

FREE PLAYBOOK FOR COACHES, SPEAKERS & AUTHORS **HOST YOUR SHOW FOR FREE**

Your Blueprint to Get Vendors or Industry Contacts to Happily Spend \$100s, even \$1,000s, to Sponsor YOUR Show

What if you could launch a show that catapults your influence, attracts your dream audience, and costs you ZERO...because other brands beg to pay for it?

This report will give you the inside information and exact scripts and templates to secure branded sponsorships for your show. You can even do this before your show launches!

YOUR FAST-TRACK TO INFLUENCE

If you're thinking about launching a show...or reviving one that's gone dormant...why not get your expenses covered by sponsors?

After all, look at it from the sponsor's point of view. They want to reach and engage potential buyers. They want to grow brand awareness and build trust.

But the marketing landscape has shifted massively in recent years.

Brands are struggling to adjust.

Facebook, Instagram and LinkedIn ads are more expensive, while the ads are getting less effective, requiring constant refreshes, updates and overhauls.

Brands are looking for new ways and platforms to reach people, build brand awareness, create authority and trust.

And your show's audience might be the perfect platform for them!

In 30 days, you could secure a \$1,000+ sponsor and launch a show that owns your niche...OR watch competitors steal your audience and sponsors while you're still 'thinking it over.'

If you want to teach, train and lead people in your niche, this blueprint hands you the keys to a show that makes you the go-to thought leader...for free.

WHO ARE THESE BRANDS? WHO SPONSORS SHOWS, PODCASTS, VIDEO SERIES & YOUTUBE CHANNELS?

If you assumed that sponsorships are just for big brands, think again.

Recently, "influencer marketing" - where brands partner with influential voices and content creators, has shifted from big names to "micro" and "nano" influencers.

A recent report showed that brands running these types of campaigns worked with 5 or fewer small influencers, rather than one big name (Influencer Marketing Hub Benchmark 2025 Report).

A great example is our client Lance Billingsley, VP of Agent Development at Navi Title, the fastest growing title company in Arizona. Lance and Navi Title partnered with WeSERV, the Phoenix area REALTOR® association, to split the costs of a show.

The association gets to send high-value educational content it can't produce on its own, and bring in high value guests, which builds the local association's authority. You'll learn more about Lance and his sponsorships in the case study that comes with this report.

For the sponsor, besides the black-and-white numbers like impressions and download numbers, there's the added perks and benefits of being a sponsor.

For some brands, they want the credibility and goodwill of sponsoring a niche show with a diehard audience.

Others want to be a semi-regular guest and get in front of your audience directly.

Others want to sponsor shows to make their brands more recognizable. So when their sales force reaches out to prospects, their brand is already known and respected.

A common scenario is to partner with a brand that sells a complimentary product or service. It makes sense for everyone to collaborate and spread out the costs of reaching the same audience.

A 2024 survey of Chief Marketing Officers showed that 64% feel they have insufficient budgets for their strategies, with many turning to partnerships to extend reach without increasing spend (Gartner survey).

So there's a universe of potential sponsors out there for your show. How do you narrow that down to the most likely sponsors, and approach them with a compelling pitch?... Read on....

YOUR 7-STEP BLUEPRINT TO SECURE \$1,000+ SPONSORS

Step 1: Uncover 50 Cash-Ready Sponsors Hiding in Plain Sight

Look first at the vendor partners you're already recommending.

Then mine your CRM, LinkedIn, or industry event attendee lists.

Look at vendors offering a complimentary product or service.

Fill out the list with vendors like software providers, tech tools your audience might benefit from, big name companies in your industry.

If needed, you could also look at the vendors who buy booths at your industry events, or run ads in trade magazines.

Step 2: Qualify Your Top 10

Score each potential sponsor based on the following checklist:

Budget - Have this brand shown a willingness to invest \$5-10k or more a year to reach an audience in your industry? (booths at events are a great indicator)

Offer - Does this brand sell a product or service you could enthusiastically promote?

Audience - Would your audience find their product or service intriguing and compelling, helping them solve a real, urgent problem? Would you enthusiastically give them a free guest slot on your show, even if they never signed up as a sponsor?

Co-Marketing - Do they have a sizable email list or social media audience of their own? Have they shown a willingness to co-market or sponsor events and webinars with other brands?

Connection - Do you know any of the company leaders, or have someone in your network who could make a warm introduction?

Step 3: Craft a Compelling Pitch

Highlight your audience's value: "Reach 25,000 real estate pros, over 50% with incomes over \$100K." or "reach 500 boutique executive recruiters placing C-suite leaders across Fortune 500 companies."

No episodes yet? No problem. Pitch your vision: Our show will be the go-to resource for [niche], backed by our agency's proven production and guests like [name] and [name].

Pro Tip: You could also emphasize your email list and collaborations you've arranged, rather than audience size or views. This allows you to sign up sponsors before you have any numbers to share.

YOUR 7-STEP BLUEPRINT TO SECURE \$1,000+ SPONSORS

Step 4: Package Your Sponsorships

Create a multi-tiered offer: Bronze (\$500/episode), Silver (\$1,000), Gold (\$2,000 with extras). Common examples are the host reading an ad live during each episode, dedicated sections in your promo emails, and additional "midroll" ads inserted at the mid and end points of audio podcasts.

Pro Tip: In your top tier package, include 2-4 guest or co-host slots on the show, plus dedicated promotional emails to your entire list on a regular schedule (i.e. every 6-8 weeks) to justify \$1,000+ prices.

Step 5: Pitch Your Top 5 Prospects

Reach out by phone, email or DM on social media, leading to a Zoom call.

You could also meet up with sponsors in-person (e.g., at industry conferences).

Here's a simple email template to spark conversations:

Subject: PR opportunity for you

John - I'm launching a new show called _____ and I thought of you as either guest or sponsor, maybe both!

The show's audience is _____ who want to _____.

The conversations are very niche-focused, sharing a lot of unique insights people can't get anywhere else.

The response so far has been incredible and very encouraging!

I thought you might want to be involved at some level. Your product/service is fantastic and aligns perfectly with that audience.

I'm happy to talk details, let me know if you're open to the idea!

You're not selling the sponsorship in an email. You're giving them enough to get on a call without using bait-and-switch tactics. That's why you can mention bringing them on as a guest, because it's an authentic offer.

Once you get on the call and pitch them on the idea of being a sponsor and give them your package options...

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Step 6: Answer Questions & Handle Objections

The best basic pitch is "You get all the benefits of hosting a show with none of the work. We put your brand in front of an audience of buyers and customers, building your credibility, authority and trust. All we need from you is a commitment and a paid invoice."

The easier you make it for them, the more likely they are to say YES.

For more detailed objections, see the next section with specific scripts.

Step 7: Close and Deliver

Offer early-bird discounts (20% off for signing by a deadline) or full-pay discounts (15% off for paying a 12-month sponsorship in full rather than monthly)

Use a short proposal (see template below).

[YOUR SHOW NAME] SPONSORSHIP PROPOSAL

Reach [Your Audience Size] [Your Niche] with a High-Impact Show Partnership

Dear [Sponsor Name],

Imagine reaching [insert audience size, e.g., 10,000] [insert niche, e.g., real estate agents, financial advisors] with a trusted, authentic voice... featured on [Your Show Name], a soon-to-launch show designed to dominate the [your niche] space.

As a valued industry partner, you have a unique opportunity to **get targeted, cost-effective exposure** while funding a professional platform that **elevates your brand**.

About [Your Show Name]

- **Mission:** Deliver actionable insights to [your niche] community, featuring top industry leaders and unique insights not available anywhere else.
- **Format:** [e.g., Weekly video episodes published on YouTube and Spotify, audio episodes published to Apple Podcasts and all major audio apps, branded email newsletter].
- **Audience Reach:** Promoted to our [insert email list size, e.g., 10,000] [niche] email list, plus social media campaigns for maximum engagement.
- **Production Quality:** Pro-level audio and video by MicroFamous agency, with professional audio engineering, video production, custom graphics, YouTube Shorts, and Instagram Reels for each episode.
- **Guest Lineup:** Confirmed guests include NAME, NAME and NAME, with more to follow post-launch.

Why Sponsor? Co-Marketing That Works

Show sponsorships are the ultimate co-marketing win: you share costs to reach our combined audiences, slashing your marketing spend while boosting ROI.

- **Trusted Endorsement:** We only work with sponsors we can enthusiastically recommend, and that comes through in every ad spot. This makes every ad spot more effective than an ad placed directly by your company (such as paid social ads), which carry no endorsement from a trusted thought leader.
- **Proven Impact:** Podcast ads deliver 70% recall vs. 30% for digital ads (Edison Research 2024), driving 2x conversions. Every episode is available as an audio podcast, hitting that high-value audience on top of the video audience.
- **Niche Power:** Brands are reporting their best influencer marketing results come from "micro" influencers....not big names with millions of followers.
- **Budget Friendly:** 64% of CMOs use partnerships like podcasts to stretch budgets (Gartner 2024)

[YOUR SHOW NAME] SPONSORSHIP PROPOSAL

(continued)

Sponsorship Package: [Insert Tier, e.g., Gold] -- \$[Insert Price, e.g., \$1,000/month or \$6,000/year]

- **Live-Read Ad:** Authentic, 30-second promo read by the host in every video episode
- **Midroll Commercial:** Fully produced 15–30-second audio ad in every audio episode.
- **Email Promotion:** Dedicated “Featured Partner” section in our branded email newsletter to our [email list size] subscribers.
- **Guest Spot:** Appear as a featured guest once per year (subject to availability).
- **Bonus:** Recommend up to 2 guests per year to create natural opportunities for guests to recommend you authentically and enthusiastically

Our Track Record

Our production team, MicroFamous, has launched and produced over 50 niche shows, including multiple business shows with over 3 million downloads. They produce shows in diverse niches such as alternative health, finance, compounding pharmacy, physician contract negotiation, small business capital, recruiting/staffing, and legal.

Next Steps

Join us to make [Your Show Name] a must-watch in [your niche]...and your brand a household name.

- **Act By:** [Insert deadline] for a [20%] early-bird discount.
- **Contact:** Reply to this email or call [your phone number] to secure your sponsorship.

Let's make this a win-win. Together, we'll reach [audience size] [niche] and drive results that last.

Sincerely,

[Your Full Name]

[Your Title, e.g., Host of Your Show Name]

[Your Email] | [Your Phone Number]

CRUSHING SPONSOR OBJECTIONS LIKE A PRO

Now that you have your pitch, here's how to seal the deal!

Objection 1: "We don't have the budget."

Script: "Your sponsorship would put you in front of 2,000 decision-makers in your exact target niche. If you're not sponsoring shows in this space, your competitors are probably already planning it. 52% of marketing executives are planning to increase their budgets for podcasting and online audio in 2025. If you skip this, competitors may already be locking in sponsors with non-competes, boxing you out of [niche]'s hottest channel."

Objection 2: "Why not just buy digital ads?"

Script: "Hearing an ad on a show is a completely different frame from seeing an ad on social media or even search. Your brand is showing up in a place where the audience is seeking out information and community, and your brand is being endorsed by a thought leader who's done the hard work of building trust and credibility with that hyper-targeted audience."

Objection 3: "Your audience is too small."

Script: "Things have shifted massively in the last few years.

First brands tried working with big name influencers with millions of followers. It didn't get them good results. Now brands are reporting they're getting their best results from 'Micro' influencers. The ones with smaller, engaged audiences, where there's a shared sense of mission and collaboration, there's an ongoing conversation the audience wants to be a part of.

That's what we're building/have built with the show, and that's what you get access to with a sponsorship. A tight-knit community where the ads carry a lot of weight because they come from a trusted source who's in the trenches with them."

Objection 4: "I don't have time to get involved"

Script: "That's the good news. We put in our time and energy and effort, so you don't have to. Our main sponsor package takes minimal setup and then you're done. You keep getting all the benefits of constant promotion from the show without putting any additional time or effort into it.

Of course we have a package where you can come on the show as a featured guest or even an occasional co-host. That's the fun stuff! Yet even that package is simply an option for sponsors who WANT to be more hands-on and reach the audience directly. There's very little behind the scenes effort involved in sponsoring a show."

HOSTING A SHOW MADE EASY & ENJOYABLE

Picture this: You walk into an industry conference, and heads turn.

Attendees rush over, thanking you for your show, begging for selfies, quoting your episodes.

You're not just a speaker...you're the voice they trust, all because you showed up and talked.

That's what it feels like to host a successful niche show.

Do you get mobbed for autographs at the grocery store?

Chased from your hotel lobby by paparazzi?

No. And thank goodness, that sounds exhausting!

What you are is "MicroFamous" - famously influential to the right people.

Our client Craig Picken - an ultra-specialized executive recruiter - describes it this way...

"I have people coming up to me at industry events telling me how much they love the show, and those are directly turning into sales conversations. The CEO of a publicly traded company came up to me at an event, said he loves the show and makes his entire executive team listen and discuss what they've learned!"

Here's how Marki-Lemons Ryhal, a keynote speaker and coach, puts it...

"Over the last 5 years, the show has helped make me "micro famous!" As a result, we've been able to partner with the top brands in my industry and grace the stage of 100+ events annually."

(Not to mention she was able to raise her speaking fees 40% in the process!)

Hosting a show can make you a household name to the exact people you want to reach. And imagine that you achieved this on other people's money!

You were able to run your show, focus on delivering your message and building your audience. Your production agency takes care of all the backend details (that's where we come in).

So you get all the benefits of hosting a show, and all you did was show up and talk. **And the show expenses were covered by sponsors.**

THE COST OF WAITING...WHY YOU MUST ACT NOW

52% of brands plan to increase their budgets for podcasts in the next 12 months (Hubspot). Ad spending on podcasts will hit \$4 billion by 2026 (IAB 2025).

There's money out there for shows...both to launch them or sponsor them. Brands have the budgets, the understanding and the willingness to jump into the game.

What if your competitor is launching or sponsoring a new show right now....and you don't even know it?

While you hesitate, your competitor's show is going live, snagging your dream sponsors and audience.

They're locking in \$10,000 sponsor deals with non-competes, leaving you to pay \$10,000/year out of pocket....or worse, stuck on the sidelines.

But you can flip the script.

READY TO LAUNCH A SHOW THAT FEEDS YOUR ENTIRE CONTENT MACHINE?

WITH SPONSORS BEGGING TO FUND YOUR SHOW BEFORE IT EVEN LAUNCHES?

Click here to schedule your FREE 15-minute Brainstorm Call.

We'll map out your show and first \$5,000 in sponsorships.

CASE STUDY FOR COACHES, SPEAKERS & AUTHORS



*How a Title Company VP (and Aspiring Author) Created a **Fast-Growing Hyper-Niche Show... Paying Zero Production Costs Himself***

Most show hosts wake up every day asking "How do I build my audience?"

Lance Billingsley flipped that on its head and asked, "Who already has the audience I need, and what can I offer them in return?"

He put together strategic partnerships between Navi Title and 2 organizations.

The result: **2,000+ registrations for the debut episode of The 13%.**
(more on the name later)

By leveraging the...

- association's email list
- big name guests
- eye catching topics

...the show got off to a great start, and **put 3,400 agents into Lance's email list.**

This case study gives you the insights on the problem, goal and strategic decisions behind this hyper-niche success story.

WHO ALREADY HAS THE AUDIENCE YOU WANT?

"I'm blessed to have some connections in the state that promote [the show] for us.

*Arizona School of Real Estate & Business is a partner. WeSERV, the largest association in Arizona is a partner....**I was able to tap into that because of relationships.***

What will help you grow is stop looking for people to call you to say, 'Hey, you're the host of a show. We really want you to be on a panel.' No one's doing that." - Lance

Think about that for a second. **Most new show hosts are waiting for their audience to find them,** waiting for organizations to reach out to them, waiting for someone to put them on stage. **Lance just went out and found the audience,** bringing two major organizations into the game as distribution partners.

THE INITIAL PUSH & EARLY WINS

"We distributed it through my connection with WeSERV which is a large group. We've kind of capped at that now. It's not that I immediately had a 1,000 people sign up. We had 2,000 people. We went from 600 members to almost 4,000 members now. That's great. The numbers are tremendous for what we do."

In other words, **Lance put 3,400 agents into Navi Title's email list in just the first few months of his show.** In a single market. Through just ONE strategic partnership.

WHAT'S IN IT FOR ASSOCIATIONS & ORGANIZATIONS?

Lance understood something critical about associations and other organizations.

He could make the kind of high-value content those organizations could never produce on their own.

Industry trends. Big name guests. Urgent topics with clear, actionable takeaways.

In return, **Lance gets distribution to tens of thousands of agents** through his partner's email list and promotional channels.

That's a true win-win.

"For everybody else [show hosts], their missing part will be the email list. How are you going to get 25,000? That's going to be their missing part. So who do I partner with in this? Is it a mega team in your market? Is it a lender in your market? Is it a title company?"

There's your blueprint to getting sponsors and co-marketing partners.

Maybe you don't have a huge email list. That's Ok.

You probably have access to brands or organizations with big email lists.

- trade groups & associations
- software companies
- tech tools & apps
- service businesses in adjacent niches

Work your sphere of influence. Ask around for friends and acquaintances with connections to organizations that have large email lists in your space.

Any organization with resources and a need to reach the same audience is a potential strategic partner.

UNDERSTANDING THE VALUE OF A SHOW

The big thing to understand as a show host is that **YOU bring insane value to the table for those organizations.**

They have large email lists, but they're not happy with the quality or consistency of the content they send out.

They don't have the time, the in-house production staff, and often, they don't have a charismatic thought leader type who can record great content.

They *want* to publish better content, but they don't know *how*.

Then you show up with a solution....You basically do all the hard work of hosting a great show consistently....

All they have to do is write a check and help promote the show.

They get all the credibility, authority and visibility, without all the hard work of launching and hosting a show themselves.

Understand that you have insane value as a show host, even before you've launched

LAYERING MULTIPLE DISTRIBUTION CHANNELS

Lance didn't stop at one partnership or distribution channel.

He's strategically layering multiple distribution channels to maximize reach:
*"My title company, once we have this new page, we will use the email list from the association but **all my sales reps will now take that [page] and send it out to all of their people directly** and go 'Have you been watching Lance's show? This is what he does...'"*

This is leverage in action.

The association email list reaches 25,000 agents.

His title company sales reps then forward that same content to their personal networks and Navi Title's email list (which has grown to over 4,000 thanks to the show).

Two distribution channels. Same content. Exponential reach.

And the show now makes his direct sales efforts easier and more effective.

THE BRAND

Lance knew that 87% of agents leave the industry within 5 years. So he brought the idea of branding the show around the agents who survive and thrive... "the 13%"

It was tempting to stop there, brand the show around "agent mindset," and call it good. But from 10 years of running shows and watching the numbers, we knew we had to push for something deeper.

Mindset content doesn't get real estate agents off the couch. Like many niche audiences, they want actionable solutions for urgent problems.

So we challenged Lance and everyone involved: For every guest, every episode... find the "bleeding neck" urgent problem. Then build each episode promo campaign around that problem.

THE RESULTS: ATTENTION IN A CROWDED MARKET

So what has the show done for Lance since its launch?

- **Audience Engagement:** Boosted by the initial 2000, registrations continued to come in. Episodes now generate 1,000s of views across YouTube, podcast apps, and educational portal.
- **Diverse Reach:** By mixing up the content and guests, they've built a diverse audience of agents - not just hard-charging top producers. Part-timers, lifestyle-oriented agents and data/tech heads all find something to love, too.
- **Leverage & Unexpected Notoriety:** Lance now gets recognized around the state from the show. He's even built an entire in-person class based on content pulled from the show.

HIDDEN REACH BEYOND THE VIEWS & DOWNLOADS

Here's something most show hosts miss: The analytics aren't the full story.

"Everybody's listening even if they're not listening. What I mean by that is I'll go into a room and talk to 40, 50 [agents]. And half of them will say 'I've never heard your show but I've seen all the signs and I've seen the posts.' And the other half will say, 'I've never been on it live but I listen to it every week.' So when the numbers don't say that they're listening... they're listening."

Your show is reaching people in ways that spreadsheets can't measure.

They see signs. They see social posts. They hear it from friends. Some watch every episode but don't show up on the analytics. Others have no idea there's a show, **yet they know your name and consider you an authority.**

WHY IT WORKED

In short, the MicroFamous strategy is to dominate your niche market first. Then go for bigger opportunities. **The 13% is a great example of this strategy in action.**

For other show hosts looking to steal Lance's playbook, here it is:

1. **Find a strategic partner** with access to your target audience
2. **Offer them value** they can't produce on their own
3. **Layer multiple distribution channels** to maximize reach
4. **Build a niche audience first** -you can always go broader later
5. **Measure everything** - views, partnerships, and brand awareness
6. **Share the wins** - keep partners updated on the progress of the show

With the right strategic partners, you can get access to huge audiences, even before you launch.

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