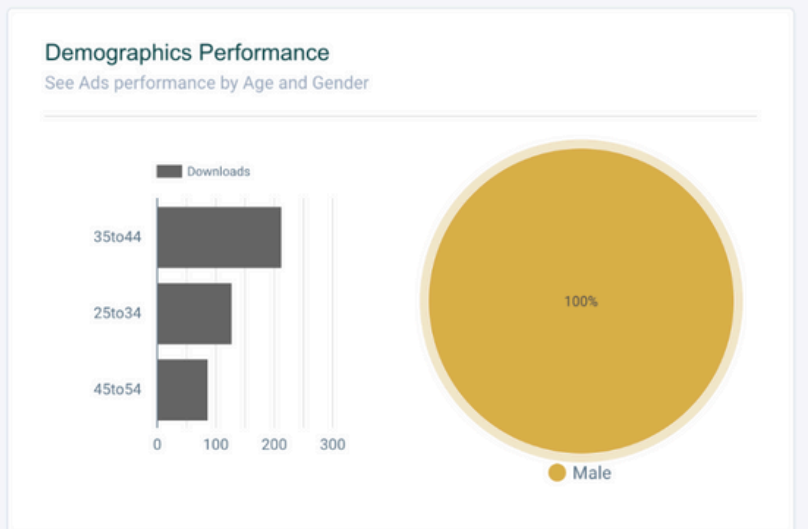
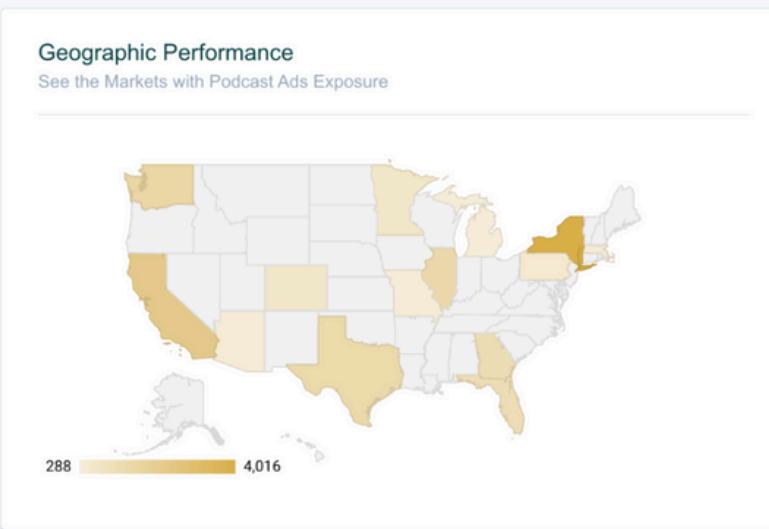
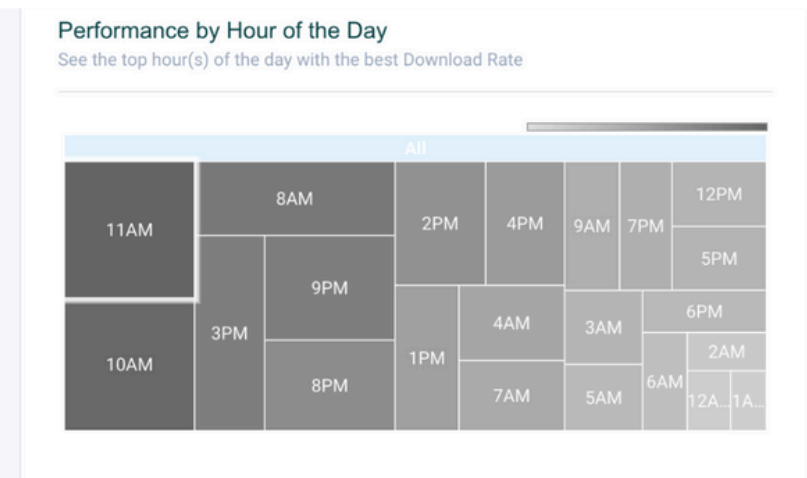
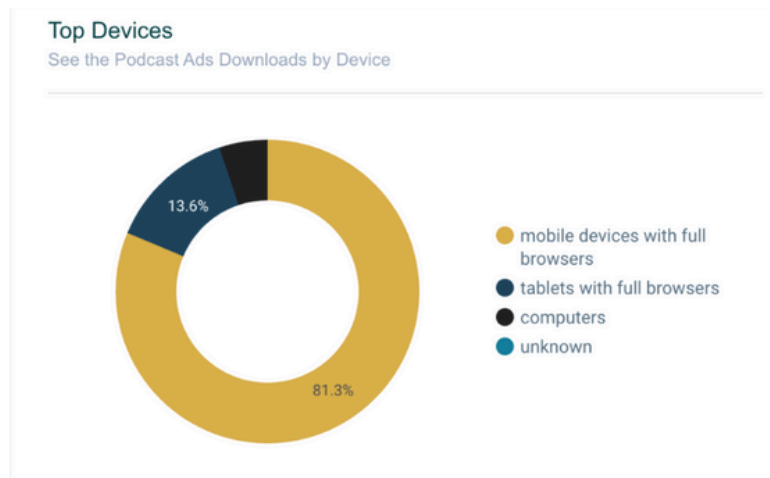
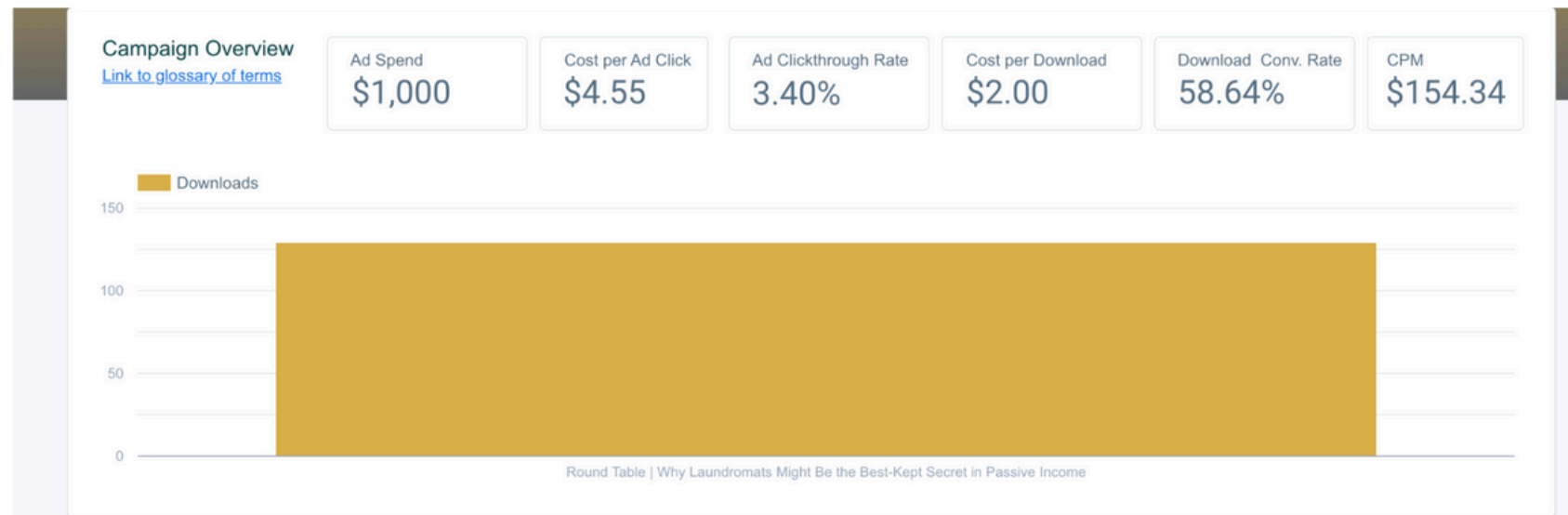
Click the play button above to learn how to enhance savings, increase cash flow and create passive income all without the help of Wall Street.

Privacy Policy

Level 2

What's Working For Us

Google Display Network Ads



Level 2

Other ways to grow

Getting on other Podcasts

- ✓ “Tried and true” way of building a wider referral network (not a mass audience)
- ✓ You can run ads to the video on Google and target the hosts audience to improve the the views/visibility
- ✓ Indexable /SEO rich content

Level 2

Getting on Podcasts






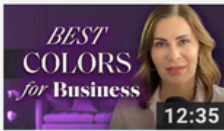

Best ways to drive listeners/viewers back from interviews is to....

- ✓ Give people a DIRECT way to get in contact for you (phone or direct email) along with something free for people who need more nurture.
- ✓ Create a custom link with the host's name <https://www.top10podcasts.com/Chris>
(according to Kasim Aslam the host will say it 3 to 4 times more if you've taken the time to create a link for them)

Level 2

Other ways to grow

You CAN also use paid media to amplify the usefulness of these appearances with YouTube Ads

<input type="checkbox"/>		<p>What Do Your Clothes Say About You? NFL Player Shares Why Authenticity Is Your Superpower</p>  <p>Watch now Celeste Moore - Cel... What Do Your Cloth... Amari Gainer Open... View asset details</p>	Eligible	Responsive video ad	13,912	1,010	\$0.080	\$80.62	What	
<input type="checkbox"/>		<p>What Is Hollywood's Jesse Metcalfe's Secret to Looking 20 Years Younger?</p>  <p>Watch now Celeste Moore - Cel... Watch Jesse's Inter... No Fillers, Just Res... View asset details</p>	Eligible	Responsive video ad	7,000	613	\$0.048	\$29.69	What	
<input type="checkbox"/>		<p>The Power of Color Psychology in Business</p>  <p>Watch now Celeste Moore - Cel... Understanding The ... Did You Know The ... View asset details</p>	Eligible	Responsive video ad	6,253	383	\$0.114	\$43.59	The F	
Total: Ads in your current view 						27,165	2,006	\$0.077	\$153.90	



Super warm prospect from a 1 yr + old interview

On Sun, Jun 26, 2022 at 1:20 PM Jake Rubin <jake@mamazen.app> wrote:

Hello Luis,

My name is Jake Rubin and my wife and I cofounded the MamaZen app and are considering also launching a podcast.

I found out about you listening to another podcast and enjoyed your story and learning about what you do.


We would like to speak with you personally and get more information about how you may be able to help us launch and grow a podcast.

Are you available for a call this coming Tuesday at 11 AM Eastern?

By the way, I love what you said about being committed to learning and growing to become a better husband. Have you become a father yet also? Either way, please check out our website and some of our media appearances for more information about us, our app and what we do.

Best,



Another warm DM from an Interview


thefishtank81 · Instagram
2.3K followers · 294 posts
You follow each other on Instagram
You both follow kevinchemidlin

[View profile](#)

JUL 5, 10:53 AM

What's up Luis? My name is Seth Levit and I'm co-host with former Miami Dolphins WR OJ McDuffie for a podcast titled The Fish Tank. I just heard your interview on Grow The Show and by the end, realized you're a South Florida guy. Figured I would drop you a line. Just subscribed to your show as well and I'm digging in! Continued success! - Seth

JUL 5, 7:06 PM

Yo!!! Seth great to connect bro!

pytshebeme · Instagram
226 followers · 103 posts
You don't follow each other on Instagram

[View profile](#)

YESTERDAY 5:13 PM

Greetings! I listened to your interview on Grow The Show. I was so inspired by your success after a failed podcast. That is the situation I'm currently in. My cousin and I had a podcast that wasn't successful or growing. We are starting over and want the new podcast to be a success. I'm sure you're a very busy man but any assistance, tips, or tricks you could offer would be greatly appreciated and applied. We are determined to launch this new podcast and thrive. Thank you so

Accept message request from **Mychelen Skinner (pytshebeme)**?

If you accept, they will also be able to call you and see info like your activity status and when you've read messages.

[Block](#)

[Delete](#)

[Accept](#)



Interview from a podcast I don't even remember being on.

Instagram

83K followers · 594 posts

You've followed this Instagram account since 2022

[View profile](#)

JUN 30, 10:57 AM

Luis,

Thank you for the podcast - just came across your Bulletproof Marketer episode and have been blown away by your content. I have a podcast [@gotyour6pod](#) and have been working on it for the last year, thrilled to keep diving deeper into your episodes. Is booking a call the best way to look at working together?



Tony



JUN 30 5:04 PM

Level 2

Optimization & Growth

Others Ideas...

- ✓ Leveraging New Ad Platforms like AudienceLift.com
- ✓ Buying ad space on other podcasts

Happy to chat about these if you have questions

Level 2

Optimization & Growth

You'll graduate from this when you..



We want 1-3 formats that we know resonate with people.



A thumbnail and title format(s) that we know drive clicks and hit KPI



At least one reliable strategy to reach new people consistently

This is ongoing process because things stop working eventually.

Level 3: Monetization

Key Objectives

- You are seeding your offer in your offer/service into all of your episodes.
- Find and double down on one consistent monetization strategy (Sponsors, affiliate sales, direct sales, interviewing referral partners or prospects)
- You have a process for baking in new product launches, and seasonal promotions are baked into your podcast regularly when they happen.
- Trackable links and pages where we send traffic are set up and measured



Level 3

Monetization

Metrics we focus on at this stage
(these are just options)

- ✓ Page visits
- ✓ Clicks from unique link
- ✓ Opt ins
- ✓ Facebook group/Skool group members
- ✓ Calls booked
- ✓ Sponsor revenue

Seeding Your Offer In Episodes

- **Seeding your services/offers means to casually and naturally bring up how you help people in a none pitchy way...**
 - The other day I was speaking to a client of ours at Top 10 and...
 - Recently we just tested _____ with a few of our private clients..
 - This just happened to a client of ours on YouTube _____ and we got it resolved but I wanted to share how we did it to help you
 - A few weeks ago one of my consulting clients asked me...
- Tony and Alisa have build their entire coaching business through just this.

Example



Your FIRST line in your show notes is a DIRECT CTA.



This One Employee Makes Me \$1 MILLION Per Month



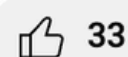
Cole Gordon
34.3K subscribers



Subscribed



Remix



33



Share



Download



Clip



802 views · 6 days ago · #entrepreneur #businesstips #highticket

Want my personal help scaling your business? Or staffing your sales team? Click here <https://bit.ly/WorkWithClosersio>

DM me "CSM" on Instagram @ColeThomasGordon for the SOP doc from this video ...more

Level 3 What's Working For Us

- **Case studies... you're all service based businesses so this is an easy one.**
 - You probably won't get as many views on these videos but the people who do watch are more likely to be a better fit.
 - Interview the client
 - Create slides and walk through it (starting point, pain, recommendations/changes, results)



LinkedIn
13,808 FOLLOWERS
37M IMPRESSIONS
PROVEN STRATEGY



Killer Meta Advantage+ Case Study: 1 Campaign, 1 Ad set, 50 Ads... Whaa?

Perpetual Traffic • 642 views • 10 days ago **1 VPH**
5.19K subs Enga: 4% VPD: 59 SEO: 5/100

Meta Ads are evolving—and if you're still clinging to Advantage+ Shopping campaigns, you're already behind. In this high-impact episode, Ralph Burns and John Moran pull back the curtain...



[Case Study]: 5 Steps to High-Converting On-Brand Beauty & Wellness Ads

Perpetual Traffic • 131 views • 1 month ago
5.19K subs Enga: 1% VPD: 3.72 SEO: 5/100

Ralph Burns and Lauren Schwartz return for the third installment of the Beauty Brand Scaling Series—and it's their most tactical one yet. They pull back the curtain on the exact creative...

Adding Seasonal CTA's for New Things Coming Up

The screenshot shows the Captivate interface for a podcast named "Growth Triggers". The left sidebar contains navigation menus: "My Captivate" (Dashboard, My Podcasts), "Content Management" (Episodes, Content Library, Playlists, Show Notes), "Insights" (Analytics, Link Analysis), "Research and Planning" (Episode Planning, Research Links), "AMIE" (Bulk Ad Editor), and "Monetization" (Tips). The "AMIE" menu item is highlighted with a red box. The main content area shows the "Bulk Editor" for "Growth Triggers" with a "Create New" button and a progress indicator "0 of 3 bulk edits". Below this are four tabs: "Change Pre/Post Roll Ads" (active), "Remove Pre/Post Roll Ads", "Manage Mid Roll Ads", and "Replace Tagged Ads". The "Change Pre/Post Roll Ads" tab contains instructions: "Edit the pre and post-roll ads across any number of your episodes. Choose content files from the content library then select what episodes you'd like to replace." and "You can edit the default Pre/Post-Rolls that will be applied to all future episodes in your podcast settings." Below the instructions are two panels: "Pre-Roll ad" and "Post-Roll ad". Each panel has a dashed box containing a plus icon and the text "Add from the Content Library or upload a new file."

A decorative graphic consisting of a series of blue arrows pointing to the right. The first three arrows are light blue with white outlines, and the fourth is a solid medium blue arrow containing the text 'Recap'.

Recap

Level 1

Wrapping Up Level 1

- ✓ At least 3 episodes live. And the next 3 to 4 planned
- ✓ YouTube channel set up (Full guide for this later)
- ✓ A clear call to action that speaks the biggest pain points of your ICA for every episode.
- ✓ Your KPI's for the podcast defined. (depending on the TYPE of podcast your building)

Level 2

Optimization & Growth

You'll graduate from this when you..



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