



ServeNoMaster 112: Podcasting Trends in 2017 and Beyond

Highlights:

Trends

[1:23] Trend 1 - Hosts have the ability to become a brand influencer because audiences respond better to call to action from hosts.

[2:27] Trend 2 - It is a wide open market because a lot of people who start podcasts quit after a while because they don't know how to monetize it.

[3:23] Trend 3 - Podcasts are becoming easier to monetize if you have the right strategy.

How to Earn Money from Podcasts

[3:40] 1 - Offer vocal services

[4:16] 2 - Affiliate marketing

[5:31] 3 - Consulting

[7:06] Trend 4 - Smartphone sales are going through the roof. This is good because smart phones are the best way to listen to podcasts.

[8:54] Trend 5 - Live streaming: a lot of services offer pure audio live streaming

[10:01] Trend 6 - Custom content is king. Podcasts allow people to listen to episodes they want in any order they want.

[11:53] Trend 7 - Storytelling is back. The ability to tell a good story is everything.

[13:44] Trend 8 - Content can be used over and over again.

[15:00] Trend 9 - Facebook is providing more audio-related services.

Sponsor Fresh Books— <https://servenomaster.com/freshbooks>