

Using Podcasting to Build Your Leading-Expert Credibility

Janet Switzer



Using Podcasting to Build Your Credibility

Originally developed as content for Apple's iTunes music platform—with instantly downloadable lectures to then-popular iPods—recording and publishing “podcasts” has become a foundational marketing activity for successful subject-matter experts.

As a trainer, author, expert or consultant, the following you could create from a unique podcast series is astounding. Many podcasters count their listeners in the hundreds of thousands (which is more than most radio shows), and over time, they may boast millions of individual downloads of their lectures or “shows.”

While it takes some effort to set up your podcasting infrastructure and it requires dedication to maintain a regular broadcast that listeners will want to follow, it's well worth it as a list-building activity. Imagine being able to promote your upcoming training program in a podcast that's heard by hundreds of thousands of people. And there's no match for your own voice and enthusiasm—explaining the benefits to listeners of being trained by you.

Below is a checklist of what you'll need to do to begin your own podcast series. It's followed by a plan written for bestselling author Lisa Nichols' latest book launch, *Abundance Now*.

Step 1: Open an account at Libsyn.com which will distribute your podcasts on the Internet

At the very least, you'll want your podcasts to be available on the iTunes and Stitcher platforms, as well as distributed (and searchable) on the many social media platforms.

Liberated Syndication (Libsyn) pioneered the system to host and publish podcasts in 2004. Since then, they've grown to become the largest leading podcast network with over 2.6 billion downloads in 2014 alone. Libsyn hosts over 25,000 shows with 44 million monthly audience members.

If you are new to podcasting, everything you need is here: publishing tools, media hosting and delivery, RSS for iTunes, a Web Site, Stats and a platform that will grow with you as your podcasts become more numerous and more popular. Plans start just \$5 per month for an account. And they even have a support desk that is staffed Monday-Friday, 9:00am-5:00pm EST. (They also monitor the system and respond to urgent issues on evenings and weekends.)

Step 2: Choose a name for your podcast series

If you're a trainer with a trademarked program or methodology, why not include that tradename in the title of your podcast series? If you speak on a general topic, you might include that somehow in your title.

For instance, Lewis Howes has one of the most popular podcast series in the self-help field. It's called *The School of Greatness*. He interviews top authors and experts in many fields, particularly in the human-potential fields. Check out the podcast he recorded with Jack Canfield entitled “The 10 Success Principles to Create an Abundant Life.” You'll find it at <http://lewishowes.com/podcast/jack-canfield>. Below is how the podcast appears on his blog:



Subscribe on [iTunes](#), [Stitcher Radio](#) or [TuneIn](#)

Step 3: Create “album cover” artwork for your podcast

Don’t just use your photo, but instead, get professionally designed artwork that will appeal to your ideal listener. You can search the many inexpensive outsource websites for graphic designers to create this artwork for you. Our favorite is Fiverr.com. Search “podcast artwork.”

Step 4: Get your “intro” and “outro” segments recorded professionally

Fiverr.com is also a place where you can inexpensively hire a voiceover talent to professionally record your introduction and ending segments for your show. Though these services cost just \$5, you’ll find voiceover talent who’s worked for Disney, General Motors, and other major companies. One of our favorite talents on Fiverr.com uses the screen name **awwyeah**. Your podcast may need an introduction voice that is more unique, woman-related, British accent or ethnic-specific—there are lots of voice talents to choose from. And at this pricing, if you don’t like what you get, you can choose another until you get someone who creates the excitement you need to begin your podcast recording.

When it comes to writing your introduction script (something you’ll use at the beginning of every podcast recording in your series), you’ll want an enthusiastic description of the general topic of your show. Like this:

“[up music] Get ready to live the abundant life of your dreams! In just a moment, we’ll join New York Times bestselling author Lisa Nichols as she reveals ways to amplify your life, uplevel your relationships, energize your career and build your finances – creating new-found prosperity today. Her latest book is *Abundance Now* from HarperCollins Publishers. Let’s listen in now as Lisa Nichols helps you live a rich, rewarding lifestyle today as you’re creating a breathtaking and abundant, new future. [down music]”

If you also want a voiceover talent to end each show you record, be sure to write a script that prompts your listener to subscribe to your RSS feed, go to your blog or website, download your free giveaway, and/or watch for future shows in your series. Of course, you can easily do this yourself as you end each show—customizing it for whatever offers or trainings you are promoting at that time.

Step 5: Record your first podcast

You can record two ways: (1) Directly into your computer using recording software such as Audacity, GarageBand, Cubasis or Auria plus a studio-quality digital microphone (we really like the tabletop microphone by Spark Digital that plugs directly into your computer’s USB port; it’s plug-and-play for iPads, Mac or PC, no set-up; www.bluemic.com/products/spark-digital).

Choose “external microphone” in Audacity’s preferences panel to make sure your computer is pulling the audio feed from your microphone versus simply capturing your voice on the computer’s internal microphone (lower quality sound).

Step 6: Tag your podcast so it’s searchable by your ideal future customer

In order to make sure your podcast is searchable (and findable) by people looking for your topic on iTunes and Stitcher (which has 65,000+ radio shows and podcast series available for download), be sure to “tag” the audio recording with important information before distilling it into a publishable MP3 file. Here’s a checklist of ID3 tags to be ready for (along with samples of how Lisa Nichols completes these fields). These are the tags you would use for your entire series. Individual tags are also needed for each individual recorded podcast (scroll down to view the 5 sample podcasts in the Sample Podcast Plan below).

Song name: Abundance Now 1: Mastering the Mindset Required to Create an Abundant Life
Artist: Lisa Nichols | AbundanceNowOnline.com
Album: Abundance Now with Lisa Nichols
Composer: Lisa Nichols
Year: 2016
Track: 1 of [leave blank]; 2 of [leave blank]; 3 of [leave blank], etc.
Genre: Podcast
Comments: [add Comments field; 255 characters max]
New York Times bestselling author Lisa Nichols discusses her latest book, Abundance Now, detailing the strategies and action steps that lead to an abundant life. Develop the prosperous mindset, supportive relationships, rewarding career and substantial finances that enable a breathtaking life.

iTunes in particular allows additional tags that offer unique search benefits like categories:

Subtitle: Abundance Now with Lisa Nichols
Summary: New York Times bestselling author Lisa Nichols discusses her latest book, Abundance Now, detailing the strategies and action steps that lead to an abundant life. You’ll learn how to develop a prosperous mindset, attract supportive “rocket-booster” relationships, build a rewarding career or unique “life assignment” and amass the kind of finances that enable a breathtaking life. Learn more about the book and download bonus tools for prosperous living at AbundanceNowOnline.com.
Author: Lisa Nichols, author of Abundance Now, reveals strategies for creating prosperity and a rich, rewarding lifestyle
Keywords: [leave blank]
Owner Name: Lisa Nichols
Owner Email: jen@motivatingthemasasses.com (or responsible staff member)
Use Show Images for Episodes: [leave unchecked]
iTunes Categories: Category 1: Health > Self-Help
Category 2: Religion & Spirituality > Spirituality
Category 3: Education > Training

Step 7: Add the podcast to your blog

Once you've recorded and tagged your podcast, you can use Libsyn to “syndicate” or distribute it to iTunes, Stitcher and the many social media platforms. Of course, one place you should also post a link to your latest podcast is your own blog—always emailing your list to alert them that it's available.

Be sure to write up a brief synopsis of the podcast, introduce it to your readers in some way, or (if you've interviewed someone) feature their biographical details and mention why you wanted your listeners to learn from that guest expert in particular.

Scroll Down to Read a Complete Podcast Plan Including Sample Podcast Scripts

The podcast plan you'll read was prepared for bestselling author Lisa Nichols as she launched her latest book, *Abundance Now*. You'll see the initial set-up plan (series title, artwork, etc.) plus five podcasts designed to help promote the book and her new topic—creating abundance in your life.

Sample Podcast Plan for International Trainer and Bestselling Author Lisa Nichols

Podcast Series Development Notes for...

ABUNDANCE NOW: Amplify Your Life and Achieve Prosperity Today

To be recorded by Lisa Nichols; publish all podcasts at least two weeks prior to book release (announce on social media; give URL; ask for reviews/ratings to boost “New & Noteworthy”)

Distribution Via: Libsyn.com for iTunes, Stitcher and social media

Podcast Series Name: Abundance Now® with Lisa Nichols [please add R-circle trademark]

Podcast Artwork: Should reflect fonts from book cover, must include Lisa’s photo, and must include words “Abundance Now® with Lisa Nichols” (1400x1400 pixels recommended)

Podcast Intro: Recommend awwyeah at Fiverr.com to record this wording: “[up music] Get ready to live the abundant life of your dreams! In just a moment, we’ll join New York Times bestselling author Lisa Nichols as she reveals ways to amplify your life, uplevel your relationships, energize your career and build your finances – creating new-found prosperity today. Her latest book is Abundance Now from HarperCollins Publishers. Let’s listen in now as Lisa Nichols helps you live a rich, rewarding lifestyle today as you’re creating a breathtaking and abundant, new future. [down music]”

Podcast Outro: None needed; please see outline notes for Lisa pitching the book as a finish

ID3 Tagging for iTunes and Stitcher: Song name: Abundance Now 1: Mastering the Mindset Required to Create an Abundant Life
Abundance Now 2: Creating “High ROI” Relationships for Greater Prosperity
Abundance Now 3: Work and Your Unique Life Assignment
Abundance Now 4: Money and the New Definition of Financial Success
Abundance Now 5: Activating Prosperity and Abundance in the Present Moment

Artist: Lisa Nichols | AbundanceNowOnline.com

Album: Abundance Now with Lisa Nichols

Composer: Lisa Nichols

Year: 2016

Track: 1 of [leave blank]; 2 of [leave blank]; 3 of [leave blank], etc.

Genre: Podcast

Comments: [add Comments field; 255 characters max]

New York Times bestselling author Lisa Nichols discusses her latest book, Abundance Now, detailing the strategies and action steps that lead to an abundant life. Develop the prosperous mindset, supportive relationships, rewarding career and substantial finances that enable a breathtaking life.

SEO for iTunes: Subtitle: Abundance Now with Lisa Nichols

Summary: New York Times bestselling author Lisa Nichols discusses her latest book, Abundance Now, detailing the strategies and action

steps that lead to an abundant life. You'll learn how to develop a prosperous mindset, attract supportive "rocket-booster" relationships, build a rewarding career or unique "life assignment" and amass the kind of finances that enable a breathtaking life. Learn more about the book and download bonus tools for prosperous living at AbundanceNowOnline.com.

SEO for iTunes (cont.): Author: Lisa Nichols, author of Abundance Now, reveals strategies for creating prosperity and a rich, rewarding lifestyle
Keywords: [leave blank]
Owner Name: Lisa Nichols
Owner Email: jen@motivatingthemasses.com (or responsible staff member)
Use Show Images for Episodes: [leave unchecked]

iTunes Categories: Category 1: Health > Self-Help
Category 2: Religion & Spirituality > Spirituality
Category 3: Education > Training

Podcast Outline for...

[ABUNDANCE NOW: Amplify Your Life and Achieve Prosperity Today](#)

To be recorded by Lisa Nichols

PODCAST #1 – TOPIC: HOW SELF-GROWTH CONTRIBUTES TO CREATING AN ABUNDANT LIFE

Podcast Title: Abundance Now 1: Mastering the Mindset Required to Create an Abundant Life
Subtitle: [leave blank]
Description: Discussing strategies and action plans from her latest book, Abundance Now, Lisa Nichols -- a New York Times bestselling author and featured teacher in the movie "The Secret" -- reveals how our mindset is key to living an prosperous, fulfilling and rewarding life. Lisa discusses how to get crystal clear about what you want in life and describes 12 specific areas where you should have a plan of action in order to achieve your desired lifestyle.

Podcast Length: 20-25 minutes
Distribution Via: Libsyn.com for iTunes, Stitcher and social media
Format: MP3 with ID3 tags as listed above

[INTRO]: Prerecorded.

[WELCOME]: Hi, Everyone. This is Lisa Nichols with exciting new strategies that help you live a life of Abundance Now. Of course, Abundance Now is also the title of my latest book from HarperCollins available in bookstores now. And today, I want to help you achieve

prosperity with some specific information from the book. Our topic today is how to master the mindset required to live an abundant life.

TOPIC 1: But before I jump into that topic, I want to talk a little about what abundance really is. Because today, the world is starting to see abundance differently. There's actually a **New Definition of Abundance** that I discuss in my book. Several months ago, a friend and I were reflecting on the many ways that people define abundance. And whether you use the word *abundance*—or interchange it with *prosperity*, *riches*, or *wealth* as I do throughout this podcast—the best definition of *abundance* I've seen by far is this concept of *privileged circumstances*.

When you're living a life of privileged circumstances, you get to play a bigger game, connect with people who are making things happen, encounter more opportunities for advancement, and, along the way, take pleasure in a lifestyle that would be admired by many. It means you have the freedom to pursue those things you want to do, be, and have—including what your occupation will be, whom you'll share relationships with, the activities you'll enjoy, the possessions you'll own, and the ways in which you contribute to others and give back to society through philanthropic endeavors.

In the pursuit of these privileged circumstances, not only will your life become something that is compelling to you, but it will also serve as an inspiration to others.

So how do we get to this lifestyle of privileged circumstances? Well, you have to get crystal clear about what you want.

TOPIC 2: Discuss **How to Get Crystal Clear About What You Want**

PITCH: Of course, you can read much more in my latest book. It's called *Abundance Now: Amplify Your Life and Achieve Prosperity Today*. You'll find it at major online booksellers and in bookstores everywhere. Plus, I've got free gifts for you at my website when you purchase. These are tools that will help you achieve the abundant life you want. You can read more about the book and these gifts at my website: AbundanceNowOnline.com.

SEGUE: When I mentioned earlier that you should be crystal clear about what you want, there are actually 12 specific areas where you should have a plan of action in order to achieve your desired lifestyle. These are areas where you'll want to major goals for yourself.

TOPIC 3: Discuss briefly each of the **12 areas for deciding and planning what you want:**

- 1 - Your Love Relationship
- 2 - Your Family Relationships
- 3 - Your Peers, Colleagues, and Social Circle
- 4 - Your Mentors and Advisors
- 5 - Your Career or Business
- 6 - Your Income or Business Revenue
- 7 - Your Investments and Future Legacy
- 8 - Your Philanthropic Endeavors and Life of Service

- 9 - Your Physical Rewards
- 10 - Your Playtime
- 11 - Your Spiritual Awareness
- 12 - Your Physical Body

OTHER

CHAPTERS: Of course, maintaining the right mindset is just a part of what you must do to create an abundant life. There are four other areas I discuss in the book, *Abundance Now*, and I want to make a brief mention about those today, too.

Working on your **SELF** is something most of us need to do to achieve prosperity and a rich rewarding lifestyle. We have to become the people who can do the things needed to achieve these higher level accomplishments. We have to navigate our way through our fear storms. We have to be willing to fail. And we have to learn to stay in our own lane – the idea that we don't have to master everything. There are others out there who are more knowledgeable who can help us. But the one thing that you alone can do (and should master) is becoming masterful at creating a clear vision, communicating it in compelling detail, and enrolling others to come along for your journey.

Next in the book, I discuss your **RELATIONSHIPS**. You have the ability to create valuable and supportive relationships to help you on your path. I call these "High ROI" relationships – and whether that person is a family member, mentor, advisor or a rocket-booster friend – they should always call upon you to stand on your tippy-toes and stretch in new ways, learn what you have to learn, and become the person you need to be in order to achieve that abundant life you want.

I also discuss in the book your **WORK**. And whether that's a career or your own business, there are things you can do to turn that work into the investor who's funding your abundant life. Your job or business can be your investor in anything you want to do.

Of course, it takes **MONEY** to live an abundant lifestyle. But how much do you actually need to do what you want to do? And what other assets could actually be more valuable to you? That's what I discuss in chapter 6 of the book – this idea that you can create a slush fund of both money and non-monetary assets like knowledge, connections, expertise, community and other assets to help you achieve the abundant lifestyle you want.

Finally, I talk in the book about how to start living abundantly today...now. I call it "**Activating Prosperity in the Present Moment.**" You have abundance all around you, and you can also extend your own abundance to others in various ways that have nothing to do with money. As you're amassing great wealth, why not celebrate the abundance that's in your life right now?

CLOSE: I hope you'll choose to live abundantly in ways other than how society has defined abundance up until now. Today, we've been discussing the mindset and planning necessary to live an abundant life. In closing, there is so much more in my latest book, *Abundance Now*, available now at major online booksellers and in bookstores

everywhere. And don't forget, I've got free bonus gifts for you at my website when you purchase. You can read more about the book and these gifts at my website: AbundanceNowOnline.com.

I'm Lisa Nichols. And I want YOU to achieve the abundant life you want. See you on the next Abundance Now podcast.

Podcast Outline for...

[ABUNDANCE NOW: Amplify Your Life and Achieve Prosperity Today](#)

To be recorded by Lisa Nichols

PODCAST #2 – TOPIC: HIGH-ROI RELATIONSHIPS AND ROCKET-BOOSTER FRIENDS

Podcast Title: **Abundance Now 2: Creating “High ROI” Relationships for Greater Prosperity**
Subtitle: [leave blank]
Description: Discussing strategies and action plans from her latest book, Abundance Now, Lisa Nichols -- a New York Times bestselling author and featured teacher in the movie “The Secret” -- reveals how to form relationships that can substantially improve your career, finances, lifestyle and overall prosperity. She calls these “High ROI” relationships. Formed with people who are already experienced, smart and expert at what you want to accomplish in your life, these rocket-booster friendships can create a completely new network of other contacts who can help you achieve what you want. These are friends and advisors who make you stand on your tippy-toes as you reach for what you want. They can also help you get crystal clear about what you want. And one way to get into relationship with these power people is through acts of service. Additionally, every successful person should form a “community” and their own personal “breakthrough team” of advisors and supporters.

Podcast Length: 20-25 minutes
Distribution Via: Libsyn.com for iTunes, Stitcher and social media
Format: MP3 with ID3 tags as listed above

[INTRO]: Prerecorded.

[WELCOME]: Hi, Everyone. This is Lisa Nichols with exciting new strategies that help you live a life of Abundance Now. Of course, Abundance Now is also the title of my latest book from HarperCollins available in bookstores now. And today, I want to help you achieve prosperity with some specific information from the book. Our topic today is relationships and how they contribute to your abundant life.

TOPIC 1: The Quality of Your Life Is Determined By the Quality of Your Relationships

- Come to terms with the community you were born into
- Heal what you are responsible for
- Love toxic people from a distance
- Three types of romantic relationships: Lifetime, Life-Giving and Purposeful

TOPIC 2: Become Intentional About Creating High ROI Relationships

- What are High ROI relationships?
- How can they help you live abundantly?
- How can you form these relationships?

PITCH: Of course, you can read much more in my latest book. It's called *Abundance Now: Amplify Your Life and Achieve Prosperity Today*. You'll find it at major online booksellers and in bookstores everywhere. Plus, I've got free gifts for you at my website when you purchase. These are tools that will help you achieve the abundant life you want. You can read more about the book and these gifts at my website: AbundanceNowOnline.com.

SEGUE: When I mentioned earlier that you should create high ROI relationships, a major goal should be to create an entire community around yourself of these types of people.

TOPIC 3: Discuss the concept *Create Your New Community*

- What exactly is your "community"?

A group of like-minded, forward-thinking, and evolved people who are *invested* in seeing you prosper—not so much financially invested, but psychically, energetically, and emotionally invested, for sure. Your wins (and those of others in the community) reassure everyone that they're aligned with winners—and your achievements help them feel more hopeful and joyous about their own future, too. When you are living in abundance, your community is filled with supportive individuals who serve you—and whom you can serve in return. You learn from one another. You share wisdom and ideas. They're sounding boards for anything new you want to do.

- How can you build a community that serves your future plans?
 - Be a Magnet for the Kind of People You Want to Attract
 - Be clear about your non-negotiables
 - Seek out like-minded people
 - Ask for What You Need in a Way That Empowers People in Your Community

OTHER

CHAPTERS: Of course, working on your **SELF** is just a part of what you must do to create an abundant life. There are four other areas I discuss in the book, *Abundance Now*, and I want to make a brief mention about those today, too.

I also discuss in the book your **WORK**. And whether that's a career or your own business, there are things you can do to turn that work into the investor who's funding your abundant life. Your job or business can be your investor in anything you want to do.

Of course, it takes **MONEY** to live an abundant lifestyle. But how much do you actually need to do what you want to do? And what other assets could actually be more valuable to you? That's what I discuss in chapter 6 of the book – this idea that you can create a slush fund of both money and non-monetary assets like knowledge, connections, expertise, community and other assets to help you achieve the abundant lifestyle you want.

Finally, I talk in the book about how to start living abundantly today...now. I call it **"Activating Prosperity in the Present Moment."** You have abundance all around you, and you can also extend your own abundance to others in various ways that have nothing to do with money. As you're amassing great wealth, why not celebrate the abundance that's in your life right now?

CLOSE: I hope you'll choose to live abundantly in ways other than how society has defined abundance up until now. Today, we've been discussing the mindset and planning necessary to live an abundant life. In closing, there is so much more in my latest book, *Abundance Now*, available now at major online booksellers and in bookstores everywhere. And don't forget, I've got free bonus gifts for you at my website when you purchase. You can read more about the book and these gifts at my website: AbundanceNowOnline.com.

I'm Lisa Nichols. And I want YOU to achieve the abundant life you want. See you on the next *Abundance Now* podcast.

Podcast Outline for...

[ABUNDANCE NOW: Amplify Your Life and Achieve Prosperity Today](#)

To be recorded by Lisa Nichols

PODCAST #3 – TOPIC: WORK; YOUR LIFE ASSIGNMENT; YOUR JOB IS AN INVESTOR IN YOUR FUTURE

Podcast Title: **Abundance Now 3: Work and Your Unique Life Assignment**
Subtitle: [leave blank]
Description: Discussing strategies and action plans from her latest book, *Abundance Now*, Lisa Nichols -- a New York Times bestselling author and featured teacher in the movie "The Secret" -- reveals how to define exactly what your life assignment is at this stage of your life and how to go about pursuing in it. You will learn to not only listen to your intuitive self, but to trust its guidance so that your

investment in your life assignment will multiply with each passing day. You'll also hear Lisa discuss the many ways that your life assignment is already in place and working for your greater good. But first, she'll help you get crystal clear about your life assignment including what it is, what that life calling looks like and how it feels to pursue it.

Podcast Length: 20-25 minutes
Distribution Via: Libsyn.com for iTunes, Stitcher and social media
Format: MP3 with ID3 tags as listed above

[INTRO]: Prerecorded.

[WELCOME]: Hi, Everyone. This is Lisa Nichols with exciting new strategies that help you live a life of Abundance Now. Of course, Abundance Now is also the title of my latest book from HarperCollins available in bookstores now. And today, I want to help you achieve prosperity with some specific information from the book. Our topic today is

TOPIC 1: You have a unique Life Assignment for this stage of your life

- Get honest about the stage of your life that you are in
- Gain clarity about what you want your life to feel and look like
- This is not about Playing Big or Playing Small, this is about what fits for you and your Life Assignment right now
- How to begin pursuing your life assignment immediately. Start where you are.

TOPIC 2: To be or not to be . . . an entrepreneur

- Do your research
- What are you offering now in your current line of work? Could that be an entrepreneurial venture?
- Becoming THE expert in your field or line of work as a path to entrepreneurship

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SEGUE: When I mentioned earlier that you must be honest with yourself about the stage of life that you are in, you have to take a look at who you are as a person today. Growing your skills and expertise is an area where you'll want to create major goals for yourself.

TOPIC 3: Stepping into your Life Assignment will force you to grow

- Are you ready to Grow and Trust what comes your way?
- What expertise do you need to add to your skillset

- What if you learn that your Life Assignment has nothing to do with the work you have done up until now?

OTHER

CHAPTERS: Of course, developing abundance in the area of your **WORK** or career is just a part of what you must do to create an abundant life. There are four other areas I discuss in the book, *Abundance Now*, and I want to make a brief mention about those today, too.

Working on your **SELF** is something most of us need to do to achieve prosperity and a rich rewarding lifestyle. We have to become the people who can do the things needed to achieve these higher level accomplishments. We have to navigate our way through our fear storms. We have to be willing to fail. And we have to learn to stay in our own lane – the idea that we don't have to master everything. There are others out there who are more knowledgeable who can help us. But the one thing that you alone can do (and should master) is becoming masterful at creating a clear vision, communicating it in compelling detail, and enrolling others to come along for your journey.

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I'm Lisa Nichols. And I want YOU to achieve the abundant life you want. See you on the next *Abundance Now* podcast.

Podcast Outline for...

ABUNDANCE NOW: Amplify Your Life and Achieve Prosperity Today

To be recorded by Lisa Nichols

PODCAST #4 – TOPIC: MONEY

Podcast Title: **Abundance Now 4: Money and the New Definition of Financial Success**
Subtitle: [leave blank]
Description: Discussing strategies and action plans from her latest book, Abundance Now, Lisa Nichols -- a New York Times bestselling author and featured teacher in the movie “The Secret” – reveals how to create a positive mindset and relationship with money by looking at your core beliefs about your finances. In today’s podcast, Lisa discusses thriving vs. surviving, letting go of past mental blocks about money, and assessing your readiness to be rich.

Podcast Length: 20-25 minutes
Distribution Via: Libsyn.com for iTunes, Stitcher and social media
Format: MP3 with ID3 tags as listed above

[INTRO]: Prerecorded.

[WELCOME]: Hi, Everyone. This is Lisa Nichols with exciting new strategies that help you live a life of Abundance Now. Of course, Abundance Now is also the title of my latest book from HarperCollins available in bookstores now. And today, I want to help you achieve prosperity with some specific information from the book. Our topic today is

TOPIC 1: Discuss too much money vs. not enough money vs. just the right amount

- Defining your monthly spending habits
- Creating a budget to get you out of debt and into proper money management
- Discovering “multiple streams of income”
- What are you willing to do to get the financial success you want?

TOPIC 2: Letting go of our financial upbringing so we can joyfully move into true prosperity

- Your thoughts around money are your “Money Blueprint.” These thoughts are based on how you were brought up to think about money. Lisa tells her story of growing up and managing the financial struggle every day.
- How your spiritual upbringing affects your money mindset
- Do you have a family history of being poor, being ignorant
- How your gender affects your core beliefs

PITCH: Of course, you can read much more in my latest book. It’s called Abundance Now: Amplify Your Life and Achieve Prosperity Today. You’ll find it at major online booksellers and in bookstores everywhere. Plus, I’ve got free gifts for you at my website

when you purchase. These are tools that will help you achieve the abundant life you want. You can read more about the book and these gifts at my website: AbundanceNowOnline.com.

SEGUE: When I mentioned earlier that you must create a new relationship with money and redesign your money blueprint, this is an area where you'll want to create major goals for yourself.

TOPIC 3: **The Financial Readiness Assessment**

- There are 10 question in the book's Financial Readiness Assessment. I want to share three of the most important ones with you.
- Do you have a clear business plan or personal life plan in place?
- Do you have clear financial goals that you follow on a daily/weekly/monthly basis?
- Do you know how much money you need to save and invest to achieve financial abundance?

OTHER

CHAPTERS: Of course, developing abundance in the area of **MONEY** is just a part of what you must do to create an abundant life. There are four other areas I discuss in the book, *Abundance Now*, and I want to make a brief mention about those today, too.

Working on your **SELF** is something most of us need to do to achieve prosperity and a rich rewarding lifestyle. We have to become the people who can do the things needed to achieve these higher level accomplishments. We have to navigate our way through our fear storms. We have to be willing to fail. And we have to learn to stay in our own lane – the idea that we don't have to master everything. There are others out there who are more knowledgeable who can help us. But the one thing that you alone can do (and should master) is becoming masterful at creating a clear vision, communicating it in compelling detail, and enrolling others to come along for your journey.

Next in the book, I discuss your **RELATIONSHIPS**. You have the ability to create valuable and supportive relationships to help you on your path. I call these "High ROI" relationships – and whether that person is a family member, mentor, advisor or a rocket-booster friend – they should always call upon you to stand on your tippy-toes and stretch in new ways, learn what you have to learn, and become the person you need to be in order to achieve that abundant life you want.

I also discuss in the book your **WORK**. And whether that's a career or your own business, there are things you can do to turn that work into the investor who's funding your abundant life. Your job or business can be your investor in anything you want to do.

Finally, I talk in the book about how to start living abundantly today...now. I call it "**Activating Prosperity in the Present Moment.**" You have abundance all around you, and you can also extend your own abundance to others in various ways that have nothing to do with money. As you're amassing great wealth, why not celebrate the abundance that's in your life right now?

CLOSE: I hope you'll choose to live abundantly in ways other than how society has defined abundance up until now. Today, we've been discussing the mindset and planning necessary to live an abundant life. In closing, there is so much more in my latest book, Abundance Now, available now at major online booksellers and in bookstores everywhere. And don't forget, I've got free bonus gifts for you at my website when you purchase. You can read more about the book and these gifts at my website: AbundanceNowOnline.com.

I'm Lisa Nichols. And I want YOU to achieve the abundant life you want. See you on the next Abundance Now podcast.

Podcast Outline for...

[ABUNDANCE NOW: Amplify Your Life and Achieve Prosperity Today](#)

To be recorded by Lisa Nichols

PODCAST #5 – TOPIC: ACTIVATING FUTURE PROSPERITY IN THE PRESENT MOMENT

Podcast Title: Abundance Now 5: Activating Prosperity and Abundance in the Present Moment

Subtitle: [leave blank]

Description: Discussing strategies and action plans from her latest book, Abundance Now, Lisa Nichols -- a New York Times bestselling author and featured teacher in the movie "The Secret" -- reveals how to begin living abundantly today while you're working on your compelling future. She'll also help you get clear on your financial goals and make a concrete plan to bring more prosperity into your life. Finally, you'll discover a unique way to leave a legacy NOW, passing on your lifestyle, network, hobbies, work and philanthropy while you're still alive and enjoying a prosperous life.

Podcast Length: 20-25 minutes

Distribution Via: Libsyn.com for iTunes, Stitcher and social media

Format: MP3 with ID3 tags as listed above

[INTRO]: Prerecorded.

[WELCOME]: Hi, Everyone. This is Lisa Nichols with exciting new strategies that help you live a life of Abundance Now. Of course, Abundance Now is also the title of my latest book from HarperCollins available in bookstores now. And today, I want to help you achieve prosperity with some specific information from the book. Our topic today is enjoying the abundance in your life today. Because we all know that constantly living for tomorrow will ZAP the joy right out of your today.

TOPIC 1: The importance of creating your day

- Morning Rituals & Gratitude
- Visualize and be clear about any needs you have around the experiences that you have planned out before you today
- Trusting in the Law of Attraction: Ask, Believe, Receive

TOPIC 2: Discuss the importance of connecting with others

- Based on your financial goals, identify people you need to connect with to help you.
- Create a new community of supporters

PITCH: Of course, you can read much more in my latest book. It's called *Abundance Now: Amplify Your Life and Achieve Prosperity Today*. You'll find it at major online booksellers and in bookstores everywhere. Plus, I've got free gifts for you at my website when you purchase. These are tools that will help you achieve the abundant life you want. You can read more about the book and these gifts at my website: AbundanceNowOnline.com.

SEGUE: When I mentioned earlier that you need to celebrate the abundance that is with you now while also creating and nurturing the abundance of your future, this is an area where you'll want to create major goals for yourself.

TOPIC 3: The Living Legacy Planner: What Can You Pass On to Your "Successors" Starting Today?

- Who are your successors? The individuals, organizations, businesses, and other entities who will take over your role, duties, and privileges after you're gone. In legal agreements, these successors not only benefit from the money and other rewards memorialized in the contract but also are charged with continuing the work, goals, and intent of the agreement. I like this idea.
- You can begin not only to live your legacy *but also to pass it on to your heirs today*. There are five areas where you should be living and leaving your Legacy...right now, today.
 - Area 1: The greatest **financial legacy** you can pass on to your successors is the right mindset around money: earning it, investing it, appropriate use of debt, spending it
 - Area 2: **Relationships**. Financially successful people make connecting and collaborating a foundational principle in their lives. Can you pass those connections on to your heirs?
 - Area 3: **Advancing your Work, Charity or Social Change** now and after you're gone: Identify those aspects of your work, charitable pursuits, or lifestyle that should be continued or expanded—then find people (not just your family) to pursue those with you now.
 - Area 4: **Career and Business Experience**: There are many ways to engage fully in your career now—and develop protégés who will continue your "work" (whatever it may be). Create strategic alliances. Move to the cutting edge of your profession and attract followers. Form an industry association.
 - Area 5: **Lifestyle and Hobbies**: Create family traditions. Turn your children's hobbies into a lifestyle.

OTHER

CHAPTERS: Of course, **Activating Prosperity in the Present Moment** is just a part of what you must do to create an abundant life. There are four other areas I discuss in the book, *Abundance Now*, and I want to make a brief mention about those today, too.

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Finally, it takes **MONEY** to live an abundant lifestyle. But how much do you actually need to do what you want to do? And what other assets could actually be more valuable to you? That's what I discuss in chapter 6 of the book – this idea that you can create a slush fund of both money and non-monetary assets like knowledge, connections, expertise, community and other assets to help you achieve the abundant lifestyle you want.

CLOSE: I hope you'll choose to live abundantly in ways other than how society has defined abundance up until now. Today, we've been discussing the mindset and planning necessary to live an abundant life. In closing, there is so much more in my latest book, *Abundance Now*, available now at major online booksellers and in bookstores everywhere. And don't forget, I've got free bonus gifts for you at my website when you purchase. You can read more about the book and these gifts at my website: AbundanceNowOnline.com.

I'm Lisa Nichols. And I want YOU to achieve the abundant life you want. See you on the next *Abundance Now* podcast.