Power-Up Podcasting®

A step-by-step course to launch a successful podcast that gets found and grows your online brand.

SEE WHAT'S INCLUDED

Learn to podcast the smart way

WITH PAT FLYNN

So, you've decided to start a podcast? Awesome! A podcast is one of the best ways to build a super-loyal audience and grow your business, even from scratch. But where do you start?

There's a lot of planning that goes into creating a podcast and your head is probably full of questions like:

- How do I come up with episode content?
- What equipment and software should I use?
- How do I get my show loaded into Apple Podcasts?
- How do I make sure people find my show?

With this course, you will get a step-by-step workthrough of the entire process of launching a great podcast. With high-quality videos that aren't too long and examples along the way, you'll have your new podcast up and running in no time, so you can start growing and delighting your audience

Your audience is waiting to hear from you.

What you'll learn in Power-Up Podcasting®

HINT: MORE THAN JUST TALKING INTO A MICROPHONE

Through each stage of the course, you'll learn everything you need to know about creating and launching a successful podcast.

1 The how and why of podcasting
You'll gain a deep perspective on how and why podcasting is a great platform for both you and your listeners, and how to create engaging content that grows your audience and keeps them coming back.

2 Mastering the technical elements
You'll gain the know-how required to hit the airwaves like a professional with an in-depth understanding of podcasting equipment, voice recording, audio editing, interviewing, staff tagging, hosting, and publishing.

3 Setting up your website, show notes, and more
You will learn how to get your show published, including developing show notes, finding a website or blog for your podcast, submitting your show to iTunes, and creating accurate transcriptions of your episodes.

4 How to launch your podcast with an unforgettable bang
Effectively promote and market your launch on social media, be a guest on other podcasts in similar niches, write amazing blog posts that draw in listeners, and maintain your podcasting brilliance for years to come.

Explore for lessons ↓

Here's What You Get with Power-Up Podcasting

An action plan to take you from brainstorming through your show launch

Pat Flynn, long-time award-winning podcast host, will lay out everything you need to do to launch your show. Power-Up Podcasting takes you expertly through the podcast creation process, beginning with crafting your show's purpose and culminating in your show's launch.

Video course content with step-by-step technical training

Don't let the technical side of podcasting your show overwhelm you. The course contains advice on exactly what equipment you need to buy; instruction for how to set it up; walkthroughs of recording and editing your episodes; and tutorials on how to upload your show to iTunes and other podcast content means that you can watch at your own pace and come back for a refresher at any time.

Ongoing help from Pat and the SPI community

You get access to Pat's weekly private Office Hours Zoom call, which is only open to course students. You also get access to the Power-Up Podcasting space inside the SPI Academy, our private Circle community for growing entrepreneurs. Ask questions, get feedback, and support your podcasting peers.

Flexible Pricing Available

Choose between two pricing options: a single payment of $499 or make installment payments through Klarna. Customers in the U.S. and Canada can get installments of $ 5, 6 or up to 12 months after approval. Learn more about Klarna.

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Meet your course instructor

Hey there, my name is Pat Flynn and I'm what you might call an "OG Podcaster." All that means is that I've been doing this for a VERY long time, so if you're looking for someone with the most experience, look no further.

Since 2010, I've recorded over 1,500 episodes of podcasts and have had over 70 million downloads across several podcasts, including the two ranked and awards-winning show, The Smart Passive Income Podcast.

But more importantly, I've taught tens of thousands of people just like you how to start, grow and monetize their podcasts.

I've even contributed to the start of some really BIG podcasts: like The Tim Ferriss Show.

I know what works and what doesn't, because I've been there. It's not just about how to start a podcast, but how to grow a podcast, and learn it into something that could potentially generate an income for you.

That's my specialty. I want to make sure that when you start your podcast too, you'll have the best chance to get a strong listener base and turn it into something bigger.

There are many challenges in starting and growing a podcast, but my proven online course, Power-Up Podcasting®, has helped thousands of other students. Now, it's your turn to grab the mic, share your message, and build your loyal fan base.

How this course sets you up for success

STARTING A PODCAST IS HARD WORK, BUT YOU'RE NOT ALONE

I know all too well how intimidating it can be to start a podcast. It took me 18 months from when I first announced that I was starting my podcast until I actually launched it.

I got stuck! Part of it was learning all the technical aspects (I didn't have a course to help me get started) but mostly, I was scared. I was so concerned with wanting to do it "right" that it kept me from the most important step, getting started.

That's why I've created this course! This is what I wish I had when I first started.

I want you to have a place to go when you have questions or need a little encouragement. Power-Up Podcasting® has built-in ways for you to get help, whether you're looking for feedback on your podcast logo, stuck with an editing problem, or just need a little pep talk before your big launch.

That's why I've set up two ways for you to get support:

Weekly office hours with Pat Flynn

Sometimes you just need to ask the teacher a question. That's why I have a weekly Zoom call that's only available to course students. Get your questions answered and learn from the questions of the other SPI course students.

Access to the private SPI Academy Circle community

Can't wait until office hours? Ask your question inside the SPI Academy!

The SPI Academy is our private student community—the place where you can ask questions when you're stuck and share ideas to get honest feedback from other entrepreneurs like you.

First-time course students also receive a free one-month trial of our brand new Learner Community, our paid community for people who are in the process of building their business. You'll get access to online events and discussions geared toward growing an online business.

The Academy is hosted on the Circle platform and moderated by Team SPI. Pat is not a Facebook fan at all. You'll find instructions inside the course for how to join using your course login.

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Don't take my word for it

Real Power-Up Podcasting® students share their experiences with the course and how it has benefitted their businesses (and even changed their lives).

These are real students, just like you. They knew they had a message they wanted to share, just like you. Power-Up Podcasting® helped them start their podcast to share that message. Let it help you, too.

"I wanted to have a bigger impact.

I always loved working with my mentees and I felt like I could do more. Power-Up Podcasting® podcast was the way to do that but I had no clue how to get started. (literally within a month, The Epic Success Podcast with Dr. Shannon Irvine is live!...it's by far the best course I've ever taken."

— Dr. Shannon Irvine

"Even in my 60s, I went for it, because Pat showed me it's doable, and I don't believe that there's anything you can pay for that will give you the feeling I'm experiencing myself, doing my show, facilitating. There's no amount of money, because the feeling comes from inner. I'm already getting back, and I'm only just gotten started."

— Dr. Barbara A. Cohen, Ph.D., Host of Harness Your ADHD Power

These are real students, just like you. They knew they had a message they wanted to share with a larger audience—just like you do. Power-Up Podcasting® helped them start their podcast to share that message. Let it help you, too.

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Course curriculum

1.0 Welcome Students	
Welcome! Watch This First (9:04)	VIEW
The PUP Student Community (2:17)	VIEW
Course Downloads	VIEW
Office Hours (5:40)	VIEW
A Record of the Latest Updates to PUP	VIEW
**2.0 PRE-LAUNCH	STEP 1: You and Your Future Podcast**	
Lesson 01: Welcome to the Pre-Launch! (1:22)	VIEW
Lesson 02: Your Podcast Equipment (5:53)	VIEW
Lesson 03: How Podcasting Works (5:55)	VIEW
Lesson 04: Common Roadblocks (and How to Stop Them) (7:29)	VIEW
Lesson 05: What's Your Show About? (3:29)	VIEW
Lesson 06: Your Show Details (24:46)	VIEW
Lesson 07: Podcast Artwork (11:32)	VIEW
Lesson 08: Voiceovers and Royalty Free Music (8:53)	VIEW
Lesson 09: Let's Recap Step 1 (2:49)	VIEW
**3.0 PRE-LAUNCH	STEP 2: Planning You Podcast Episodes**	
Lesson 01: Welcome to Step 2! Crucial Ref? (3:26)	VIEW
Lesson 02: Your Show's Introduction (10:05)	VIEW
Lesson 03: What Should You Include in Your First Episode? (4:36)	VIEW
Lesson 04: Content: What Do You Talk About? (9:35)	VIEW
Lesson 05: Guests and Interviews (12:41)	VIEW
Lesson 06: Calls to Action (9:42)	VIEW
Lesson 07: Recap of Step 2 (2:29)	VIEW

Show All Lectures ⊕

Frequently asked questions

ABOUT THE COURSE

When does the course start and finish?
The course is self-paced and you may start as long as you need to complete it. There is no time limit for completion.

How long will I have access to the course?
You will have lifetime access to the course through the SPI Course platform (hosted on Teachable).

How do I access the course material?
Log in to SPI Courses by clicking Sign Up/Login in the upper right of this page or by going here.

Course videos are not available for download and can't be stored through the platform. Some items, such as course worksheets, will be available to download.

What skills will this course teach me?
Power-Up Podcasting® will teach you everything about your podcasting equipment, the fundamentals of recording and editing audio, pro-level tips for great-sounding depth voice and interviewing others with remote software, how to prepare a podcast file for upload, setting up your podcast host, submitting your show to directories, and give you a basic plan for promoting your podcast including what you should include on your website and how to announce your show to your audience.

What equipment/tools will I need to complete the course?
Initially, you just need a computer with an internet connection. The first step of the course will walk you through the equipment you will need and our recommendations, including a microphone setup. The course offers tutorials on several types of audio recording software, including Audacity, which is free. Experts agree that $50-100/month for podcast file hosting if you go with our recommended host.

PURCHASING THE COURSE

Can I pay with PayPal?
Yes! Choose PayPal on the page under the "Billing Information" section, switch from the Credit Card radio button to the PayPal radio button. Choose your country and click "Enroll in Course" to be directed to the PayPal checkout.

What is Wizebanner?
Wizebanner is a marketing assistant that gives you the freedom to learn now and pay later. I sent my release and added their offers you always on sale through Wizebanner. Based on your purchase history, receive your account to determine what sort of repayment plan we can offer. Options may include equal installments over 3, 5, or 12 months. Wizebanner is only available to customers in the United States and Canada.

What if I am unhappy with the course?
Do not. We don't want that! We offer a 30 day money back guarantee. If you are unhappy with the course for any reason, let me know within the first 30 days by emailing help@spicamp.com and we will refund your payment.

SETTING HELP

What do I do if I need help?
For questions about your billing or accessing the course materials, email help@spicamp.com.

If you have a question about how you set the course materials to work in your own business, we encourage you to ask those in the SPI Academy or at Pat Flynn's Office Hours.

Starting a podcast doesn't have to be hard

Stop thinking about starting a show and get started today. Power-Up Podcasting® will hold your hand through all the hard parts, including setting up your studio, learning how to talk, and getting your podcast out into the world.

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My Honest Disclaimer:

Hi, Pat Flynn. Speaker of SPI Media here. I want to make sure you understand this is not a get-rich-quick scheme. The results I've achieved are not typical, and your results will vary significantly. I've put in years of effort, and have been very fortunate. Not all businesses succeed, and the principles I teach don't guarantee your success. This offering is an education tool. Always remember that running a business involves risk. Some businesses succeed, and some fail. Any testimonials are real and valid, but are not guarantees you will obtain the same results.

You should assume that any links leading you to products or services are affiliate links that I will receive compensation from just to be safe. Having said that, there are millions of products and services on the web. I only promote those products or services that I have investigated and truly feel deliver value to you.

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