

Certified Podcast Guest™ Program

Immersive 6-month coaching experience with a community of business owners just like you to earn your Certification as an Podcast Guest so that you can create massive profits from every podcast you are on!

We begin with pre-workshop sessions to provide you with a high-level overview of the strategies and resources you will need prior to the workshop, so we can complete all the done-for-you elements.

- Professional Podcast Onesheet
- Podcast Guest Reel
- Lead Magnet Affiliate Links
- Course/Program Affiliate Links
- YouTube Channel Set-up with Show Cover

2-Day Implementation Workshop. Would it be okay if we got you results even faster and easier with a 2-day workshop?! Let's get it done!

During this distraction-free zone, each session will include intentional and purpose-driven LIVE coaching and mentoring; structured in a way that will automatically turn ideas into implementation so that you don't leave with just a ton of notes and inspiration; but rather, you will have earned the title of **Certified Podcast Guest™** - a title that will dominate other guests and make you unstoppable!

We will hold you by the hand and guide you through the specific strategies and actions needed to not just get booked to speak on a podcast, but to demonstrate your professionalism, speaking and relationship building skills that monetize your efforts.

You'll have all of the elements from the Masterclass and so much more to:

- ✓ *Transform your thinking about podcast guesting, and your mindset about why being a podcast guest is one of the best ways to build your business!*
- ✓ *Build trust and authority with your ideal audience*
- ✓ *Turn one podcast appearance into multiple opportunities through relationship development*
- ✓ *Monetize every interview, PLUS share pre- and post-interview strategies that can change everything for you; AND*
- ✓ *Future-proof your business with authentic, human marketing*

*Bottom line, we want this to make a huge impact in your businesses, in your lives, for your families building business beyond the Podcast; all created and ready to deploy immediately, so you can quickly grow your database, have more leads, create more relationships, and make more money! **No more one and done!***

At the end of the workshop, you will have everything you need to immediately start booking, interviewing, and building relationships so that cash can begin to expand; demonstrating that you put in the effort to become a professional, well-prepared, and engaging podcast expert.

Certification Requirements

- Attend and participate in the full 2-day workshop (Live, consecutive or combined)
- Submit your final Professional Podcast OneSheet
- Submit at least one podcast or mock video guest interview
- Submit your Post-Podcast Partner Impact Strategy

Upon Certification You will Receive

- Digital Certificate and Badge to use on your website, email, and Onesheet
- Personalized Media Kit (CPG™ professional guest reel, podcast onesheet, bios, etc.)
- Listing in the Certified Podcast Guest™ Directory (optional)
- Access to the Certified Podcast Guest™ community vault, while a member, with more evergreen courses, templates, checklists, resources, and more.
- Access to the Certified Podcast Guest™ Alumni Network and Community
- Annual Re-Certification Masterclass
- Spotlight Feature in Podcast Guest Panel Events and Live Summits

 (Only 32 Seats Available)

Ongoing Support and other Benefits:

- **Bi-weekly Group Sessions** (6 months)
Join other professionals to learn and share more strategies, tactics, and ideas for continued improvement, support, execution, and expansion of your business at our bi-weekly **Zoom group calls** to provide all the support you need to achieve ultimate success. *(Includes 6-month membership and then \$297 per month afterward. Cancel at any time.)*
- **Tech Support**
Affiliate link setup, short podcast speaking reels to highlight your expertise, YouTube channel and playlist setup, studio set-up suggestions and resources, and graphics all done with you. Ask and it shall be done. Super fast, super easy.
- **Partner Impact Templates**
Our templates are ready for you! Get all the templates you will need for pre and post interviews to impress and impact the host/partner relationship. No more speaking and nothing happens. You will have a system in place ready to go. This is where the magic happens!
- **Expert Podcast Guest OneSheet & Podcast Guest Speaker Reel**
We have you covered. Let's create (or improve) your speaker OneSheet to get the attention you deserve, along with your Certification Logo, which will elevate you from others seeking podcast opportunities. Additionally, we will create a short Podcast Guest Speaker reel - something most aspiring podcast guest wouldn't think of using.
- **Certified Podcast Guest Vault**
Access to resources, full recordings of all sessions, additional courses, a community of your peers in our discussion section, and more, ready for you to deploy!

And of course...

- Our World Class Service & Experience available at your fingertips
- **Keep coming back to attend all workshops scheduled for one year!**
- Access to the training vault while a member. (see FAQ 10 below)

BONUSES

- **Bring a Friend!**

Yes! A 2-for-1 Bonus. Learning alongside a colleague, business partner, team or family ensures accountability....and fun! Split the enrollment investment or gift the extra spot to someone you want a business partnership with - what a great value-add!

- **Access to your Coaches' Podcast Community**

This access is absolutely priceless! Over 30 years of combined podcasting and relationship development experience, Lady Jen and Steve's communities are filled with influencers, celebrities, athletes, and yes even royalty.

- **Personal Introduction to FIVE (5) Podcast Hosts**

After you are Certified, Lady Jen and Steve will work with you to select, and make a personal introduction for you, to ten Podcast Hosts so that you can immediately implement your new skills.

 **FAST ACTION BONUSES (\$4,500 Value)** (*Limited to first 10 people who jump into the program*)

- Two complimentary VIP tickets to the Hustle to Har-money Masterclass where you will learn Lady Jen's secrets to scaling your business without sacrificing your personal life. (Value \$297)
- Private 90-minute coaching with Lady. During this session we will review your Business Gap Map to then create a Customized and Intentional Roadmap Strategy so that you focus only on what will create momentum in the New Year. (Value \$1825)
- Power Hour with Steve working on Positioning and Sales. During this session you and Steve will record a mock interview, and then it will be edited to a 12-min promo reel to highlight your new skills. (Value \$2500)

 (Only 32 Seats Available)

Reserve Your Spot Now:

- **Full Price*** \$5,000
- OR
- **Easy Payment Plan***
 - \$1,997 today
 - \$1,997 every two weeks until paid in full

**All payments are completely non-refundable. No exceptions.*

FREQUENTLY ASKED QUESTIONS

1.) When Is The Next Workshop?

The Certified Podcast Guest 2-Day Virtual Implementation Workshop Will Take Place November 10th and 17th, from 10:30 am - 5:30 pm EST.

2.) What Time Are The Sessions?

This is an implementation workshop, so plan for full days, 10:30 AM to 5:30 PM EST each day. A full schedule will be sent prior to the event.

3.) Is it a physical event?

No, we will meet virtually, ON CAMERA, so be dressed for success! Only 32 seats available!

4.) Will it be recorded?

Yes, We will provide full recordings of the workshop within a week or so. NOTE: Your certification requires you to attend live. If you can't make a day, half-day, or sessions, you will need to make them up at a future workshop before receiving your Certification and Badge.

5.) Can I bring a guest with me to the workshop?

Yes! We encourage you to bring a business partner, team member, or family member to assist you during the 2 days to ensure implementation. Remember, this program allows for a plus one. We will send an RSVP request at a later date for your attendance, and in that request is a section for you to add a plus one; so make your decision soon so you can be ready.

6.) How much does it cost?

The full investment is \$5,000. However, you can get in for just a non-refundable deposit of \$1,997.

7.) Is There A Payment Plan For The \$5,000?

Yes, You can break the \$5,000 investment into one deposit of \$1,997, \$1,997 due in 2 weeks, and then the balance of \$1,997 due the following 2 weeks (a funding fee is built into the payments).

8.) How long do I have to make a decision?

*We are holding a **WELCOME PARTY** on Wednesday, November 5th at 6:00 pm EST! So you want to get in before then. However, we're only able to grant the fast-acting bonuses to the first 5 people, so jump in ASAP!*

9.) How much work and time is involved?

There will be a few pre-workshop sessions to ensure you get the most from the workshop. And then we'll build the rest of your program benefits and results together at the workshop. Come prepared for full days; the best 2 days you've spent working on your business!

10.) Will I have support after the workshop?

Yes! You will have access to our bi-weekly group support calls until your 6 months with us have ended, to ask questions, receive counsel and more. After 6 months, you may elect to remain a member with an investment of \$297/month and can be cancelled at any time.

11.) If I change my mind or decide to cancel/stop paying...what happens?

Everyone must have the initial investment of \$1997 must be paid in full to be eligible to attend the 2-Day Workshop. All payments are completely non-refundable. No exceptions.

12.) How Do I Get Access To The Certified Podcast Guest Vault and resources?

Upon registration, you'll receive confirmation emails both for the 2-Day Virtual Implementation Workshop AND the Certified Podcast Community, with access instructions.