



37

MIND BLOWING WAYS TO PROFIT FROM AUDIO

WITHOUT CREATING NEW CONTENT

COMPLETE GUIDE TO PROFITABLE AUDIO

What you'll discover in this guide



What types of audio product sell best in your market



The golden rule to creating the "driveway moment" with each show



How to turn old content into irresistible audio in minutes



The secrets to selling your audio product fast (without a list)



How to blow away your competition by getting in the customer's head!

Sharing your expertise is a gift that no one can take away from you.





YOU ARE A SUPER HIRO!

I'm so pumped that you downloaded our guide! Truth be told, the team at Hiro.fm is working nonstop to make it crazy simple for you to share your message.

That's why I'm so thrilled. You are taking important steps that will impact so many lives. Your expertise is life changing and it needs get out there. Surrounding yourself with other supportive impact makers makes it all that much easier. If that sounds too hard to do, think again — we have a free, private Facebook group with the most positive, creative, and successful change makers from all sorts of backgrounds.

It's the perfect place to get ideas, make friends, and ask questions. **You can join right here!**

One thing you'll notice is that the Super Hiro community is that it's a feeding ground of productivity, positivity and ambition. If you're foaming at the mouth with creativity and motivated to make some insane money doing what you love, **jump in there**.

You're now tapping into a community full of wisdom and insights as it relates to launching, growing and scaling highly profitable private podcasts. That's why I encourage you to stop by and get to know your fellow Super Hiros. They are incredible and the communities they are growing are incredible too.

Carla White

AND THE HIRO.FM TEAM

You're in the right place



I bet you're sitting on some untapped profits right now that you didn't even know about! Best of all, grabbing those profits doesn't require creating heaps of new content, complicated funnels, or paying a king's ransom in support and marketing.

We all witnessed Clubhouse go from zero to a \$4B evaluation in less than a year. Why? Because people love audio. It's that simple. That's why Facebook, Spotify and Twitter all have audio platforms. And now you can too!

What people don't like about social audio platforms is the amount of time they have to invest just to get a nugget of wisdom. We'll put a stop to that too.

You are now holding a blueprint on how to quickly turn your knowledge into profitable audio products in a matter of hours - not weeks or months! You don't need a tech guy. You don't need to give away all your profits to the Fat Cats. And you don't need a big following.

For the most part, this process is like sitting down to have coffee with a best friend. She is stuck and asked for your advice. You're going to learn how to give it to him in a way that will get him results fast.

(Because that's what best friends do, right?)



The \$4 Trillion Learning Market

broken system

What I remember about school is being told to be quiet, be realistic and get a "real job". Hearing that I would most likely flunk out of college; believing I was different, and therefore bad, because I could never muster the discipline to sit through an entire class

My only motivation was to prove them wrong. But I failed. My second year of college I ready to drop out.

Then a miracle happened.

Instead of quitting, I got a job at a fast food chain and a Chinese restaurant, and saved every penny so I could study abroad.

For the first time in my life, I boarded a plane and flew to Germany to live there for a year.

I learned more in the two months than my entire high school or college career. My

confidence grew so much, that I came home and got an MBA and MIS while still finishing my undergrad degrees.

But even with these fancy degrees and an impressive resume, I found myself living out of my car for months.

Why?

Because college only taught me how to create a resume and debt. It didn't teach me how to sell, negotiate, create or use my voice.

Pandemic Wake-up Call

The college scam got a huge spotlight in 2020 and we're realizing what a waste of money it can be for most people.

Instead, people like you, who are in the trenches, got the results, and can share a process are the best way to get the skills needed to gain freedom.

Why audio?

beyond audiobooks

Let's face it...create a video of yourself can be a huge showstopper. It's awkward, costs money, and takes way too much time. Let's just say you manage to tackle that mental hurdle, you still have the membership site, funnel, ads and all the tech. Let's say you master that too...then the truth comes to town...

 Completion rate is 2%

 So the refunds pour in

 Customers give away your course

 Someone pirates it

 And you're ready to call it quits

I was in the exact same boat. And out of desperation, I stripped the audio from my course and gave it to my customers. That's when **a miracle happened...**

My customers not only finished the content and felt really darn proud of themselves, they came back asking for more. **Selling my higher ticket products became a breeze.** They already accomplished exactly what they needed to go to the next level too.

Some of the untold benefits of audio is that:

 It's the closest thing to 1-on-1.
You're literally in their heads!

 They get addicted to listening to you and want more.

 It's far easier and cheaper to make than videos.

 With Hiro.fm, nobody can pirate your work(that alone deserves a standing ovation!)





What type of audio products do people want to pay money for?

The first thing I want to do is save you from getting trapped on the “content treadmill” - that feeling like you’re never fully caught up, and the constant pressure to create more and more content at a fast, never-ending rate.

Fear not! This is going to save you!

This next section will dive deep into how to plan audio products in a way that makes sense for your business, provides real value for your listeners, and can be created and set-up in a way that is low stress.

The secrets behind ‘how’ to plan your audio products is to start out with the easiest way for your customers to get results. This guide gives you plenty to pick from - and our Facebook group has even more examples. Just keep it simple.

Overwhelm is the #1 reason that customers ask for refunds.

Most often, it’s not about the value of the content. They leave because they are overwhelmed because there’s just so much of it. Other reasons for overwhelm are not being able to find what they are looking for, or not being able to figure out what they should do next.

give them easy & fast wins

5-Step Success Path

1. Plan Your Feed

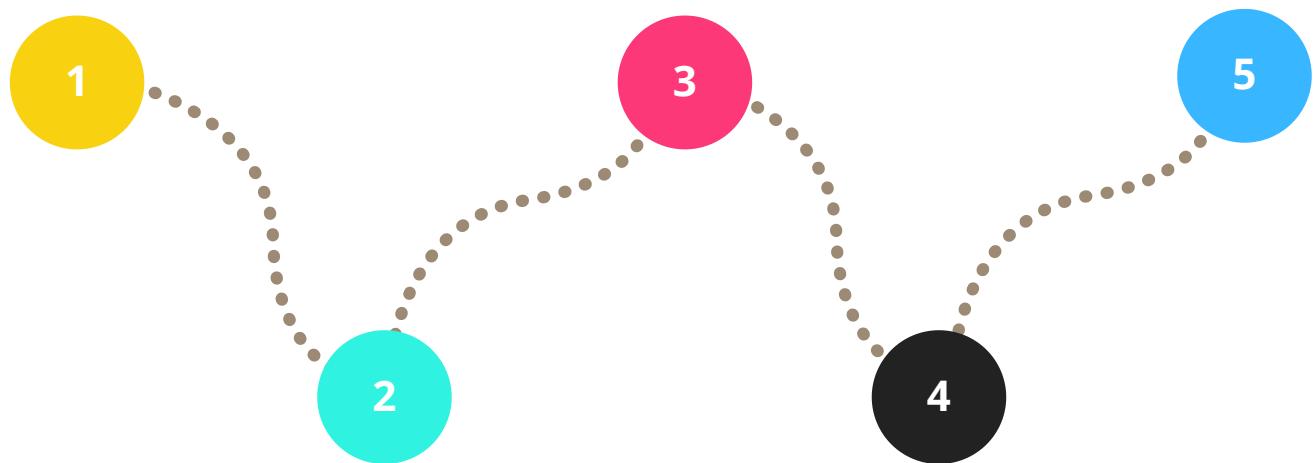
Pick an idea that fits with your business & audience

3. Create Sales Page

Use the swipe copy given to you in this guide

5. Nurture & Grow

Get people results fast so they come back for more and more



2. Create 1st Episode

Use the script in this guide.
Keep it short.

4. Promote

Post a link in your emails,
social, website and
signatures



Option 1: Courses & Coaching

Repurpose Content

If you already have a course, challenge, event or coaching calls, you can create an audio version.

Hiro automatically converts videos to MP3's saving you a ton of time there too.

Audio Product Ideas:

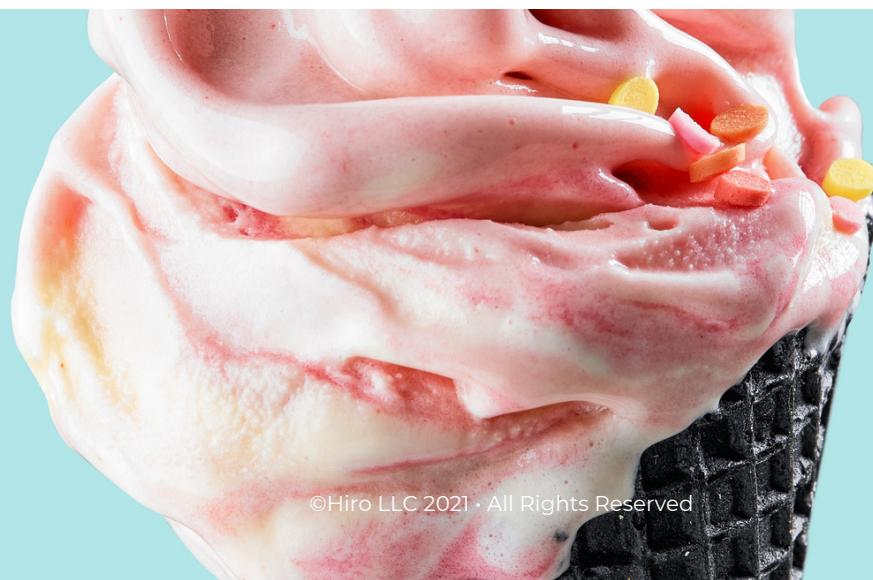
1. Audio version of your course
2. Audio version of your challenge
3. Audio version of your workshop
4. Audio version of your event
5. "Best of" coaching calls
6. "Best of" hot seats
7. "Best of" Q&A

Making Your Audio Irresistible

To make your audio product pop, add something that is maybe even better than the product itself. Something that isn't available in the main product. This gives your buyer incentive to get the audio product.

For example

- Out of the vault training
- Exclusive interviews
- Sample coaching calls
- Deeper dive into the topic
- Q&A sessions
- Calls with your coach
- Pop quiz
- Inspiration of the day



QUICK SALES

The best thing about repurposing content is that you can sell it right back to your original buyer's list.

One Hiro customer turned her weekly Facebook coachings into a private audio product and sold subscriptions for \$11.11 a month (or 37¢ a day!). She made over \$3,300 her first week!

In addition to selling your new audio

product to existing customers, you can also offer it to new customers:

- Order bump
- One time offer
- Single product

Lastly, you offer it free to customers who can't find the time to get through your video course & want a refund.

That alone can save \$1000s!

PRICING SUGGESTIONS

Although it might be tempting to add your audio version to part of your core offer, you not only are walking away from some serious money. Let me explain.

Not only are you giving up a higher cart value, you are also giving up the opportunity to offer your audio product as a gift to anyone who requests a refund. That alone has saved some Hiro customers thousands

of dollars a month. That's why I suggest adding it as a bump or a one-time offer. The price depends on the price of your core offer.

Around 10%-15% of your main product price is usually a safe bet.

So if your course sells for \$2000, then your audio version can be \$20-\$40. But it all depends on the content and the customer.



Option 2: Best Hits

Insiders only

Hypnotherapists, reiki masters, yogis, or experts of any kind. This is also great for anyone with a social media following. This is exclusive content that only your top fans or customers would appreciate.

This works great for monthly subscriptions!

Audio Product Ideas:

8. "Unfair Advantage" Hypnotherapy
9. Sleep talk down
10. Practice closing scripts
11. What's hot now
12. Favorite tools & how to use them
13. Live, behind the scenes
14. In-Your-Face motivation
15. Meditations



Kiana Daniels

teaches moms how to invest their money like a Wall Street tycoon. One of tactics that she mastered was the "hook" which quickly grew her audience and business to **well over \$1M in under a year.**

Making Your Audio Irresistible

Unlike a course, this type of audio more of a stand-alone product. Your main goal is to make listening to your audios a habit and giving them a quick win. You need to create "triggers" telling them to listen.

For example

- 10-day challenge checklist
- Add a tip of the day
- Refer a friend bonus
- Quick-start call
- Workbook
- Facebook group
- Shout-outs on social media
- Snail-mail thank you card

QUICK SALES

If you don't have a big list or following, you can still profit from audio fast. Let me show you how to do that.

Start by sharing a big win you had because of your secret process. For example, maybe you cured your insomnia with a hypnotherapy. Share your before and after photo along with the story of how you discovered

your answer. Share the RESULTS you received from your hypnosis. If you have a client who got great results, share that too.

Ask who wants access to the entire system for a reduced price. These are your beta testers. Have them comment on your post, then quickly follow up with a private message and link to your sales page.

PRICING SUGGESTIONS

If this is your first time offering your solution, you might be tempted to give it away to those first customers. But you'll be doing them a disservice. If they don't have skin in the game, they won't take action and won't get results.

Instead, price it at the lowest price you'll ever consider offering. For example, you might want to offer it for \$97 later, so the beta group gets

access for just \$7. You'll have some pretty upset customers if you say they get a crazy discount and end up lowering the price even more later.

If this isn't a beta product, price it based on the results they get.

If it helps them earn \$15K, then charge them \$500. If it saves them \$10K in lawyer fees, charge them \$100. If it's a tire-kicker, charge \$17 - \$67





Option 3: Audiobooks

Thanks to Audible, we are all familiar with audiobooks and don't mind paying \$17-\$25 to listen our way through the chapters.

If you're a self-published author, your heart might have skipped a beat when you discovered how much it costs to publish the audio version of your book on Audible. Not to mention the time it takes, the revenues they keep, and the limited data you have on each listener. Why bother?

With Hiro, you keep the profits, know exactly who got your audiobook and how much they listened to.

But let's do more than give your customers an audio version of your book. Let's make it irresistible to them!

HOT TIPS

What's the one thing you wished you could do when you're reading a really good book? Talk to the author, right?

Give your audio listeners insights after each chapter. You can do this by **having a friend interview you about each chapter**. If you need inspiration, check out David Goggins audiobook, "Can't Hurt Me".

Sell your book before you even write it. Create the outline first, then record an audio for each chapter. People pay for first draft access and can give you valuable feedback!

Option 4: Build & Nurture Lists

Cold to hot

My friend who runs a Facebook ads agency had a list of prospects who were going cold fast. She didn't have enough time to follow-up with them.

She decided to give them access to her members-only podcast designed to now only give them quick wins, but get them ready to start working with her as a client. Here's some ways you can bank on that same concept:

Audio Product Ideas:

16. What's Hot Now
17. Tip of the day
18. Product reviews
19. Case studies
20. Step-by-step guide
21. Pitfalls to avoid



Making Your Audio Irresistible

Unlike the paid audio products, these types can be used to both grow your list and nurture your audience. The key is to break down any barriers they might have buying your higher priced offer.

For example

- Why other solutions failed them
- Help them save time
- Help them make a bit of money
- Help them save a bit of money
- What it's like to work together
- Results they can expect
- Success stories
- Your backstory

Gabe Schilliinger

teaches musicians how to sell beats online. Living out of his parent's basement, he was the iconic "starving artist", not getting ahead in his music business. Then he discovered how to **make his offers into a game**, creating prizes and incentives for sharing. He is now running a multi-million dollar business..



Option 5: Performers

Performing artists like comedians, musicians, spoken word, and story-tellers have a special advantage when it comes to audio - their trained voice.

Selling access to their audio products through their own site gives them a chance to keep all the revenue, manage the audios, and offer more products.

Audio Product Ideas:

22. Your comedy or live shows
23. Exclusive recordings (plus inspiration)
24. Unfiltered, raw content (big brother style)
25. Crime, love, space or any kind of stories
26. Spoken word or rap challenge
27. Curated content (not copyright protected)

HOT TIPS

Fans want to feel close to the artist. They want to know the inspiration, the story, the events that lead up to creating the art they love.

Share insights and behind the scenes stories to turn them into super fans. Include the background story, banter while in the Green Room, an unpublished interview. Anything that gets them closer to your daily life.

Option 6: Teachers

Make it stick

Learning in an active state - like while you're walking or doing the dishes - is scientifically proven to help students learn faster and retain the information longer.

Teaching through audio is just another added benefit that you can give to your students to help them progress faster.

Audio Product Ideas:

28. Daily news
29. Listen to learn a second language
30. Daily quizzes
31. Recap of important details
32. Stories and examples
33. Reports (ski resort, holiday spot)

Making Your Audio Irresistible

These audios are designed to help the user retain important information. Use a combination of the audio product ideas to keep each episode fresh.

For example

- Why the information is relevant
- Repeat, repeat, repeat
- Stories that recap the concept
- Misconceptions & unlearning
- Examples in action



Nina Rocco

teaches how to get fit. When COVID hit, she closed her gym and started all her coaching online. She is now able to serve more people in less time, increasing her quality of life and **impact in the world.**

Questions To Ask

What type of private podcast works best for your content?

What can you include with your content to make it irresistible?

What can you promote in your private podcast? An upcoming event? New product? Your social media handles or private Facebook group?

What bonus can you offer to the first 10 - 100 buyers?

What prices work best with your audience?

WELCOME EPISODE

Even if you are repurposing existing content into a private podcast, it helps to have a welcome episode as your very first episode. This sets the tone of the conversation, creates excitement and lets the listener know what to expect ahead.

You only need a welcome episode to start selling your product. You can create the following episodes as you go! In fact, it's best to do that so you create content that your listeners want and need!

Use the script below to quickly create your welcome episode.

WELCOME SCRIPT

Hey (tribe name / niche name / future identity)! I'm so excited to have you here inside of our private podcast. Now what is super awesome about this opportunity is that you are going to get the ability to listen to all of the audio that comes from all of the (coaching calls, expert leader interviews, any additional coaching or trainings) that happen inside of (your product). I know not everyone can always get in to watch them live or even have time to sit and watch their recordings. And so what is so wonderful about this opportunity is that you now can catch every single episode as often as you want right from the convenience of your phone just like you would any other podcast. Inside of this podcast you will find all of your coaching from the (product name) all of the (other bonuses) and so much more. Without further ado dig on in and enjoy.

SALES PAGE COPY FOR YOUR AUDIO PRODUCT

Introducing the easiest way to listen to (results) success!

Stop missing out on important coaching because you couldn't make the live calls or don't have time to sit quietly at your computer.

This life changing training is now about to get way better.

Now you can listen anywhere and anytime... while you're exercising, washing dishes, driving, or just hanging out at the park watching your kids play.

No more making time or distractions while you're trying to learn.

Best of all, it's super easy to access. Honestly, all it takes is a tap of a button.

This one thing alone is worthy of a standing ovation! (insert sound of cheering crowd here!)

Here's what happens after you subscribe:

1. Hit the button on this page and subscribe to your private [insert name] podcasts for only [insert price] (that's only about \$X a month!)
2. You'll get an email from Hiro with a one-use URL to your audio feed.
3. Simply tap the button to install it into your favorite podcast player.
4. Start listening! Seriously—this is literally SO easy—you'll get to choose from a list of podcast players and you're good to go.

It's Literally 1-2-3 Push-Button Simple

1. Purchase 2. Get an Email from Hiro. 3. Tap Button to Install.

Only One Payment of \$X for One Year!

Get Your [insert name] Private Podcasts Today!

Learn anywhere, anytime AND listen to the Q&A Calls.

No software to install.

No logins to remember.

Installed directly on your phone.

In your favorite podcast player.

When you subscribe, you can simply open your podcast player and listen to [insert name] on the go!

Just Take A Look At What Current Listeners Have Said

[insert your testimonials]

Perfect Podcast Structure

INTRO:

STORY:

WHY:

WHAT:

HOW TO:

WHAT IF:

RECAP + CTA:



CHECKLIST

Steps to setting up your private podcast.

- Create cover art in Canva
- Get audios / videos together
- Get Hiro account & login
- Create new podcast in Hiro
- Set podcast release & expiration
- Bulk upload audios / videos
- Update episode details
- Add yourself as a listener
- Install podcast & take screen shot
- Use screenshot for mockups
- Add copy & mockups to sales page
- Add Hiro Zapier Zap to sales page
- Test and go live!

[Access The Hiro Zapier Zap](#)



TOP SECRET TRICKS

END LISTEN & LEAVERS

Podcast platforms like Simplecast and Transistor only let you release episodes on a specific date.

Hiro lets you drip out your content so your podcast is evergreen.

This means that one customer can start listening to episode 1 on Monday and another customer start it two days later. And they both will get an episode a day - or however you want to drip out your episodes.

This is incredibly powerful!

Let's say you're selling an audio version of your course and you offer a 2 week refund period. You can give customers access to part of your content the first two weeks and then

unlock everything after the refund period. This saves you from people who consume your entire product and then request a refund.

CREATE URGENCY

Another cool feature with Hiro is that you can expire a listener's access to an podcast.

This is perfect for challenges because it creates urgency to listen before access is automatically shut off.

KEEP EPISODES SHORT

If you're creating from scratch, try to keep your episodes around 5-7 minutes. Listeners won't feel like they need to find time to listen and can binge listen - which is the best!



Lori Lynn

teaches people how to write a best-selling book. She runs a publishing and book editing business, helping create books that **sell well into the hundreds of thousands**. She shares her process opening to help others get their message into the world.



And that's it!

You're ready to get started with creating epic, viral and profitable private podcasts. This is how you can keep every podcast episode hot and relevant until the next episode is ready. You also create engaging social media content.

Wait! We have one more tip for you!

It's far easier to make momentum when you have a group of friends cheering you on every step of the way.

We got your back.

Our **Super Hiros** are fantastic. We're thrilled to welcome you into our exclusive Facebook community.

[Join our Super Hiro group right here right now.](#)

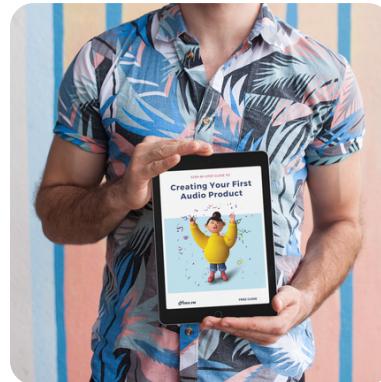
Start connecting with impact makers at all stages of the journey. Swap ideas. Ask questions. Share stories. And grow your impact with a crew of passionate and fun people. We can't wait to hear from you!

Carla White

AND THE HIRO.FM TEAM

Want More?

Grab our two free guides that will help you strategize your episodes and create your first private podcast product.



Quick Start Guide

You'll learn the exact formula to turn your knowledge into a business that hook the listener from the very first sentence. Ready to finally be heard and talk about topics you know and love?

[Download Now](#)

Perfect Podcast

You'll learn the exact formula to create podcast episodes that hook the listener from the very first sentence. Based on neuroscience, this guide takes the guesswork out of knowing what to say and when.

[Download Now](#)

Share with a friend

We all have that go-to friend. She might be an expert about visiting Disneyland or fixing up cars. They are the one person that everyone goes to for advice about a certain topic.

Help them profit from that knowledge by sharing our free guides. It's time they cash in their chips!



About Hiro

More and more, we're discovering that colleges are teaching us how to make debt, not money. Learning new skills is essential to growing your wealth, but college isn't an option for most.

That's why we created Hiro.fm

Learning from experts (who are doing the job daily) gets you faster results way faster than a degree. And we all have an expertise to share.

So instead of learning in a traditional classroom, we learn from the best while in an active state; moving, walking, or cleaning the home.

Hiro lets you turn your advice into profitable, piracy-proof podcasts that deliver more value to your customers in less time. It takes 2 minutes to set up, and the results last a lifetime.

Cut course creation costs, nip piracy in the bud, increase customer engagement, and expand your offer - it's all possible. And it's just \$1 to get started!

[Check out Hiro now.](#)

The world needs you.

We can't wait to see your Super Hiro Success!

[Give Hiro a shot.](#)

Here's what impact-makers are saying about Hiro.fm...



Mark Ward

Carla White has an amazing software called [Hiro.fm](#) which transforms all your files into a private audio feed. I am using this as my order bump in my summits. She is changing the game 



Tony Caggiano

Yeah!!! Way to go Carla! Love  [Hiro.FM!!!!](#)



Anish Verma

Congratulations Carla! I am enjoying using [Hiro.fm](#). My clients have started giving positive feedback!!



Kyрин Dunston

[Hiro.fm](#) private podcast feed from Carla White! Amazing product. I struggled to find someone to create audio book which ended up being 3.2 GB. Then discovered [Hiro.fm](#) and it is amazing. The attendees LOVE the private podcast feed and so economical. I can't recommend it enough.



Owen ★★★★★ VP at [Leaderminded](#) | about 21 hours ago

Amazing tool for Leadership development!

I just loaded my first audio into Hiro for our community at [Leaderminded.com](#). Hiro.fm was very simple to set up and our members automatically get an email showing them how to get access to the audio version of our training. Now we can load new audios and they auto-load onto our members devices.  Love it!

👉 Pros: Simple to setup | Easy to use | Private audio coarse | Private podcast



meiko s patton ★★★★★ Director at [meiko patton](#) | about 22 hours ago

Be Your Own HIRO

I just signed up for Hiro.fm and I am super excited. I know the founder personally and she is the subject matter expert in this field. With the explosion of all things audio, with Clubhouse and now Apple Subscription Podcasts,  there is no better time than to jump into the audio craze. Even Himalaya has switched audio courses. Join now and become your own audio HIRO.

