



SCALE YOUR PODCAST

*The ultimate guide to hiring a
game changing team*

Hiring the right team members is crucial for running a successful podcast. Whether you need an **audio editor**, **producer**, **show writer**, **marketing manager**, or **guest coordinator**, finding the right talent can make or break your production quality and growth. This guide adapts traditional hiring strategies specifically for podcasters looking to build a skilled and reliable team.

Comprehensive Interview Guide for Podcasters

Pre-Interview Preparation Checklist

1. **Define Role Responsibilities** – Understand the specific tasks required for each role (e.g., audio editing, guest booking, content strategy, etc.).
2. **Review Candidate Work Samples** – Ask for past work such as podcast episodes they've edited, social media campaigns they've run, or scripts they've written.
3. **Clarify Essential Skills** – Identify key skills such as audio mastering, scheduling software proficiency, or marketing experience.
4. **Prepare Interview Questions** – Customize questions based on the role's impact on your podcast's success.
5. **Set Up a Trial Task (If Needed)** – Have candidates complete a small, relevant test to demonstrate their abilities.

Interview Structure

1. Introduction and Welcome (2-3 minutes)

- Briefly introduce yourself, your podcast, and your team.
- Explain the structure and expectations of the interview.
- Make candidates comfortable and encourage authentic responses.

2. Behavioral Questions (15-20 minutes)

Designed to explore how candidates have handled relevant past experiences.

For Audio Editors:

- Tell me about a time you had to fix poor-quality audio under a tight deadline. What was your process?
- Describe a moment when a host's audio file was corrupted or missing. How did you resolve it?
- How do you manage background noise in recordings without losing vocal clarity?
- Have you ever had to re-edit an episode due to a last-minute content change? How did you handle it?
- What strategies do you use to maintain a consistent sound across episodes?
- Tell me about a time when you had to work with multiple hosts who had different microphone setups.
- How do you approach balancing music, speech, and effects in a podcast edit?
- Have you worked with remote recordings before? What challenges did you face, and how did you solve them?

- What's your method for organizing and storing audio files for easy access?
- Tell me about a time you received negative feedback on an edit. How did you address it?
- How do you handle editing a guest who has many "um"s and filler words while still making the conversation sound natural?
- Have you ever edited a live podcast episode? What were the biggest challenges?
- What's your approach to adding sound effects or transitions in a way that enhances the listening experience?
- How do you optimize audio files for different platforms like Spotify, Apple Podcasts, and YouTube?
- Have you ever suggested improvements to a podcast's audio workflow? What was the outcome?

For Producers:

- Have you managed a podcast schedule with multiple moving parts? How did you keep everything on track?
- What strategies do you use to keep hosts and guests engaged in the production process?
- Describe a time when an episode plan had to change last minute. How did you handle it?
- How do you ensure episode consistency while still allowing for creative flexibility?
- How do you handle a host who struggles to stick to the episode structure?
- Have you ever had to manage multiple shows at once? How did you stay organized?
- What's your approach to researching and planning content that keeps listeners engaged?
- Describe how you work with editors, writers, and marketing teams to create a cohesive show.
- What tools do you use to manage production schedules and episode planning?
- Tell me about a time you had to deal with a difficult guest or host. How did you navigate the situation?
- How do you ensure deadlines are met, especially when unexpected delays arise?
- Have you worked with sponsors before? How do you integrate ad placements seamlessly?
- What's your process for evaluating and improving a podcast's format over time?
- How do you handle a situation where an episode does not perform well?
- What metrics do you use to measure a podcast's success beyond downloads?

For Writers & Script Creators:

- Tell me about a time you transformed a dry topic into engaging podcast content.
- Describe a moment where you had to rewrite an episode at the last minute due to a content shift. How did you handle it?
- How do you structure a script to ensure a natural flow while maintaining listener engagement?
- What's your approach to writing for different podcast styles (e.g., narrative, interview, roundtable)?
- How do you research and fact-check information before including it in a script?
- Have you ever had to write in the voice of a specific host? How do you adapt to different tones?
- How do you ensure key takeaways are clear without making the script feel scripted?
- What's your strategy for writing strong podcast introductions and conclusions?
- How do you balance storytelling with providing valuable information?
- What's your approach to writing engaging questions for guest interviews?
- Tell me about a time you had to cut content from a script due to time constraints. How did you prioritize?
- Have you ever written ad copy or sponsor messages? How do you make them sound natural?
- What tools do you use for scriptwriting and collaboration?
- How do you handle feedback from a producer or host who wants major changes to your script?
- What's your approach to repurposing podcast content for blogs or social media?

For Leadership Qualities:

Designed to assess candidates' ability to take ownership, lead teams, and handle responsibility effectively.

- **Extreme Ownership:** Can you describe a time when you took full responsibility for a project, even when others played a role in its challenges? How did you handle it?
- **Leading by Example:** How do you ensure your team remains motivated and committed to delivering quality work?
- **Clear Communication:** Have you ever had to simplify a complex concept for a team member or client? How did you do it?
- **Handling Setbacks:** Describe a time when something went completely wrong under your leadership. What did you do to fix the situation and prevent it from happening again?
- **Decisiveness Under Pressure:** Tell me about a time when you had to make a difficult decision quickly. What factors guided your decision-making process?
- **Adaptability:** Can you provide an example of when you had to adjust your strategy on the fly? How did you ensure the team stayed aligned?
- **Accountability:** Have you ever had to take responsibility for a mistake made by your team? How did you handle it, and what did you learn?
- **Empowering Team Members:** What strategies do you use to ensure your team members take initiative rather than waiting for instructions?

- **Conflict Resolution:** How have you handled a disagreement between two team members? What approach do you take to foster collaboration?
- **Balancing Oversight and Trust:** How do you give team members autonomy while ensuring they meet expectations?
- **Handling Burnout:** Have you ever noticed a team member struggling with workload or motivation? What steps did you take to support them?
- **Clarity of Mission:** How do you ensure that every team member understands their role in the larger goal of the project?
- **Building Resilience:** Tell me about a time when you faced continuous setbacks. How did you stay focused and keep your team engaged?
- **Developing Others:** Can you share an example of when you mentored a team member and helped them grow professionally?
- **Leading Under Stress:** Describe a high-pressure situation you faced as a leader. How did you remain calm and guide your team through it?

7. Closing and Candidate Questions (3-5 minutes)

- Give the candidate time to ask about your podcast and expectations.
- Outline the next steps in your hiring process.
- Thank them for their time and consideration.

8. FAQ

Q: How can I ensure my interview questions remain relevant to podcasting?

A: Regularly review and update your questions to reflect the latest trends in podcast production and technology. Tailor scenarios and examples specifically to the podcasting context, such as live recording challenges, editing intricacies, or social media engagement strategies.

Q: What should I look for in a trial challenge?

A: Focus on practical skills: For an audio engineer, clarity and troubleshooting efficiency; for producers, clear planning and adaptability; for social media managers, creativity and audience engagement. The candidate's response should demonstrate both technical competence and creative thinking.

Q: How do I assess cultural fit?

A: Ask questions about the candidate's creative process, their inspirations, and their views on collaboration. Observe their enthusiasm for podcasting and their willingness to embrace feedback and new ideas.

Q: Can I use qualitative research interviewing techniques during the hiring process?

A: Absolutely. Incorporate open-ended questions that encourage candidates to reflect on their past experiences, discuss their thought processes, and explain how they solve complex problems. This approach yields deeper insights into their capabilities and cultural fit.

Podcast Crew Interview Scoring Rubric

Category	1 (Poor)	3 (Adequate)	5 (Excellent)
Technical Proficiency (For Audio Roles and Tech-Heavy Positions)	Lacks basic technical skills; struggles with simple troubleshooting.	Demonstrates functional skills; can manage routine technical issues.	Highly skilled; quickly identifies and fixes complex technical problems.
Creativity & Engagement	Offers minimal or generic ideas; fails to demonstrate creative thinking.	Provides some original ideas; shows moderate creativity and engagement.	Delivers innovative, original ideas that align well with podcast themes.
Problem-Solving & Adaptability	Struggles to handle unexpected challenges; response is slow or unstructured.	Can address problems adequately; shows some flexibility and structured thinking.	Proactively anticipates challenges and adapts seamlessly with clear, strategic solutions.
Communication Skills	Communication is unclear or disorganized; lacks active listening.	Conveys ideas with moderate clarity; listens and responds reasonably well.	Articulates thoughts clearly and effectively; excellent active listening and feedback skills.
Cultural & Creative Fit	Shows little alignment with podcast's vision; resistant to feedback or collaboration.	Demonstrates a basic understanding of creative collaboration; fits moderately well with team culture.	Perfectly aligns with the podcast's creative vision and team dynamics; highly collaborative.
Organization & Time Management (Especially for Multi-tasking Roles)	Often disorganized; struggles to prioritize tasks effectively.	Manages tasks adequately with occasional minor issues in prioritization.	Exceptionally organized; prioritizes and manages multiple tasks efficiently.

How to Use the Rubric

1. **Assess Each Category:**

During the interview, score the candidate on each category based on their responses, practical tests, and overall demeanor.

2. **Weighting for Role Specifics:**

Depending on the role, you may assign different weights. For example, technical proficiency might be more critical for an audio engineer than for a social media manager.

3. **Calculate Total Score:**

Add up the scores from each category. A higher total score indicates a candidate who is not only technically competent but also creatively aligned and culturally fit for your podcast team.

4. **Use as a Discussion Tool:**

The rubric can guide post-interview discussions among your team to make objective, data-driven hiring decisions.

This scoring rubric helps ensure consistency and fairness throughout your interview process, providing a clear framework for evaluating each candidate's overall fit for your podcast crew.

Finding Higher Quality Candidates

Identifying exceptional talent—especially for specialized roles in podcast production—often goes beyond traditional job postings. Many high-quality candidates are found through networking, referrals, and targeted outreach. Below are some actionable strategies to help you discover and attract top-tier podcast crew members.

1. Leverage Your Professional Network

- **Tap into Existing Contacts:**
 - **Actionable Tip:** Reach out to current colleagues, friends, and industry acquaintances. A personal referral from someone you trust can help you access hidden talent.
 - **Example:** Ask your existing team if they know someone with strong technical or creative skills who would be a great fit for your podcast.
- **Use Social Media & Professional Platforms:**
 - **Actionable Tip:** Utilize platforms like LinkedIn, Twitter, and specialized groups (such as podcasting communities on Facebook or Reddit) to post job opportunities or scout for talent.
 - **Example:** Share an engaging post about the unique aspects of your podcast and invite recommendations or applications from people in your network.
- **Attend Industry Events & Meetups:**
 - **Actionable Tip:** Participate in industry conferences, webinars, and local meetups. These gatherings are great opportunities to meet potential candidates in person.
 - **Example:** Host or attend a podcasting workshop to connect with individuals who are passionate about the medium and might be looking for new opportunities.

2. Use Employee Referrals

- **Encourage Your Team to Refer Talent:**
 - **Actionable Tip:** Create a referral program with clear incentives for your current employees or collaborators who successfully refer high-quality candidates.
 - **Example:** Offer a bonus or public recognition when a referred candidate is hired and meets performance benchmarks.
- **Foster a Collaborative Culture:**
 - **Actionable Tip:** Cultivate an environment where team members feel comfortable recommending people from their networks. The best hires often come from those who know your team's values and workflow.
 - **Example:** Share success stories about past hires that came through referrals to reinforce the benefits of a strong internal network.

3. Targeted Online Sourcing

- **Utilize Niche Job Boards:**
 - **Actionable Tip:** Post openings on job boards that cater specifically to creative industries or media production, such as Podcast Movement or MediaBistro.
 - **Example:** Craft a job description that highlights the unique creative challenges and opportunities of working on your podcast.
- **Engage in Forums and Online Communities:**
 - **Actionable Tip:** Participate in discussions on forums like r/podcasting or specialized LinkedIn groups. Engaging with community members can help you identify active, passionate candidates.
 - **Example:** Start a discussion or share insights about your podcasting process to attract individuals who demonstrate both expertise and enthusiasm.
- **Leverage Content Marketing:**
 - **Actionable Tip:** Publish blog posts, podcasts, or social media content that showcases your podcast's mission, culture, and behind-the-scenes work. This can organically attract professionals who align with your values.
 - **Example:** Create a "Day in the Life" video featuring your current crew, highlighting the collaborative and innovative aspects of your work environment.

4. Collaborate with Educational Institutions and Training Programs

- **Build Partnerships with Media Schools:**
 - **Actionable Tip:** Establish relationships with local universities or technical schools that offer courses in audio engineering, media production, or digital content creation.
 - **Example:** Offer internships or guest lectures that give you access to emerging talent while providing students with real-world experience.
- **Offer Workshops or Mentorship Programs:**
 - **Actionable Tip:** Host workshops or mentorship sessions focused on podcasting skills. These initiatives not only build your brand but also help you identify high-potential candidates.
 - **Example:** Organize a webinar on effective audio editing techniques and invite participants to apply for future openings on your team.

5. Utilize Data-Driven Recruitment Tools

- **Applicant Tracking Systems (ATS):**

- **Actionable Tip:** Use an ATS that can help you screen and manage applications more efficiently, ensuring that you don't miss out on qualified candidates.
- **Example:** Configure your ATS with filters for specific skills and experience levels relevant to podcast production.

- **Talent Analytics:**

- **Actionable Tip:** Use data analytics tools to evaluate the success of your sourcing channels. This can help you identify which platforms or networks yield the highest quality candidates.
- **Example:** Track metrics such as referral conversion rates and engagement on job posts to adjust your recruitment strategy over time.

Hiring Playbook: How to Spot High-Performers in Podcasting

High performers are the driving force behind a successful podcast. They not only master their technical roles but also bring creative energy, proactive problem solving, and a deep passion for engaging audiences. Here's how you can spot them during your hiring process:

1. Identify Key Traits of High Performers

- **Extreme Ownership:**
Look for candidates who take full responsibility for their work. They share detailed examples of how they managed crises—whether it was a live technical glitch or a challenging content segment—and learned from the experience.
 - **Proactive Problem-Solving:**
High performers don't wait for issues to arise. Ask for instances where candidates anticipated potential problems (such as equipment failure during a live recording) and proactively implemented solutions.
 - **Adaptability & Learning Agility:**
In the dynamic world of podcasting, change is constant. Seek candidates who have quickly adapted to new technologies or creative formats and can describe times they pivoted effectively during a production.
 - **Creativity & Engagement:**
Evaluate their ability to think outside the box. Do they have innovative ideas for content, episode formats, or audience engagement strategies? Their passion for the craft should shine through.
 - **Clear Communication & Collaboration:**
Since podcasting is both a solo and team effort, high performers must communicate clearly. Look for evidence of effective collaboration, whether in technical setups, live hosting, or post-production feedback.
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2. Strategies to Spot High Performers

A. Ask Targeted Interview Questions

- **Ownership & Accountability:**
 - “Tell me about a time you faced a significant challenge during a live recording. How did you handle it and what did you learn?”
- **Proactivity:**
 - “Describe a situation where you identified a potential issue before it became a problem. What steps did you take to address it?”
- **Adaptability:**
 - “Can you share an experience when you had to quickly adapt to unexpected changes during a podcast episode?”
- **Creative Thinking:**
 - “What’s an innovative idea you implemented in your previous role that improved audience engagement or production quality?”
- **Collaboration:**
 - “How do you approach feedback and incorporate diverse perspectives into your work?”

B. Use the “Trial Challenge” Method

- **Real-World Tasks:**

Incorporate a practical test during the interview:

 - For **Audio Engineers:** Provide a short audio clip with intentional issues (like background noise or misaligned levels) and ask them to diagnose and propose fixes.
 - For **Producers/Co-Hosts:** Request a brief outline of how they would manage a last-minute guest cancellation or an unexpected change in the show’s direction.
 - For **Social Media Managers:** Ask for a mock social media plan to promote a new episode, emphasizing creativity and audience engagement.

C. Look for Consistency in Past Performance

- **Track Record:**

Review previous roles and projects. High performers often have a history of steady growth, consistent achievements, and testimonials that speak to their reliability and creativity.
 - **Detailed Responses:**

High performers tend to provide specific examples rather than vague statements. Look for detailed narratives that explain not only what they did, but how and why they did it.
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3. Red Flags to Watch Out For

When evaluating candidates, it's crucial to identify behaviors and responses that might indicate potential issues down the road. Here are key red flags to keep an eye on during the interview process:

A. Blame-Shifting and Lack of Ownership

- **Avoiding Responsibility:**
A candidate who consistently points fingers at past colleagues or external factors without acknowledging their own role in a challenge or failure may lack accountability.
- **Minimal Self-Reflection:**
If they fail to describe what they learned from setbacks or how they've grown from past experiences, it might indicate an inability to self-improve.

B. Vague or Generic Responses

- **Lack of Specifics:**
High performers typically provide detailed, concrete examples when describing their achievements or challenges. If a candidate gives vague or rehearsed answers without specific data or outcomes, it might suggest they are embellishing or not deeply engaged in their past work.
- **Absence of Context:**
When asked about a challenge or success, responses should include clear context, the actions taken, and measurable results. Missing any of these elements can be a red flag.

C. Resistance to Feedback and Inflexibility

- **Defensiveness:**
A candidate who becomes defensive or dismissive when discussing past criticisms or failures may struggle to adapt or grow. Look for willingness to learn from constructive feedback.
- **Inability to Adapt:**
Podcasting is a dynamic field that requires constant adaptation. Candidates who resist change or cannot provide examples of adapting to new situations may not be a good fit.

D. Poor Cultural and Creative Fit

- **Misaligned Values:**
If a candidate's vision or working style is starkly different from your podcast's tone and collaborative culture, they might create friction within the team.
- **Negative Attitude:**
Watch for overly pessimistic or cynical responses about previous projects or team

dynamics. A consistently negative outlook can impact the overall creative energy and morale of your crew.

E. Lack of Passion for Podcasting

- **Disinterest in the Medium:**
Candidates who don't express genuine enthusiasm for podcasting—such as a lack of discussion around favorite podcasts, trends, or creative ideas—may not be fully invested in the role.
- **Minimal Audience Engagement Focus:**
Since building and maintaining an audience is critical, be wary of candidates who can't articulate how their work directly contributes to audience engagement and growth.

F. Inability to Provide Real-World Examples

- **Theory Over Practice:**
High-performing podcasters rely on practical experience. If a candidate struggles to provide real-life examples or detailed narratives when asked about handling technical glitches, creative challenges, or collaborative projects, consider this a red flag.
- **Missing Outcomes:**
When discussing previous roles, the absence of measurable outcomes or success metrics can indicate that the candidate might not have a track record of impactful performance.

4. Final Steps: Assessing Cultural and Creative Fit

- **Cultural Alignment:**
Ensure the candidate's creative vision aligns with your podcast's brand and values. Their enthusiasm for your podcast genre, tone, and audience should be evident.
- **Team Dynamics:**
Evaluate how well they might integrate into your current team. High performers are collaborative and bring positive energy to group settings, so consider how their personality and work style mesh with your team's culture.

Negotiation Strategies for Podcast Crew Hiring

Negotiating with candidates is more than just discussing compensation—it's about establishing a collaborative, trust-based dialogue that sets the stage for long-term success. By applying techniques from Chris Voss's book *Never Split the Difference*, you can ensure that every negotiation is productive and mutually beneficial. Here's a detailed look at how to negotiate with top podcast talent:

1. Embrace Tactical Empathy

Understanding Their Perspective:

Before the negotiation begins, invest time in understanding the candidate's needs, motivations, and potential concerns. Ask open-ended questions about their career goals, preferred work style, and what they value in a creative environment. For example, "What does your ideal workday look like?" or "What aspects of your previous roles did you find most rewarding?" This inquiry helps you get a clear picture of their priorities.

Building Rapport:

Show genuine interest in their experiences and listen actively. Reflect back what you hear to confirm your understanding. For instance, "It sounds like having flexibility and creative input is key for you." This level of engagement not only builds rapport but also creates a foundation of trust, making it easier to address any concerns later in the discussion.

2. Utilize Mirroring and Labeling

Mirroring:

Mirroring involves subtly repeating the last few words—or the most critical part—of what the candidate has said. This technique encourages them to expand on their thoughts, revealing deeper insights into their expectations. For example, if a candidate mentions, "I really value creative control," you might respond with, "Creative control?" This gentle prompt invites them to elaborate on why it matters so much to them.

Labeling:

Labeling is about identifying and verbalizing the emotions or sentiments you perceive from the candidate. You could say, "It seems like you're concerned that the role might limit your creative freedom." By acknowledging their feelings, you validate their concerns and create a safe space for open dialogue. This can lead to a more honest discussion about how the role can be tailored to fit their expectations.

3. Ask Calibrated Questions

Guiding the Conversation:

Calibrated questions—open-ended questions that begin with “how” or “what”—are designed to encourage problem solving and collaboration. They prompt the candidate to think about solutions and share their ideas. For example:

- “How do you envision integrating your creative process with our current production workflow?”
- “What adjustments would help you feel more comfortable with our scheduling structure?”

Shifting Responsibility:

These questions not only invite the candidate to contribute ideas but also subtly shift some of the problem-solving responsibility onto them. This collaborative approach often leads to innovative solutions that satisfy both parties. It also demonstrates that you value their input, fostering a partnership rather than a one-sided negotiation.

4. Prepare an Accusation Audit

Anticipate Objections:

Before entering negotiations, identify any potential objections or concerns the candidate might have. This could range from doubts about flexibility, compensation, or creative autonomy. By proactively addressing these issues, you can neutralize them before they become stumbling blocks. For instance, you might say, “I understand that our standard schedule might seem rigid to someone used to a more flexible setup. Let’s discuss how we can adjust that to better suit your needs.”

Building Trust Through Transparency:

Acknowledging possible concerns upfront shows that you’re aware of the challenges and are willing to work collaboratively to overcome them. This preemptive strategy not only diffuses potential tension but also positions you as an empathetic and thoughtful employer.

5. Leverage the Power of “No”

Encouraging Honest Dialogue:

Instead of pushing for an immediate “yes,” allow the candidate to express hesitation or say “no.” This might feel counterintuitive, but according to Voss, “no” creates a sense of control and safety. It can lead to a more genuine exploration of what each party truly needs.

Using “No” as a Starting Point:

When a candidate says “no,” treat it as an opportunity to dig deeper. Ask follow-up questions like, “What would need to change for you to feel comfortable moving forward?” This approach reframes the rejection as a chance to redefine the terms and find a mutually acceptable solution.

6. Bending Reality: Shaping Perceptions

Setting the Anchor:

Begin the negotiation by setting a clear and ambitious—but fair—anchor. Your initial offer establishes the framework for the discussion. It should reflect both the value you place on the candidate’s skills and the unique demands of podcast production.

Creating a Sense of Urgency:

Using deadlines can be effective in encouraging timely decisions. However, it’s important to balance urgency with respect. For example, “We’re looking to finalize our team by the end of the month, and I’d love to work with you—what adjustments would help us reach an agreement before then?” This not only adds a mild pressure but also signals that you value their participation.

Influencing Expectations:

Frame the negotiation around the broader value of joining your podcast team. Emphasize long-term benefits such as creative growth opportunities, collaborative projects, and the potential to shape the direction of the show. This helps the candidate see the offer as an investment in their future, not just a short-term agreement.

Practical Application: Negotiating a Podcast Crew Offer

Imagine you're negotiating with a talented audio engineer who has expressed concerns about flexibility and creative input. Here's how you might apply these techniques in a conversation:

1. **Start with Tactical Empathy:**

"I understand that having the freedom to experiment creatively is crucial for you. Could you share more about what an ideal setup looks like in your experience?"

2. **Mirror and Label:**

"It sounds like you're worried that a fixed schedule might limit your creative process. Is that correct?"

3. **Ask Calibrated Questions:**

"What adjustments could we make to our current schedule to provide you with the flexibility you need while still keeping our production on track?"

4. **Prepare an Accusation Audit:**

"You might be thinking that our standard work structure is too rigid for someone with your innovative background. Let's discuss how we might modify that to better suit your creative style."

5. **Leverage "No":**

If the candidate says, "No, that approach won't work for me," then follow up with, "What would need to change for you to feel comfortable with our offer?"

6. **Bend Reality by Setting an Anchor:**

"Based on your expertise, we're prepared to offer a competitive package that not only meets your financial expectations but also gives you significant creative input. How can we fine-tune this offer so it reflects the true value you bring?"

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