

# THE CLUB

PREMIUM RESOURCE — THE CLUB MCR

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## THE PODCAST

# MONETISATION PLAYBOOK.

How to turn your podcast into a genuine revenue stream. Six models that work for business owners and coaches — without needing millions of downloads.

## THE BIG PICTURE

# You Do Not Need Millions of Downloads

In 2025, podcast advertising revenue exceeded \$4.8 billion globally — but the shows making the most money are not always the biggest. Business owners with 500 engaged listeners consistently out-earn shows with 50,000 passive ones. Trust converts. Here are the six monetisation models that work at every stage.

01

## Direct Client Acquisition

The most overlooked monetisation model — and the most profitable for coaches and founders. Every episode is a 45-minute pitch to your ideal client. Structure your content to solve their specific problems, demonstrate your expertise, and include a clear CTA at the end of every episode. One client converted from a podcast can be worth thousands. Track how many enquiries mention your show.

02

## Sponsorships and Brand Partnerships

Host-read ads account for 55% of all podcast ad revenue because listeners trust them. You do not need 10,000 downloads to attract sponsors — you need a defined audience. Build a one-page media kit: show size, listener profile, engagement rate, and episode topics. Approach brands whose products your audience already uses. Start with 3-month deals at a flat fee rather than CPM rates.

03

## Premium Content and Membership

Subscription-based content grew to 29% of all monetised shows in 2025. Offer bonus episodes, extended interviews, or early access behind a paywall on Patreon, Supercast, or Apple Podcasts Subscriptions. Price between £5 and £15 per month. Even 100 paying members at £7 per month is £700 in recurring revenue from content you are already creating.

04

## Digital Products and Courses

Your podcast episodes are already a curriculum. Group your best episodes by theme and build a paid course, guide, or workshop. Your audience already trusts you — they are far more likely to buy from a host they have listened to for six months than from a cold ad. Online courses can generate thousands per launch while building long-term intellectual property.

05

### Speaking and Event Revenue

A podcast is a 24/7 audition for speaking opportunities. Event planners search for engaging speakers — your episodes prove you can hold an audience. Submit to industry conferences in your niche, link your podcast on your speaker bio, and mention your availability in episodes. Speaking fees for business events typically range from £500 to £5,000 per engagement.

06

### Strategic Partnerships and Referrals

Every founder, coach, or executive you interview is a potential referral partner. Build the relationship properly — send a great episode, make them look good, share their content. Then introduce your services naturally. A warm referral from a podcast guest who has seen your professionalism first-hand is one of the highest-converting leads you will ever receive.

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