

# FINDING BRAVE

with Kathy Caprino

## Transcript

### Finding Brave Episode #30

### How To Land Powerful Sponsors for Your Podcast Or Passion Project with John Lee Dumas

- Kathy Caprino: Hello, everyone. This is Kathy Caprino, and welcome to my podcast, *Finding Brave*. I've created this show for everyone who longs to create something bold and brave in their life. To rise up, speak up, and stand up for who they are, and to reach their highest and biggest visions. Each week I'll be speaking with inspiring guests from all walks of business, leadership, entertainment, the creative arts, and the entrepreneurial world. And they'll be sharing their intimate stories of Finding Brave, and offer their best strategies for building your most rewarding, joyful, and meaningful life, business, and career.
- Kathy Caprino: Hello, everybody, welcome to *Finding Brave*. How's it going this week? It's Kathy Caprino. So, so excited to share our guest today. I know you're going to love his tips, and they're so strategic, yet practical, and real life and I know you're going to love it. Because we are talking today about how to land powerful sponsors and supporters for your creative project.
- Kathy Caprino: I work with so many people, whether they're in corporate, whether they're entrepreneurs and they want to launch something. They have an important project that is a passion project for them. They will regret not getting out of the shoot and launching this into the world, but they're scared, they're intimidated, it's overwhelming, they don't know where to begin, they don't have the confidence. Today's tips are really going to get you moving, I hope, in a way that you're going to feel great about.
- Kathy Caprino: I want to offer a *Finding Brave* tip here about launching the thing that matters to you, the thing that you would regret not doing. This is what I want to share with you. As I talk in the show about this confidence so many people who have a heartfelt, mission-driven passion project, and they so want to do it, but they are struggling with the confidence piece. What are they thinking? "I'm not good, I'm brand new, I'm going to make a fool of myself." What

do I hear over and over? "I certainly can't hold a candle to the competition. Who am I to think I can do this? I'm going to be so bad that it's going to embarrassing." This is what people think as they're launching something that matters to them, and there's a reason for that. It's because your heart's engaged with it.

Kathy Caprino: You don't want to make a fool of yourself. You want this to work, because it's so important to you. My tip to you here is this: Understand that out of the gate you're not going to be perfect, it's not going to be great, it's not going to be at the top level. It's not, you're a beginner at this. And that's the journey. That's the process. You have to love yourself up, and understand that when you start this project, it is not going to be where you end to the project. You are going to learn. Don't let your perfectionistic over functioning stop you from even taking the first step.

Kathy Caprino: You are not going to be great at this. One other way to look at this is, yeah, it's scary because you're putting yourself on the line. It is scary. What I'd suggest is, you think about the scariest thing you've ever done, the scariest thing you've ever done and lived through it and compare this to that. I think, I'm pretty sure you're going to say, "Okay, well it wasn't like that. It wasn't that hard." For me, I think that probably the thing that is the scariest thing I've ever done was the first time I had to do family therapy with a client in my internship in front of two-way mirror with a panel of people critiquing me. I literally thought I was either going to pass out or have a heart attack.

Kathy Caprino: I got through it, and I did find I made a few mistakes, but you know in the end I passed that master's degree with distinction. I got through it. But for years I said, "If I could do that, I can do anything." That's how I want you to approach your passion project. I hope that's helpful. Now I want to introduce my very inspiring guest, John Lee Dumas. John is ... he's just a firecracker. John is the host of Entrepreneurs on Fire, an award-winning podcast where he interviews inspiring entrepreneurs every Monday and drops value bombs every Thursday. With over 2,000 episodes, and 1.3 million listeners every month.

Kathy Caprino: And seven figures of annual revenue. John Lee Dumas is just getting started. He really does set you on fire when you listen to him. He had, for 2,000 episodes, recorded an episode a day. Isn't that incredible? An episode a day, I can't imagine the dedication and the willpower and the commitment to do that. I'm just thrilled, so thrilled to have John talking to us about how do we get high powered sponsorship and help and support for our creative project. So, welcome to the show, John. Thank you so much for being here.

John Lee Dumas: Kathy, it's a pleasure to be here. We can't let three years pass without us having another conversation. They're too fun.

Kathy Caprino: Crazy and what we're talking about, folks, is I featured John in my Forbes blog on how creator of a seven-figure podcasting business teaches others to build their winning ventures. We're going to have another Forbes post from this, but let's jump into ... Now, everyone knows you're the number one podcaster in the business entrepreneurial arena. You know, and I was chatting with you earlier. I love to talk to my guests about the things I need to know more about.

Kathy Caprino: One of those things is, you know I'm awfully good at putting stuff out in the world. I have

to just admit, monetizing it and being focused on that comes slower to me. Because I know you're the expert seven figures and up, can we talk about what has to happen to land powerful sponsors and supporters for our passion project?

John Lee Dumas: Let's talk about this. There's a lot that we can go into right now, and I want to start off number one with something that's super strategic, that anybody could take action on right now that has a podcast, including yourself.

Kathy Caprino: Awesome.

John Lee Dumas: What I recommend for people in your situation who have a quality show, good followership is, you get a sponsor. Now how do you get a sponsor? Well, believe me, it's easier said than done on step number one, which again will lead us to step two, three, four, and five and beyond. But guess what? Podcast listeners enjoy listening to audio. Of course that makes sense, because that's what they're doing. They're listening to audio. What's a pretty obvious sponsor for almost every single podcast listener? Audible. Audible is audio books.

John Lee Dumas: So guess what? Audible has a program for podcasters that you can just go to Google, you can Google "audible podcast sponsorship." You sign up for their sponsorship program, they're going to give you a unique URL and it's going to say something along the lines of, [audible.com/Kathy](https://audible.com/Kathy) because you'll choose your keyword, that's going to be your affiliate link, and then you have a sponsor.

Kathy Caprino: That's it? You don't even have to have a certain number of downloads?

John Lee Dumas: No, not at all, because then you get on your next show and you say, "Hey listen, this is Kathy, and before we get going today, you know I write for Forbes and Forbes came out with their top 10 books they recommend, and Book #1 was this. Guess what, if you're listening to me right now, you obviously like listening to audio, so you should check out a completely free audio book from Audible. If you use my affiliate link right now, you could actually get this book for free on Audible by going to [Audible.com/Kathy](https://Audible.com/Kathy). You're going to get one book of your choice for free, so choose this one, it's going to be a great one. You're going to get 30 days of a completely free trial, and if you decide to cancel within those 30 days, you keep the book."

John Lee Dumas: It's an absolute win-win scenario, and guess what? If that person, Kathy, takes your offer and goes and gets an audio book, Audible pays you \$15. So that's why you don't need a number of listens, it doesn't matter. It's called a CPA model, Cost Per Acquisition. Another way you could even structure it is to say, "Hey, today's sponsor of the episode is Audible, and they're going to give you a free book for listening to this podcast for going to [Audible.com/Kathy](https://Audible.com/Kathy). A book that I'm going to recommend you grab right now is the #1 book that was ranked in 2018 by Forbes, is this book. And you can get it for free."

John Lee Dumas: Guess what now? You have a sponsor on your show and you do because they are ... when you sign up to be on this sponsorship program they're saying, "We're giving you permission to have this as a sponsor for your show. We're going to pay you money every time you send us a client. And guess what, if that person signs up for the free audio book

and then cancels right away, you still get \$15." It's a win-win for everybody. It's such a win all around, and what's so beautiful about this, Kathy, is that now you have a sponsor, so your listeners are like, well this podcast is cool, Kathy has sponsors already, this is really neat.

John Lee Dumas: Then maybe a month from now when your listenership goes up a little bit and you've made some \$15 sales, \$15, \$15, \$15, keeps coming in. Because again it's a no-brainer offer, they get an audio book for free and they're podcast listeners, so they love audio books. Then you can go to a sponsor that might make sense in a different realm and say, "Hey listen, this is my audience, this is what they're built up around. My current sponsor is Audible, but I'm looking to bring on another sponsor as well. I'd like to talk to you about if you'd like to join me."

John Lee Dumas: That person would be like, oh wow well if Audible is sponsoring that podcast that makes it legit. Now maybe I will throw in with this other sponsor. Now you don't just say I want you to be my sponsor—

Kathy Caprino: Hey, can you please invest in my thing? Can I ask you a question, John, does Audible say no to anybody?

John Lee Dumas: No, I've never known them to say no. Because it just behooves them, they're just getting people to send them, and they're only paying you when you send them a respective client. They know what their ROI is, they know that 25% of people are going to cancel right away, but they know that enough people are going to actually stick and remain members that's just going to make them money in the long run.

Kathy Caprino: Can I ask you, that amazing little blurb you had about pitching Audible, now you do a podcast. Do you still do a podcast every single day?

John Lee Dumas: For 2,000 days I did 2,000 episodes. A daily podcast for 2,000 straight days. Back on April 13th that was magic number 2,000, and on that day I made a big announcement where I shared that I was going from a daily episode down to two days per week. I no longer do a daily show as of this past April. Pretty recently, now I do 2 episodes per week. On Mondays I call them Audio Master Classes where they're like an hour long interview. I go real in depth, real deep, and then on Thursdays I have a Q and A show. Where I have actually, I literally call my audience live and have them ask me any question they want. It's really fun.

Kathy Caprino: How fantastic. I was going to ask you, this blurb that you had, is that prerecorded, and you had it on every show?

John Lee Dumas: I recommend people do live readings, they just sound better, they sound more natural. If you're only going to be doing like one or two shows a week it just makes it a much better overall experience. You just gotta throw in something new, change the book up, because somebody maybe didn't want to go read that book. Maybe episode one is a business book, episode two is a fiction book, episode three is an autobiography. You can keep switching things up and having some fun with that. That's why if you listen to my podcast, whenever a guest mentions a book I say, "Oh, by the way, if you go to [Audible.com/fire](https://Audible.com/fire) you can get

this book."

Kathy Caprino: For anyone who's mentioning it, any guest who's mentioning a book, that can be part of the audible pitch, yeah?

John Lee Dumas: Absolutely, and even if you have say two sponsors, say your show is fully booked, and neither one of them are Audible but then your guest mentions a book, drop your Audible link in there. Because you know Audible is a CPA sponsor, Cost Per Acquisition, so you're only getting paid when they acquire a customer. Where your other sponsors down the road will be what's called CPM, Cost Per Mille for 1,000 listens to be getting paid on that. It's just a way to add another revenue stream to what you're doing, that's the way I described to you at the beginning. To have a sponsor right now for your show that's legit, because Audible is agreeing to be a sponsor of your show. They're agreeing to pay you when you send them clients. It's a great relationship, and then if you go to another sponsor and say "Hey, you want to join Audible as one of my two sponsors?" You're already kind of pre-qualified there.

Kathy Caprino: That sounds so good. Can I ask you to step back a little and talk to us about, you know I work with a lot of women and confidence is an issue with a lot of women. You know, getting sponsors I see so much of it is the numbers. What are your downloads, what can you expect, but can you talk about things from a higher level in terms of what do we have to have going on inside of us when we talk about our project that gets people jazzed? I mean just listening to you, John, you're such an upbeat, on fire person, we just want to sit up at attention and listen to every word you say.

Kathy Caprino: How do people who aren't 100% sure they've got great quality, what do you tell your people who struggle with confidence, which I'm guessing are a lot of people, right, who are just starting out?

John Lee Dumas: Confidence is #1 for sure, I mean the reality is, is that we all struggle with confidence. It's just at different varying levels. I mean for me with my military experience, I think one thing that really helps is perception. I can step back and say, "Let me get some legit perspective on where I'm at right now and then where I have been." I've been in war, I've lead men into battle, I've seen some really unfortunate things. To me when it comes to pitching a sponsor, I can just put things in perspective and say well this is obviously scary and I'm nervous about it because it's very natural to have these feelings but let's compare it with a past life experience that was a lot scarier and a lot bigger.

John Lee Dumas: People have past perspectives to rely on and help shift their perception of that current reality. I think that can be a big help, and I go to that a lot. Some people may not have something that extreme, but you can make up a scenario of saying, well what if I was going to get asked to do this instead, or something that's a lot bigger or scarier, tougher. Put that in perspective and really just go for it and realize that you're looking to get no's anyway, because in my mind, it takes 10 no's to get 1 yes.

John Lee Dumas: Every no that I get, it's just like, "Alright thanks, you've got me one closer to that one person that's going to say yes, I just don't know which person that's going to be. You, the next person, or four people from now." Like it's gonna happen, it's just a matter of when.

Just having that mindset shift to make that happen when you're going forward. Your human confidence is always going to be an issue, the imposter syndrome, doubt, fear, that's why we're still alive today. Because we had all of those doubts and fears and we didn't go outside when it was dark out, and there was a saber tooth tiger outside the cave, like because of that fear and doubts. Just realizing that that's part of being a human.

Kathy Caprino: That's so good. I want to ask you one more question, then I know you've gotta split. When you're starting out, when you listen to your first 20 episodes that you did versus now—

John Lee Dumas: I won't listen to them.

Kathy Caprino: Do you think they are incredibly different or are you just being yourself?

John Lee Dumas: Incredibly different.

Kathy Caprino: How are they different?

John Lee Dumas: Because I really don't think that I'm being myself, because I wasn't comfortable enough. I wasn't confident enough, I wasn't experienced enough, so I was very stilted, I was very robotic, I was very much just reading scripts. Just because I just didn't have any experience, any knowledge of interviewing people, of broadcasting, of hosting, of guiding conversations, so this was all brand new to me. I was just plain and simple bad, but that's what I keep bringing people back to, of course you're bad when you start something. If you want to be, do. I wanted to be a podcaster, I had to podcast. That was a huge benefit of doing seven days a week, is because I got better 7 times faster than most other people did because they were doing one show a week, I was doing 7 a week. I was doing 365 a year. That allowed me to improve my skills much better, much faster, and in a much more meaningful way.

Kathy Caprino: Did you ask people to give you feedback? You know mentors, did you get that kind of feedback of what can I do better? Or did you just kind of sense what needed to go better?

John Lee Dumas: Well I absolutely invested heavily in myself. I had a one-on-one mentor, her name was Jaime Masters of The Eventual Millionaire, great podcast host. She was my one-on-one mentor, and she'd critique me. I actually had a really great experience where I interviewed her for the first time ever during my pre-interview phase where I was just practicing, and it was so bad. Then I never published it, and then 300 episodes later I interviewed her for the first time for real. Then after the episode was done, I paused for a second and I said, "Alright guys, I want to share something with those of you that stuck around. Here is the first time I ever interviewed Jaime, this was my first ever interview and it was so bad."

John Lee Dumas: I got some emails from people saying, "John, thank you for sharing that." Because by episode 300 I wasn't great, but I definitely had built up some chops. They're like, "Wow, this is really giving me hope and courage and inspiration that maybe I can launch a podcast too." I'm like of course you can, anybody can, and just make it your podcast.

Kathy Caprino: Gosh, that's so inspiring. What can we leave the listeners with, and we're talking podcasts, but I think it's any creative project that you have a burning, yearning to do, that you're

committed to, it's not some lark. You know, you're like this is what I want to do. What would your top ... I'm going away from sponsorship here but I feel like all of this relates to how you get support, how you get someone to say this is good, listen to it. What are your top three tips for people who just are afraid they don't have it, or are afraid that there's so much competition, like why would I do it if John Lee Dumas is doing it. What do you say to them?

John Lee Dumas: Tip #1, is you have to get that mentor, you have to find that person who is currently where you want to be. I wanted to be a successful business podcast host, so I found Jaime who was a successful business podcast host, that was so critical.

John Lee Dumas: Number 2, was just to recognize the fact that if you want to be a podcaster, you actually have to podcast, you actually have to do that podcasting thing. As though it's just me waking up every single day and podcasting, and not every one has to see the light of day. Get into podcasting groups, and ask people to interview swap and hone your interview skills by practicing with others.

John Lee Dumas: Tip #3, is if you want your podcast to succeed, it has to solve a specific problem. It has to solve a specific problem. If you are going to get out there, and you're going to create contents, that content has to speak to your listeners in such a meaningful way that you are solving one of their biggest problems with your content. You need to decide what problem you're solving and let that be your North Star.

John Lee Dumas: The biggest problem I was solving with Entrepreneurs on Fire, believe it or not, back when I watched, was the fact that there was no daily podcast. There was no daily podcast interviewing entrepreneurs, so even though my show wasn't good, it was still solving a problem because I was the only person that was giving people daily content to listen to every day they drove to work, at the gym, wherever they were. I solved a big problem, and then as my show evolved, I was able to solve other problems, but a lot of people don't even have that first North Star about what problem their podcast is solving.

John Lee Dumas: Get a mentor, practice, practice, practice, and then solve a specific problem that your listener is having.

Kathy Caprino: I love it. I just want to build on that, and then I'm going to let you go. When I started to do *Finding Brave*, I didn't have a crystal clear, these are the 20 topics I'm going to talk about, it was we need bravery in every aspect of every dimension of our lives and our work. Let me talk to people who are brave, and so I think the North Star is "How do we be braver?" But I think to your point, if you're really authentic, it's going to morph, it's going to grow, it's gonna build, right? If we don't have it all mapped out, it's okay, just make sure you're focused on that North Star. Does that sound right?

John Lee Dumas: Yes. And just remember, take people on your journey. It's okay that you're not going to be good when you start, people are going to want to be on that journey with you. Just be authentic, be you, be genuine, take them on the journey with you, and they'll appreciate you for it. I mean people love the fact that they were with me back when I was a naïve, unskilled, unexperienced interviewer, to the fact then when they saw me treating it with jabs back and forth to Tony Robbins. Like they liked being on that journey.

Kathy Caprino: Right, it inspires them, as you do. Thank you so much, my friend, for taking the time. Where can people learn more about you? Where should we send them for even this information, sponsorship, all of it?

John Lee Dumas: All the magic happens at [eofire.com](http://eofire.com). If you're specifically looking for information about podcasts, we have a completely free course. [freepodcastcourse.com](http://freepodcastcourse.com)

Kathy Caprino: Oh wow, oh thanks again, John. I can't wait to feature you in Forbes, and come back again will you? Thank you for your time and inspiring us all.

John Lee Dumas: Will do.

Kathy Caprino: Alright, take care.

John Lee Dumas: Thanks, Kathy.

Kathy Caprino: Bye.

John Lee Dumas: Bye.

Kathy Caprino: Thanks so much for joining us today. And please don't forget to check out [findingbrave.org](http://findingbrave.org) for more programs, resources, and tips. And tune in next time for your weekly dose of *Finding Brave*.