

110 - Podcast Monetization with Jeff Mendelson

Jeff Mendelson 0:00

How do you make money with your podcast? Or how much do you make per episode? So let's just put it out there and just get this thing out of the way. There is no formula that X number of episodes equals y number of euros or dollars, doesn't exist. It may for some people, I would challenge that there's a lot more going on behind the scenes than just, I put out 10 episodes today made \$10,000, good on you. I pray that you're blessed. So okay, fine. Let's just put that out there. I think that one of the main things to think about when you're doing this is focusing on your WHY.

SEO Leverage Podcast Intro Music 0:39

Welcome to the SEO Leverage Podcast, where we talk about search, marketing and conversion.

Gert Mellak 0:49

Welcome back to SEO leverage. This is Gert Mellak speaking as your host, and this is episode 110. I know a lot of you guys are podcasters or interested in launching your podcast had a podcast. And there's one theme I know that always comes up, which is how to actually make money with a podcast that dedicate so much time you have someone editing it, you have someone preparing it. So ultimately podcast monetization is a topic that always comes up. So now I'm focused on SEO and by no means a podcasting expert, which is why I've invited back Jeff Mendelson to the show. Welcome, Jeff.

Jeff Mendelson 1:26

Thank you for having me back. Man, this has been so much fun. You and I have been on each other's shows already. And it's just been a blast. I love nerding out on this stuff.

Gert Mellak 1:36

So do I and I definitely appreciate you taking the time again, you were already guest on the show 101. And what I really found interesting about what you discussed there, and people want to hear more about your background and how you come to marketing and podcasting or whatever, encourage everybody to listen to 101. What I really found interesting is that you mentioned podcasting as really like a medium to establish relationships, which is a thing where something not many people have in mind. So they think this is like a marketing channel and they're going to get raise brand awareness. I'm not saying it's not the case. But I can definitely confirm this has been happening with me that this relationship building at the heart of the podcasting seems to be like the main leverage point, right.

Jeff Mendelson 2:18

Exactly. You know, what's interesting about this, is that how else would you and I have met Gert?

Gert Mellak 2:24

Pobably, we would have gotten introduced somehow, at some point by someone going to conferences, maybe. But it's really interesting.

Jeff Mendelson 2:32

If I had to sum up this journey, first of all, why didn't I go full force into this a long time earlier? I think that's one of the biggest things is that when you start out a project like this, you know, you think like, who's gonna listen, it's just gonna be my mom, and my brother whose gonna listen to this stuff. Why am I doing it, I'm not getting the feedback. There are so many negative reasons why you shouldn't start a podcast that can just be overwhelming, and you're like, you know, something, I'm just gonna go back to whatever it is I'm doing. But what happens is, once you start on this journey, it really becomes the ultimate networking tool. You're in Europe, I'm in the United States, you know, again, how else would you and I have met, right? Unless it was at a funnel, live conference strategy, conversions, or I would have came over there for something, you know, it's like, it's so broad. So that would be like the first thing to think about, right to you know, to why podcast, to why put this out there? Because you really need to nail down your why, before you start doing this, because there is amount of effort that goes into this, right, you have to show up, you have to make sure you have some gear in place, you do have to put a little bit of effort into it. But it's definitely not the same effort as jumping on a plane and spending two \$3,000 in a hotel and tickets and everything else and being away from your family, right? So there are some definite advantages there.

Gert Mellak 3:49

Absolutely. I totally agree. And I would probably say, all the effort really is what brings people after say, 10, 20 episodes into the mindset of 'Yeah, I need to make money somehow with this'. Because it just so many hours in so many team resources of whoever's doing editing, might be doing this yourself at the initial stages. And this again, I'm not going to spend so many hours editing a one hour show and transcribing it and opting this up. There's just so much effort involved. So how can I actually bring this to monetization, make is actually part of or to create, like a revenue stream around this, to actually compensate. I think not many people are searching right away for making to make money with this, but at least compensate costs since again, if I'm doing this, I don't want to actually be paying for this. I wanted to get a compensation. What do you think is like the main challenge when it comes to making money with a podcast?

Jeff Mendelson 4:38

First of all, it's your limiting belief. And I'll be the first one to say because I get asked this a lot, usually by family members. How do you make money with your podcast? Or how much do you make per episode? So let's just put it out there and just get this thing out of the way. There is no

formula that X number of episodes equals y number of euros or dollars, doesn't exist. It may for some people, I would challenge that there's a lot more going on behind the scenes than just, I put out 10 episodes today made \$10,000. Good on you. I pray that you're blessed. So okay, fine. Let's just put that out there. I think that one of the main things to think about when you're doing this is focusing on your WHY. I will tell you that my first 40 episodes that I created, I did not have a WHY. I was sitting there, like, why am I giving these people a platform, and all I'm doing is spending money and time and effort to interview these people and then either me editing it or paying someone else to edit it and then putting it out there. And then you know, like that backshot, just spraying and pray, something comes back. And that's fine. If you're going to start up, but eventually, you're gonna have to figure out like you said, like, what am I going to do with this? First and foremost, you need to figure out what kind of quality, like what your format is going to be, right? Because you talk specifically about editing. Now, you can get audio editors for two to \$500 per episode, or you can go to Fiver and find a \$10, \$15 an hour people, right? And you'd be surprised that there are bad ones at \$500 and there are great ones that 15, right? So you know, there's that. First thing you need to do is that unless you are an audio editor, please go in hire someone else out to do it. That was my first revelation, I know a thing or two about audio editing, you know, I have GarageBand on my computer, things like that. It took me three to five hours to edit a 20 minute conversation, to get it to the point where I liked it and I put the intro and outro on. And I was like, 'God, this is so much work'. Then I finally broke down and got somebody to do it for me. And it turned out to be this guy who studied audio engineering at some university, it was during cold beer. So he wasn't working because he was like working in a bar and of course, you know, the bars will shut down. So now we had no jobs. And now he's editing audio. And not only did he do it for much cheaper than what my per hour rate would be, but he also did such a better job because I asked him, 'I'm like, do me a favor, send me the original files, you know, when you use like GarageBand or Logic Pro or whatever, when he puts all his little filters and all that in there. And I was totally blown away because I was like wait a second, all I was doing was cutting out arms and does. This guy put like 10 different filters on it in order to make my voice sound boomy and clean up things and all that. I went out and I priced each one of those filters that he put on which I have no idea how to use, he probably used about \$800 to \$1,000 worth of filters on my voice for that 20 minutes. And he charged me like \$25 for the episode. Okay, so that's how you take care of the costs, right? Because you know, you need to be particularly aware of what your per hour is, so that you can go and push that other stuff out. That's not your zone of genius, so that you can go and continue working right. So I don't worry anymore about audio editing. I don't worry any more about blog writing, my team handles that for me. And that frees me up to have more conversations with people like you. That's the first thing. To the question of how can you make money on your podcast, okay? If you look up blog posts and things like that, you're gonna get a lot of generic answers, 'Oh, you can solicit sponsorships, you can go to Patreon and say, buy me a coffee and all of that stuff is 'yeah', but in order to solicit a sponsorship, it would really have to be a really tight marketing fit for that company that's going to pay you. And it's something that you're going to feel good about promoting. Very rarely are you going to have a chance that you're going to find something that is a perfect fit, and they're just going to fall in love with your podcast, and you know, they're gonna want to sponsor you forever, right? I don't think that happens a lot. And I think what happens is that if you spend time looking for sponsorships, please give me \$500 so that I can mention your

name on five episodes. I don't think that's necessarily a great use of your time, personally, right? Where I do get really bullish on this subject is the networking opportunities. You know, I tell people up and down left and right, podcasting is the ultimate networking tool. No other way would I have met Gert unless it was here on this podcast and being able to nerd out on these concepts, you know, unless it was through this format. Now, what you need to think about there 'A' is how targeted your podcast is. Who is your audience? Who are you talking to? Are you talking to entrepreneurs, which is way too wide of a demographic to be talking to, right? What you really need is to niche down your audience and niche down again and niche down until it hurts. We're not talking just about entrepreneurs, but I want to talk to dentists who are practice owners. I don't want to talk just the dentist or practice owners. I want to speak only to orthodontist and I don't want to speak only to orthodontist. So I want to speak to orthodontists that also offer, I don't know Invisalign. You niche down and you niche down again until you get to a point where you are speaking to that one avatar, that they are going to become your fan, that they're going to listen to you because you become the wealth of knowledge that they specifically are looking towards, because they don't have time to listen to the 150 different entrepreneurship podcasts that are out there, they're going to be seeking out these really niche items at how do I increase my business.

Gert Mellak 10:29

So do you find it also so much easier once you know who you're actually doing this for. It makes so many things so much easier, it makes easier choice. When somebody approaches you to get on your podcasts, it makes it easier to find people, it makes it easier to present by people that you think is a really good podcaster. Very often I see myself like a little bit of a shield in front of my audience. And it's like what are they actually going to be interested in? Am I going to bring some random real estate investor into my community who is interested in learning more about search marketing, but I'm going to bring someone in that complements like you I'm talking about podcasts today and we had another person talk about user experience, we had another person talking about content and design etc. It's like shielding this avatar a little bit and say okay, this is, I'm really making sure that they only, those pieces of information get through this shield that actually make sense for them. If you're just targeting entrepreneurs obviously everything would be relevant and ultimately you're talking to nobody. I get the sponsorships are really treat for me. It's all sponsorships are always very short sighted. Henschen learned the hard way with a mentor actually, to play the long game. I was too long, focused on short term benefits that never happened. Or at least for me never happened. I think people are really looking for those sponsorships because they want like an immediate return, I put in three hours today, I need to have \$500 tomorrow. And in these kinds of things and just make sure that I get always my compensation right away. Definitely see the networking opportunities. I guess people very often are just afraid this is going to take too long. It's not they account more if this happens and how this happens. It's like a little bit this networking thing for many people that I think is a little bit like a gray area where a second you don't really know, you don't have, it just happened this way. It doesn't happen this way, right? It happens this way that somebody rings me up and say, Look, remember, we had a conversation two years ago. And now just thought about your SEO agency and I have a client who needs this, right. So this is how networking happens for us all the time.

But this takes, it takes a while. Do you have any idea how long it takes for a new podcast to really kind of get this connection going where they can actually be a realistic return?

Jeff Mendelson 12:36

You know, I love that question. And I want to illustrate something real quick before a deep dive into it. You take a photographer, world renowned photographer, and he published his book, I don't know, cityscapes in San Francisco. And you see that he's got maybe like 50 pictures that he's taken around San Francisco in that book. What you do not see are the 50,000 other pictures that did not make that cut over the course of how many years that they're going through and how much sorting they had to do, and get rid of the bad stuff, and then tweak the good stuff, and then make the ultimate selection and finally publish the book. My point is, is that the podcast is exactly the same, what you were listening to, is actually the meat and potatoes of the middle of the sandwich. What people don't realize is that most of the magic, in my mind happen in the pre call and the post call. Pre call is where like when you and I are set up to talk, you know, we schmooze for 10 minutes, you know, I give you all of the information that you're going to need to know, in order to be a guest on my show how to come correct, what kind of vibe I'm asking you to do, like, tell you a little bit about me. So you know who you're talking to, basically providing a lot of background. And also what you can do is that in the pre-call, you can do a little bit of future pacing. So if you are selling, for example, like you're doing dental marketing, you can throw in there like yeah, I've been to marketing the dentist for the past 15 years. And you know, this is really my passion because I've worked with this one, this one, this one and that one. And by the way, we're just going to have a great show, right? So that's really the pre call that's pre framing everything and really making it happen. Now, the podcast itself, the 15 minutes to 45 minutes that you're talking, that's the meat. That's what everyone came to eat and enjoy and they pay the bill and they leave the restaurant. That's great! But what the part that no one ever sees is the pre call and the post call. So after we stopped recording, the conversation still continues. I don't just turn off my recorder and go hey, you know that I get like, 'Dude, Gert, that was great'. You know, like I, you know, that was such a great thing. You know, thank you for talking about that and talking about this. Keeping up the excitement. By the way. I heard you were telling me that you were having trouble with marketing specifically to orthodontists. You know something? I can help me with that? Is it worth a follow up discussion based on the types of questions and the types of topics that we talked about during the podcast, right? The part that gets recorded, but then you know, like building up some more rapport, I mean, I still have your attention, I, you know, we scheduled an hour, might as well use it, I think that there is a fine line between being disingenuous about it, where you just go right into pitch mode and saying, 'Hey, I want you to buy my services' or you can look at it and say, 'We just did a win-win scenario here and I'd like to continue creating win-win scenarios.' What do I mean by that? The worst case scenario of what you and I are doing right now on this podcast is that we're making great content, even if after you hang up with me, and you think like, 'od, that Jeff is so conceited, I would never work with him'. You still have great content, you're still gonna make your assets out of it, you're still gonna write social media posts about it, you're still gonna write a blog post about it, and you're still gonna publish the episode, hopefully. So regardless of what you think about me personally, and whether you make a determination, whether you and I will work together or not, is frankly irrelevant. I got some visibility, you got some great content, win-win all the way

around. Now, if we can continue that vibe, and make that happen, then great. Like, why shouldn't we? And normally, I think most people are astute enough to make the determination. You know, something, I don't think I'm going to be able to work with this guy. And that's fine. Because we did make this great content, there's no harm in still publishing the episode. It's just you know, something this is wasn't a great fit. Thank you very much. Hope you have a great life. But think about the flip side, like, Oh, my God, I just saw how much of a quality guy this guy Jeff is. I just saw how much knowledge Gert has on all of these subjects. I need someone like him on my team, why wouldn't you schedule a follow up call in order to make that happen? That's truly what you need.

Gert Mellak 16:49

So we get this all the time, actually, when especially when you're talking about SEO, you raised and answer the questions very often people have like prepared their questions, etc. And then they go after they stop recording and say "Hey this actually made a lot of sense, what you just said so. And we have this situation as well I have a client is the situation is gonna be like scheduled another call and just show me what how you approach these things, etc. This happens a lot. This also raises one important point, I think that I see about networking done wrong all the time. So people go to networking events. And it just expected things magically happen without a strategy in mind. So people, I think, need to be really strategic, who they engage with on podcasts. So we have like, people who just go to random podcasts and see, whoever interviews me, I'm going to go to their show and just talk to everybody. Although I might not even have something really interesting to contribute neither to the host nor to their audience, you want to be really strategic. So you're spending this hour, I just spending the 15 minutes earlier, then 10 minutes afterwards, like you say pre post called definitely 100% confirmed important, but you want to be really strategic about how you use them, what kind of stories you tell what kind of examples you bring up, what could resonate with the hosts, but could resonate with their audience. So what I do personally, when I go to shows, for example, I think okay, who are they actually talking to, who is probably listening to the show, what kind of case studies do I have that might resonate with them, might resonate with the host, where they can say, maybe they can then tell the story about this. And we can they maybe continue talking about that. So I think networking to work out in my experience really needs a lot of preparation. And then obviously, you need to maintain those contexts, right? I think we talked about this last time, a little bit of how to stay in touch, and you probably want to be a little bit of a system around it. But this is really means networking. So you use it, you go to a show, or you're the host of the show, you have these pre just conversations before you have a conversation afterwards. At which point, would you bring up something like an opportunity, specifically, here or there already or would you approach people afterwards?

Jeff Mendelson 18:52

It depends how much good vibes were coming out of the conversation. how receptive do you think they'll be? I think most of us, you know, mid to late careers, you know, would be able to gauge that, just seeing what kind of energy levels they have. Or most importantly, ask. 'Hey, would you be interested in this?' Luck favors are prepared, right? So one of the things that you and I both do for guests that come on our podcast, is that we make them go through a little

funnel, make them go through a little questionnaire, not only just saying what's your name, email, and when do you want to talk, but what do you want to talk about? What do you bring to the table? What's your LinkedIn profile, like? What are some of your accomplishments? Right? Tell me a little bit about you. You know, one of the things that is mildly annoying for me is that when I get pitched, "Hey, you know, this guy, he authored a book, when it talks about X,Y and Z talks about I don't know, burnout, right? And you go to LinkedIn, and he's got 345 connections on LinkedIn. So okay, he doesn't use LinkedIn at all. You go to Twitter, and you see he's got 14 followers and you tweeted three and a half years ago, right? And then you put that person's name into YouTube, or Spotify or Listen Notes, and you try to find something and you can't find anything. Yeah, you need to start somewhere. And it's probably not going to start with me. But you know, like for the ones that do fill out those boxes, the ones that do fill out that questionnaire that take the time to make the presentation like, hey, I really think I have something to offer your audience here. I really want to make that happen. And here's what we can talk about X, Y, and Z, then you're going to be in a better position to make that determination. Do I really want this guy in the show or not? And that's just pre qualifying. You should be doing that anyways, you shouldn't be offering your calendar to every Joe through your email signature, schedule a 15 minutes with me and let anybody and everybody get on. Oh, my God, I did that for a month. I mean, I was talking to a whole bunch of people, you know, they were like, Yeah, you know, then I was getting a bunch of people. It's like, yeah, man, I want to start this podcast, but I really don't know what to talk about. I'm like, okay, great. You know, let me know when you do. Or, you know, they want to talk about 'Well, I grew up in this really poor household, and I've had these 18 different diseases that the most horrible things that happened to man, and I got above it, and now I'm a multimillionaire, you know, hear my story'. But what else? With just a little bit of pre qualification, right, you can really figure out like, is this person I want to speak with yes or no? And then, you know, just based off of that information that they gave, you go to these other sites, that can I see Gert speaking somewhere else, I just want to get a feel of how he speaks, how he conducts himself, is he like where those people that are just so brain dead, that you can't get anything. Like you don't want to listen to them or is he like really animated and really get into it and really deliver the goods? And it's like, oh, yeah, I want this guy in the show.

Gert Mellak 21:39

It's all about leverage, right? Like asking your boss for a raise, and you have nothing to bring to the table. But you kind of need leverage, right? You need to have something that gets you the foot in the door, something interesting. It's not going to be because it's the best book you've ever written, or that it's ever been written. It's a relevant book, for the podcast hosts, audience or for the podcast hosts themselves, into my experience, right? So people got some people couldn't care less about this yield, and then we're going to have me on the show, that's fine. I can live with that. But I know that two people are going to be very happy to nerd out about SEO, or talk about SEO strategies or content marketing. And now we've got artificial intelligence getting into this, which is fun. And then you just know, okay, this is a topic that's definitely going to resonate, and it's going to be the right match. I totally agree with the questionnaires. And the more questions you have to fill in, the more you know, this is actually right for you or wrong for you to based on the question very often you can tell that it's probably not the right show just based on the questions they're asking me. On the flip side, if you're the host more questions, people

answer them why No, they really wanted, they really put in the effort that they really tried to make sure this is relevant or find a way to make this relevant for you, like questioners, where they already like to say to do some future pacing, and say, Okay, what are you interested in future collaborations, if something comes up would be interested in maybe participating in a live event or things like that? So say, Okay, there's someone interested in future collaborations, it's not just to show and do recording and when am I going to hear from each other again. If there is some additional, like vested interest in this relationship.

Jeff Mendelson 23:09

One thing I want to add to this is, you know, don't underestimate the value of adding on additional services to what you're already doing. So what do I mean by that, in order to get on my podcast, you do need to fill out a form. And you do need to be pre qualified, in order to make the cut in order to schedule and be there right. Now, in some cases, I'll have anywhere from a three to six month lead time, we're going to record but right now we're in January, no one's gonna hear this until June. But let's say for example, you have a book launch in March, I need to be on your podcast, I need this to drop, I need as many media links around my book launch, or course launch, you know, in March, you can charge for that. You can name your price, I mean, whether they'll pay it or not, it's a different story. Charge \$50, charge \$500, charge \$5,000. To jump the line, there are many different ways to do it. You know, all of that is, of course, it's going to depend on your lead schedule, how long it takes you to process an episode, you know, whether there is a lot of value. What other value adds can you put on it? Are you going to make them 15 audio grams and TikTok reels and things like that? You could do that for them, you can tack on some additional add on services that you're probably already going to do anyways. But instead of just keeping it all for yourself, you can sell it to them. Those are a couple other ways that you can really make it happen. It sort of goes back to the 'Why'. Am I doing this to cover costs? Am I doing this as a networking play? Am I doing this for reach, meaning the maximum amount of people out there so that they can hear it and maybe subscribe? All of those are valid points. You just need to really figure out like okay, like why am I doing this because at the end of the day, it's really not that expensive to manage a podcast and to get it taken care of. Of course you know you want a better quality you're going to put in to a better microphone, for example, or if you're gonna do music and interruptions and voice drops and things like that? Yeah, all that's gonna take a lot more time, right? So really what it comes down to is how much do I really want to put into this? And if the podcast is really secondary, or really just the vehicle to this larger picture, then yeah, then you really don't need to go out looking for sponsors, you don't need to ask somebody to pay for your beer on Patreon. But you're doing it because you love meeting with people, because you have the opportunity to network with more people. If you have a good pitch available, then yeah, you should be doing it. One thing I did want to leave you with, though, Gert is, you'd be surprised I've done about 370 to 400 interviews so far. How many people seek me out to be on my show. And I know that they have viable businesses, because I looked at their profiles, and I see what it is that they're doing, and I see what it is selling. And then they come on the show. And they talk about what it is that they do. And they do not leave a call to action. And it's like, okay, let's think about this for a minute. You took the time to be on my show, we scheduled it out you came on, you brought the energy, you actually demonstrated that you are the subject matter expert on SEO, or whatever it is that you're doing. And then we talk

about, you know, like the three greatest things about local listings. All right, Gert, where can people meet you? Like, yeah, just go to my website, dude, wrong answer. Because what's happening is that I literally gave you the opportunity to play, download my free benchmarking tool, schedule a free call with me, anyone who was listener on this podcast, I will give an hour or two. And there are many ways that you can just use that and you should always be closing something, ABC, always be closing. If you watched Glengarry Glen Ross, you'll know what I'm talking about. Whether it's just trying to get somebody to download it, you know, give their email so that you can get into a lead magnet or to schedule a discovery call with you, or to actually sell something, you got to be closing with something. Because that's the whole reason why you're doing this, is to get out there and leverage other people's audiences in order to make it happen. So definitely, please come prepared, at least on my show.

Gert Mellak 27:18

Awesome, that's good advice. I really like it. I want to slowly wrap this up. So we have heard about the sponsorship, I can tell it's not your favorite way to monetize a podcast. Also not mine, it definitely requires a hidden sponsorship and very often, you kind of can tell okay, this is really far off the podcast and listening to it. You hear it and listen to podcasts, you hear sponsorship coming up, even best ones, quote unquote best ones that have the sponsorship message before the actual podcast starts. Very often, you can just feel that either you skip it anyways, and the message doesn't even land. Or you can just 'Okay this is really very far off from what I am interested in as a listener'. And it's also a short term thing, usually you get a few months of the podcast sponsorability, but what's going to happen afterwards, you're just leveraging this for a short period of time. You mentioned the big win, or very often a win-win situation, then in networking, obviously, you need to play the long game, you can't expect an immediate return. But you also want to be strategic about it, you want to leverage the time before and after the episode, I think this is was a very good piece of advice. I'm towards this way before, we're just connect with the other person on a different level really. And very often the private level, 'I just brought my kids to bear like this, like that, right, considering the dog in the background. These kinds of things you connect in different levels, but you also kind of open up the path for sharing something that you might know the other person is interested in or might resonate with Secada. There's just a lot of connection points where ultimately you establish a relationship. And then you talked about the extra services. I think not many people talked about this. Okay, we can, like in our case, every podcast episode with a guest gets featured and promoted with ads, my team runs ads to those shows whenever we have a guest. So we get the word out, etc. It's not something we particularly are charging for, we just do this anyway. But like you say that this could also be if somebody wants to or needs to monetize the podcast in this way, could be like an extra service. You can add on top of this, which makes a lot of sense. And then obviously be ready to share calls to action, not just some random check on my website, but really be able to direct them. So we very often direct people to our book, for example, you can download on the website to get to our email list, get a follow up sequence or a path, webinars, invitations, etc. So always make sure you have something to offer and some next step for people to take which is also a recommendation funny enough to for our SEO clients when all you can say you can just leave people with information on the crown of a blog post, obviously you need to direct them somewhere. So they just get told what to do next, right?

Jeff Mendelson 29:52

Exactly. There really is so much that you can do with this, right? I think that 'A', you just need to go into it with an open mind and figure out what works for me. What works for my audience, what works for what it is that I'm trying to do. I mean, if you're the type of person who's, you know, you're high ticket, and you're selling \$10,000 programs and things like that, like if someone offers like, hey, I'll promote the show, you know, I'll charge \$50. Dude, you lost it. You have this person who's doing really well and you know, you gave them something of perceived inferior value. So you really got to be careful on where you go with that. And it's just a question of, again, knowing your avatar, like you mentioned, knowing who it is that you're bringing on, and really just thinking about, like, not only how is this going to help me, but how is this going to help my audience, right? Because that's ultimately, you know, like, who we're serving. The last bit of advice I would give is, I would not focus so much, especially for people that are starting out about audience just yet, I find a lot more value with the networking. But again, that's just me, I'm not trying to sell a brand. I'm not trying to get people to recognize a new new type of coffee, you know, that I need a million people to understand that selling Red Bull here, right? What I'm trying to do is meet with enough or more interesting people and have great connections with them that I otherwise would not have had. That's the thing that pushes me, you just need to figure out what pushes you and then figure out how you can make that happen going forward.

Gert Mellak 31:32

Awesome, all tied together with finding your why, I really like this as an overall, overall concept. This is making sure that this is really a tight fit with you with what you're trying to achieve and with your goals moving forward. Jeff, this was amazing. Thank you so much for taking the time to talk to me again, and specifically dive into monetization. If anybody's interested in getting in touch with you, having a one on one conversations, maybe check out your podcast, where can they go?

Jeff Mendelson 31:58

Sure. So everything happens on jeffmendelsohn.com, J E F F M E N D E L S O N. So I call myself the podcast superhero, basically, because I have automated down to a tee just about everything that happens from pre production to post production. And I would love it for people to just go and schedule a call. You could do that right on the site and let's have a conversation where we just talk about what it is that you're trying to do. If anything, you will learn a lot from me. And if we decide to work together, otherwise, you know, like you'll be able to subscribe to the show. You'll be able to see all the videos and everything that we've recorded. And I look forward to speaking with each and every one of your listeners.

Gert Mellak 32:43

Awesome. The future is in one on one connections. And I love it. Awesome. Thank you so much, Jeff. This episode is going to be uploaded to [SEO leverage.com](http://SEOleverage.com) forward slash podcast episode 110. We're going to have a written version there, audio version, as well. Also check out our Quick Audit when you listen to this, when you want to have a first assessment on your SEO.

And yeah Jeff thanks again. I hope we can soon talk again about some marketing topics, no doubt as we like to do by now. Thank you so much. And see you soon.

Jeff Mendelson 33:18

You got it man. Thank you. This has been a lot of fun. I really appreciate the time.

Gert Mellak 33:22

Thank you.