

# JASON ROWENS

YOUR. DREAM. MATTERS.

## Podcast Episode 1

**00:01** Every journey has a first step and for me, this is step number 1.

Welcome to the very first episode of the Jason Owens's podcast. This is specifically meant for people who have a message that they want to package and sell over and over again.

If you are an author or a public speaker, you are in the right place to grow your platform and grow your voice.

In this episode, we're going to talk about what you can expect by being a listener to this podcast. And we're going to talk about a case study of work that I'm doing right now, list building.

These techniques are working in our community right now as I speak. So I'm really, really looking forward to sharing that with you.

Let's talk about what you can expect. Now in a podcast, it typically has one of maybe three or four different formats. One of those formats is what's called the 'solo hosted show', right.

So it's just one person there who's just going to riff in on whatever their **01:10** [inaudible] happens to be right.

They might be an expert on some topics and they're going to talk about that topic or maybe talk about several different topics throughout the episodes but usually it's just one person.

Now second format is called the 'interview format'.

Okay usually what happens there is, the podcast host is borrowing the expertise and quite frankly borrowing the audience of the person who is attending that particular podcast show, right.

The person who is there to be interviewed. Though in that format; of course you guys all know what an interview format is, right?

Pretty straight forward. You have Q and A and a little bit of back and forth there. So, that's the interview format.

And the last format is called the 'co-hosted show', right. So you're going to have two hosts on there.

And again these two are going to riff back and forth on some comments, some topics that is prevalent of the day. So again co-hosting format.

Then the last format, my most favorite format is what's called the 'multi format', right.

So you can end up doing a little bit of each. Now from what I've been told it is important you remain consistent.

02:16

I would say most of the shows that I do are probably going to end up being a solo hosted variety.

Now I will certainly mix in some interviews, okay and I'll tell you a little bit more about that here in a minute. And I will certainly mix in the co-hosted format.

So as my network here in the area continues to develop and I continue to get a lot better at having people on by Skype for a co-hosted show then we'll of course begin to mix that in.

So; but again like I said at the beginning, 'every journey has a first step so, this is step number 1.

So anyway with that in mind; have a little bit of a back story here.

So even though I'm saying this is step number 1, I want you to grab hold of a really important lesson here that I'm pulling out here today and that lesson is about making a first step.

Doing some kind of start, taking some kind of action on a project that you want to do.

Now, what I have found when I have interviewed people in this area there's author, expert, the guru space let's call it.

When I have interviewed people before and talked with them whether it's over a cup of coffee or maybe it's a face to face meeting, I have found pretty consistently that the people who have started on this journey are very rarely if ever, end up going and attaining the goal that they wanted on their very first try, right.

It's very important to have forward progress. But I don't want you to get discouraged if you are making some progress and don't really feel like you're getting there.

So let me tell you about my story with this very podcast that you're listening to right now.

Now the kicker is, I actually started this podcast feed well over a year ago, right. So I'm recording this message right now in November of 2016.

When I went back to look at my podcast feed here tonight, I had actually started a podcast and published my first one under a different podcast show name.

I published my first podcast, it was August of 2015. That's when I put my first podcast out and here's the deal.

I got really stuck on it. I knew that I wanted to have a podcast, I knew that I wanted to take some steps in that area but, men!

I took massive action which is very important and I got into it. And I quite frankly got really stuck with it.

Now I published the first episode. The other two episodes are still sitting here on my hard drive completely unpublished.

Never made it out to the podcast feed. And I was just having all kinds of a hard time really making sense of what ... how do I fit this content into my brain, right?

How do I take these things that I want to say and how do I work them into my brain? I just hadn't seen a really good example of how that worked for anyone else.

So again, I was taking action and I was making full progress. But it was very common to do this and it's very common to run in the road blocks.

Now, the reason I'm sharing this with you is because I want you to internalize that a bit.

Because when I see people get discouraged it's because they have taken steps and they encounter resistance and feel like whether it's a calling issue or maybe they've missed their calling or heard God wrong or whatever words you want to put in there.

Somehow, they're on the wrong path.

And I just want you to know and just take this one example from me that even though you run into a road block, it does not mean you are on the wrong path.

Many other people who are hearing this are going to be; let's face it, people that I know already, right. I'm going to go ahead and launch out this new podcast.

I'm going to let people know about it and really, you're already in my tribe. Most of you already know me.

I don't hold out a huge amount of hope that 10 000 people that I don't know are suddenly going to discover this tomorrow. No, this is really going out to people that I know.

And of the people that I know, I would have to say every last one of them is truly following some kind of call they feel they have on their lives, right. So I just want you guys to really have your heads up on this.

Okay, just be aware that it's totally okay to take some kind of steps down path and feel like, eh... maybe this isn't working, maybe gosh, this doesn't feel right.

That's totally fine and totally normal so, stick with it and if you have any mass of questions you want to cover with me by all means just pick up the phone and call me. Well certainly, certainly reach out to me by email.

So with that in mind I want to go ahead and shift gears a bit and talk about the case study that I mentioned I wanted to cover here at the beginning of the podcast. Now the case study has to do with a list building technique that I'm seeing that is working very, very well.

This really came to me, wow, probably about 8 months ago. I was in an Infusionsoft meeting. I was leading the Infusionsoft user group in [07:30](#) Charlotte.

Now for the uninitiated here, Infusionsoft is like Mailchimp on super, super steroids right. It's an email marketing platform, it's kind of like the gold standard out there for small businesses.

So I'm in that community, I'm leading a user group meeting and the person that I met through there was telling me that he and his wife were out doing public speaking and what not.

And the wife is the one who is the center of attention. She is the one giving the message, she is the one up on stage.

And they were using a great technique that really I thought at first like, seriously? That's actually working for you and I found out, it works great.

So, here's what they're doing. The lady is going around to different [08:16](#) chiropractic offices.

She's in the health and wellness field, health and wellness circles. And she's going around the chiropractic offices and she has a talk that she gives.

So the standard format there is that the chiropractors office then invites a whole bunch of people in and you end up with; it's usually in our world it's more of a smaller world. So you're looking at maybe less than 20 people in this room.

And this is at the [08:39](#) chiropractors office. And there're maybe some slides involved as far as some overheads and what not. Usually there's some kind of hors d'ourves that are served usually this is in the evening.

So she's there doing these talks and she is at the very tail end. She is saying, hey listen if you have liked this talk of mine and you want to learn more from me, you want more of my content, here's my keyword.

And I can't remember what the keyword was. I think it was something like 'clear skin' go ahead and text CLEARSKIN to 12345; whatever her digits were. And you can stay connected with me. You'll be on my subscriber list.

So I'm talking with the husband here and he said, 'Jason, we are killing it with this.' I said, 'Seriously, what kind of rates are you seeing?'

“Jason, we’re seeing over a 40% opt-in rate for every room we go to” and that blew me away.

Seriously people are taking out their phones while you’re standing there 10 feet from them and they’re opting into your list. Aha! Surprised me too but it’s working great.

Anyway, I was blown away at that and I always had that in my head here over the past summer. This summer for me was a bit of a whirlwind. Many of you know that we ended up having to pack up our house and get it all spiffed up, put it on the market and we ended up moving.

09:57 We’re now here in the thriving metropolis of Perkasie Pennsylvania. We’re here temporarily while we’ve got our house hold there in Chalet then after that we’re going to go ahead and land in more of a permanent home.

So right now, we’re kind of in that in between phase. But; so anyway throughout this summer. I didn’t have a whole lot of time to mess with that list building opportunity until I landed here.

So I landed here and really, really over the past; right about 6-8 weeks really got some religion on helping people, helping speakers like you build a list using that exact same technique that I just mentioned to you.

So I ended up having a few people in my community opt in for this and say, yeah Jason I’m interested in that. I do have a couple talks coming up.

Go ahead and sign me up for this service that you have and help ... teach me how to do this, right. Because there’s a bit of a script involved and there’s learning.

The deeper we get into this there’s certainly some right ways to do it and maybe some not so right ways to do it. So it’s been great though. It’s been great.

I can tell you about two different people who’ve used this in particular. One lady who was doing this did that technique, used the join by text, build by text technique.

And she did this at a women’s conference. And she had a talk that she did.

This woman’s conference went over a weekend. So it was kind of a Friday night, Saturday morning kind of thing.

So between the Friday night and the Saturday morning, this expert, this public speaker ended up getting a 36% opt in rate over the course of that event.

That’s pretty cool. Now over here on my end I have everything set up so that I can see all this activity as it happens, right.

This person is speaking literally down in Charlotte and I’m over here hitting refresh on my screen watching these subscriptions come in. Watching the new subscriber notifications come in.

So it was really, really cool and I just loved it. That kind of thing just jazzes me up because now this person has more people on her list that now she can reach out to develop a relationship with and of course monetize, right.

That's what it all goes back to. So that's the first case study.

Second case study that I have is a lady who had an evening talk that she gave. Her and her husband were on stage doing this talk together and frankly, it went really well. It went really, really well.

The talk was dynamite and at the very, very tail end little scrunch for time there at the tail end but she still had time to go ahead and put the slide up on the screen.

Hey listen, if you want to have more information from me, if you want to join my list, my subscription, here you go.

So she had her keyword, she had her digits and put those up on screen. And even there packing at the very tail end of that talk still had a 15% opt in rate and this room had over 100 people in it, alright. I mean that's pretty cool.

So again here I am back in [12:55](#) Perkasio and I'm doing a refresh on my screen and I'm watching all of these subscriptions come in and it just jazzes me up to watch that happen. So anyway; lots and lots of great stuff there happening.

So hey listen, this is the kind of thing I love doing for people. Just helping you find new ways to go out there and build your list, connect with people and again monetize.

Let's; all of you are smart. Every last one of you. I don't know anybody who isn't wicked smart on... listening to this podcast right now, seriously.

In my community you guys are all really top notch and you have great, great content that is inside you. Some of you are pulling that out and putting in on your blog, that's great.

Some of you are pulling that out and pulling it into products, audio products, DVD's, membership sites. I mean all of it is great.

So I'm just jazzed up to be working with you and around you and I love watching your growth, watching the list grow, watching revenue grow.

It's just a great thing so with that in mind everyone coming up next: I'm going to tell you a little bit. Not a little. We're going to go through a complete and total case study on a flash sale that I am running.

As this flash sale has to do with some of the email marketing works that I do and I can't wait to share the result with you. Some of the early results are already in and I'm really jacked up about this.

So I'm going to unpack that in depth coming up in episode 2 of this podcast. Where again my mission is to help you as platform builders, as authors, as public speakers. My mission in life is to help you take your story to one more person.

My name is Jason Owens and I look forward to seeing you soon. Take care everybody.