



# PODCAST ROADMAP



**GETTING YOUR MIND RIGHT TO**

***LAUNCH***

# WELCOME!

Hi, I'm Phillip Washington, Jr.

I'm the owner and host of the Wealth Building Made Simple Podcast which I started as a marketing tool for a business I own. I previously had a successful career as a 100% commission sales person using cold calling, networking, and a bunch of other non scaleable selling techniques.

When I left to start my own firm, I wanted to be more effective in my marketing, which in my mind meant building brand on the internet. Podcasting seemed like an obvious choice for brand building on the internet. Not only did that strategy work to grow my wealth management business, it also attracted a few other income streams that were not in the original plan.

After investing hours and hours of talking other business I know through the process of how I monetized my podcast I decided to share my process as a course.

Regards,

Phillip Washington Jr.  
Founder & Podcast Strategist



[LINK TO JOIN](#)

# THE ROADMAP STARTS HERE...



01. What type of business are you interested in growing through podcasting? (It's okay to say I don't know)\*

02. If you could take home \$1M a year with the only condition being you had to genuinely LOVE what you did, how would you make your money? (there is no such thing as a ridiculous income source...there are literally 18 year olds making millions playing video)\*

03. What's the demographic of your highest paying customers that you enjoy working with the most and why?

# MY CREATIVE PROCESS

1. Find a quiet place with low to no light and low to no sound where you won't be interrupted.
2. Get into a comfortable position, close your eyes, and just observe your thoughts. Don't judge your thoughts. Don't give any emotion (energy) to your thoughts, just observe them. Calming music/sounds might be helpful. Maybe some nice smelling relaxing candles. Do whatever you feel you need to do to relax your mind and relax your body. It may take 2 minutes, it may take 30 minutes. Be patient with yourself. Take as long as you need to get to a calm state of mind. You're releasing all of your stress and worries and allowing your genius (Imagination) to be set free.
3. Once relaxed, create a clear image in your mind of a scene that would play out if your desired goal/outcome were accomplished. The more vivid and full of detail the image the better. However, you don't need to worry about imagining the steps that need to be taken (the how). Nor do you need to have multiple scenes. Just one very clear scene of the "ending".
4. Once you have created the clear mental image, feel the way you would if that image were occurring right now. It may help to reference a previous time in life where you accomplished something similarly important. Go back to that memory and immerse yourself in that feeling again. Then bring that feeling to the mental image you created in step 3 and rest in that feeling for as long as you can.
5. Watch as ideas, thoughts, and opportunities (intuition) seemingly are attracted to you throughout the days as you grow in your faith in the image being reality.

## ACTION ITEMS

- Repeat this process at least once daily and don't stop until the mental picture you are bringing to Life manifests in the physical world.

## WHY DOES THIS WORK?

Why does this work? It's better if you take an hour or two and read Neville Goddard's, ***"Feeling is the secret"***. It is one of the best books I've read and listened to on why this works. Just know that it works for me and every other person considered a creative genius has used some variation of this process to unlock the genius of Imagination in their Mind.

# COURSE OUTLINE

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1

## **MODULE 1: MINDSET**

In order to attract what you desire, you must have a clear picture of what you want and who you are serving. This module is designed to give you that clarity before you start.

2

## **MODULE 2: MAJOR MONETIZATION STRATEGIES**

8 different lessons on proven monetization strategies. it's all about learning the money making podcast philosophy.

3

## **MODULE 3: DISTRIBUTION**

Now that your mindset is strong and your strategy is sound, we dive into how to actually get your podcast in the "ears" of your ideal audience.

4

## **MODULE 4: ADVERTISING**

You'll learn ways to identify low-cost advertising opportunities that will lead to exponential growth and exposure for you as a subject matter expert.

5

## **MODULE 5: PODCAST IDEAS**

You've got all the tools and strategy, but aren't sure what to talk about? We'll walk through some successful case studies over a variety of industries.

[VISIT THE COURSE PAGE](#)

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**"We all have  
genius within  
us, never doubt  
that fact."**

- CATHERINE PULSIFER