

AI Podcast for Realtors - Volume 2

Advanced Mastery

Wealth Horizons Academy | \$497

TAKE YOUR PODCAST FROM LAUNCHING TO EARNING

Volume 2 is for Realtors who already have a podcast or are ready to build one with serious monetization from Day 1.

ADVANCED PODCAST MONETIZATION

The 7 Revenue Streams from Your Podcast

Stream 1: Your Real Estate Services (Primary) Every listener is a potential client or referral. Track podcast-sourced leads and close rates.

Stream 2: Local Business Sponsorships Local businesses pay \$100-500 per episode to reach your audience. Ideal sponsors: Mortgage lenders, title companies, home inspectors, contractors, movers

Stream 3: Affiliate Marketing Promote products and services relevant to your audience. Example: Wealth Horizons Academy affiliate program — earn 50% commission on every sale.

Stream 4: Premium Content and Membership Create a paid premium tier with: - Bonus episodes - Exclusive market reports - Direct access to you - Investment property alerts

Stream 5: Speaking Engagements A podcast positions you as an expert. Experts get paid to speak. Target: Real estate associations, corporate relocation events, first-time homebuyer seminars.

Stream 6: Course and Digital Product Sales Use your podcast to sell educational products at every price point.

Stream 7: Coaching and Consulting Podcast listeners become coaching clients. Charge \$500-5,000/month for 1-on-1 coaching.

ADVANCED CONTENT STRATEGY

The Content Flywheel

One interview creates: - 1 podcast episode - 3-5 short video clips (YouTube, TikTok, Instagram Reels) - 1 blog post (SEO benefit) - 5-10 social media posts - 1 email newsletter edition - Multiple story posts

Record once. Distribute everywhere.

Guest Strategy

Guests bring their audience to your show: - Local influencers and business owners - Mortgage and finance professionals - Interior designers and home stagers - Investment property owners - Local government officials with market insights

Every guest promotes the episode to their audience = free exposure for you.

ADVANCED AI PRODUCTION

AI for Rapid Content Creation

Use AI to: - Generate 12 episode outlines in 30 minutes - Write detailed show notes from transcripts - Create social media posts for each episode automatically - Generate email newsletter summaries - Produce YouTube chapter markers

AI Voice and Avatar Technology

For advanced users, AI voice cloning allows you to: - Produce episodes with AI-assisted editing - Create video content with your AI avatar - Scale production without proportional time investment

This is covered in depth in the PRO and ELITE programs.

PODCAST SEO AND DISCOVERABILITY

Getting Found in Search

- Use keywords in episode titles ("Buy a Home in Columbus" not "Episode 47")
- Write detailed show notes with local keywords
- Create a dedicated website for your podcast
- Submit transcript to Google for indexing
- Link from your Realtor.com and Zillow profiles

YouTube SEO for Podcast Content

Upload audio-only to YouTube with static image or audiogram. YouTube is the world's second largest search engine. Real estate content gets significant organic search traffic.

Educational purposes only. Not professional advice. Results vary.

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