

FREE PLAYBOOK FOR BUSINESS OWNERS WITH A PODCAST

THE FILM-AND-FORGET PODCAST PLAYBOOK

How business owners turn one recording a week into millions of views, qualified leads, and new clients, without recording more or managing a single edit.

100M+

views generated across our clients' accounts.

4

playbooks for a podcast that brings in clients

20

questions to find where your podcast is leaking



1. EDIT



2. PACKAGE



3. DISTRIBUTE



4. MONETIZE

[Video Walkthrough - Click Here](#)

START HERE

Is This Playbook For You?

This is for you if...

- You run a business and use a podcast (or want to) to win clients, not just fans.
- You have 25+ episodes published, so you have a back catalogue worth mining.
- You have an offer worth \$2,000+ that the right listener would happily pay for.
- You want the podcast to run without you managing edits, uploads, and posting.

This is NOT for you if...

- You want overnight virality or don't have a long term approach with content
- You have nothing to sell yet. Views without an offer are a hobby.
- You are unwilling to change your content, test new angles, or stay consistent.

Why Most Business Podcasts Don't Bring In Clients

Most business owners think their podcast has a **content** problem. Usually, it has a **system** problem. The conversations are good. But the value leaks out at four points before it ever reaches a buyer:

Leak	What it looks like	What it costs you
1. Edit	Slow intros, tangents, and tech hiccups before the best insight	Viewers leave before they hear why they should trust you
2. Package	Titles and thumbnails that describe the episode instead of selling it	Your best conversations get 400 views instead of 40,000
3. Distribute	One full episode posted once, in one place	Most of your ideal clients never find you
4. Monetize	No clear CTA, or worse, a hard pitch nobody wants	Attention that never becomes a booked call

How to Use This Playbook

- **Read one part at a time.** Each part has the principle, the exact tools we use, and real results.
- **Use the tools on your next episode.** Every template works with an episode you have already recorded.
- **Take the 20-question Scorecard on page 21.** Your lowest-scoring part is your biggest leak. Fix that one first.
- **Want Personalized Growth Strategy?** Book a Free Podcast Growth Audit with our team.
- [Video Walkthrough of this Playbook - Click Here](#)

WHO WE ARE

We Run the Podcast. You Just Show Up and Record.

Wisee Media is a podcast growth team for business owners and experts. We handle the editing, packaging, distribution, and lead-generation system behind your show, so your only job is recording great conversations.

100M+

Views across our clients

50+

Podcasts managed to date

2500+

Shorts, Clips and Episodes
published for clients

“Wisee Media is the best hiring decision i’ve made this entire year.”

— Keith Weinhold, Get Rich Education

PART 1

The Post-Production Playbook

Turn raw recordings into episodes that earn attention, keep viewers watching, and make every minute feel worth it.

Why it matters: Most episodes lose viewers before the strongest insight appears. Long introductions, repeated explanations, technical interruptions, and unnecessary tangents are **retention leaks**. If a buyer leaves at minute 3, they never hear the part that would have made them trust you.

The 3 Plays

Play 1: Create an unskippable trailer. Build a 30 to 60-second opening around the strongest moment in the conversation: a surprising statement, a bold question, an emotional story, or a meaningful result. Give enough context to care, but leave one question unanswered.

Play 2: Remove retention leaks. Cut anything that doesn't serve the episode's main idea. Keep the personality: humour, reactions, disagreement, and meaningful pauses. The goal isn't to make it artificially fast. It's to make every moment intentional.

Play 3: Add visuals with purpose. Use camera changes, images, chapters, and simple on-screen text only when they help. Ask of every edit: does this help the viewer understand the idea, feel the moment, or stay for the payoff? If not, cut it.

The 60-Second Trailer Script

Time	Beat	What goes here
0–10s	Hook	The single boldest line from the episode, word for word. No intro, no logo, no "welcome back."
10–25s	Context	Who is speaking and why they are credible (on-screen lower-third). One line on what the episode is about.
25–45s	Stakes	2–3 rapid cuts that raise the question: why this matters to the viewer <i>right now</i> .
45–60s	Open loop	Cut right before the payoff. Host line: "We'll get into exactly how in a minute." Then start the episode.

Example (real estate episode): Hook: "Most investors will lose money on this in the next 18 months." → Context: "[Guest], who has bought 400+ rentals..." → Stakes: two quick clips on rates and insurance costs → Open loop: "And there's one market that's doing the opposite. We'll get to it."

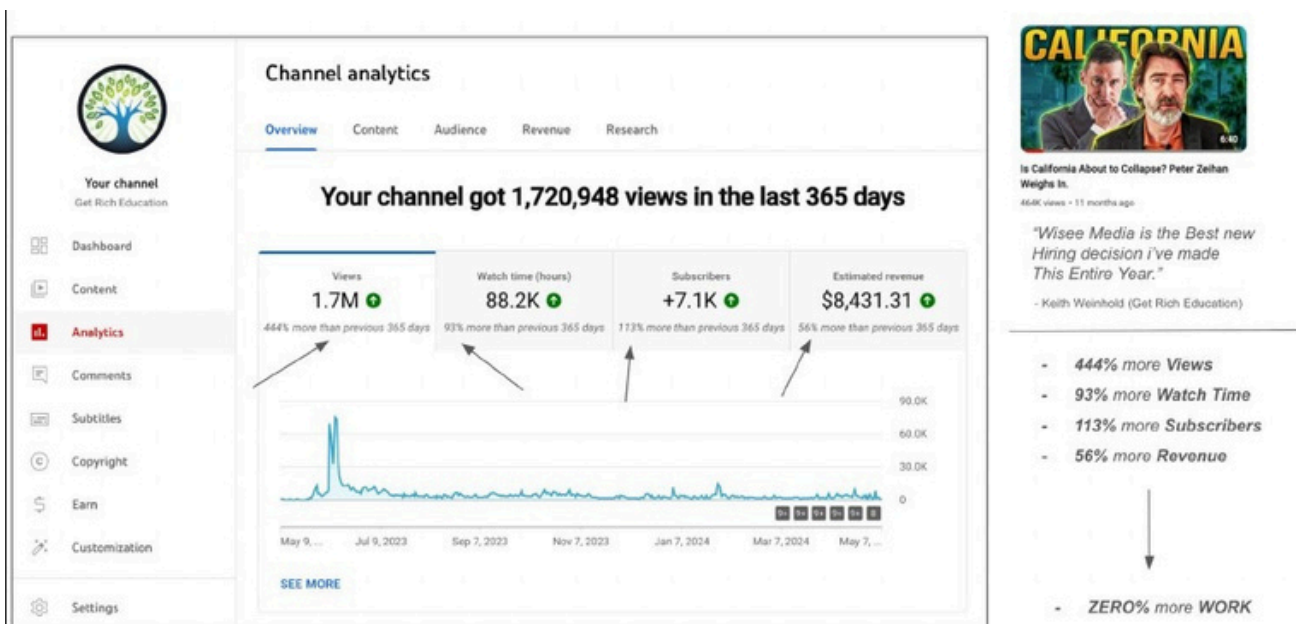
The Retention Leak Cut-List

Run every raw episode through this before it goes to the editor. Tick what you find, then cut or move it.

- Anything before the first real insight that runs longer than 60 seconds
- Pleasantries: “thanks for having me,” scheduling talk, mic checks
- Guest bio read aloud (move it to an on-screen lower-third)
- Sponsor reads or housekeeping at the top (move after the first big payoff)
- Audio drops, tech issues, and restarts
- The same point made twice (keep the better version)
- Tangents that don't serve the episode's main idea (save good ones as standalone clips)
- Dead air over 2 seconds that isn't an intentional, emotional pause

Keep: humour, real disagreement, reactions, and pauses that land. These are why people watch podcasts instead of reading blog posts.

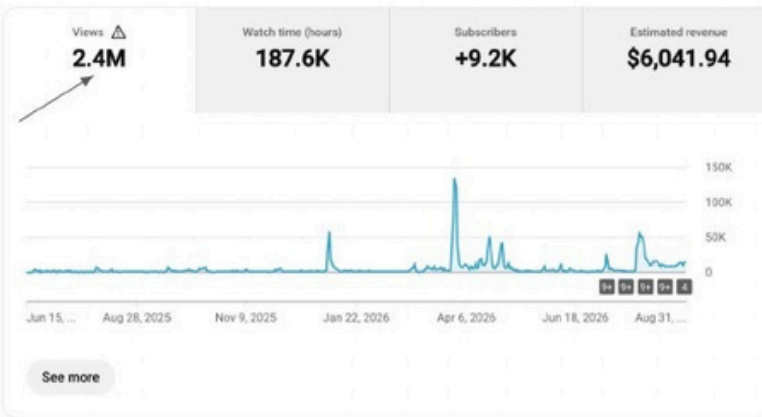
Results From This Part



Get Rich Education (real estate investing education): 1,720,948 views in 12 months working together. Views up 444%, watch time up 93%, subscribers up 113%, revenue up 56%, with no extra work for the host.

Jacob Shapiro: Went from 27k views to 2.4Million views in 12 months.

In the selected period, your channel got 2,433,463 views



Jacob Shapiro
@Jacob-Shapiro • 10.4k subscribers • 722 videos
Jacob Shapiro explores global politics and affairs, economics,
YouTube and 5 more links
Subscribe View channel stats

Four Ex Stratfor Analysts Reunite to Predict How the World Ends | Jacob Shapiro and 2 more
172k views • 1 month ago

Stratfor Reunion Part 2: Peter Zeihan on Mentorship & Geopolitics | Jacob Shapiro and 2 more
14k views • 1 month ago

\$200 Oil: The Crisis No One is Seeing | Josef Schachtler
23k views • 4 months ago

Was Ceasefire A Lie? | Jacob Shapiro and Josef Schachtler
23k views • 4 months ago

Jacob Shapiro: from 27K views to 2.4M views in 12 months.

PART 2

The Packaging Playbook

Titles and thumbnails that give your ideal viewers a reason to watch, for new episodes and the ones you've already published.

Why it matters: Viewers decide whether an episode is worth their time before they hear a word. Strong packaging communicates value. It can also give your overlooked back catalogue a second life. That's free growth from content you already paid to make.

The 3 Plays

Play 1: The high-conversion thumbnail. Build it around a surprising insight, a meaningful problem, or a desirable outcome. One focal point, strong contrast, and 2–4 words readable on a phone. Pair it with a title that adds context and curiosity, without promising what the episode doesn't deliver.

Play 2: Refresh underperforming episodes. Find older episodes with strong conversations and weak packaging. Repackage them around a sharper angle, then re-promote with fresh clips and an email.

Play 3: The 3-Second Packaging Test. Before publishing, your title and thumbnail must instantly tell the ideal viewer what it's about, why it matters now, and what they gain.

10 Title Formulas That Work for Business Podcasts

#	Formula	Example
1	Is [Popular Belief] a Lie? [Guest] Weighs In	Is California About to Collapse? Peter Zeihan Weighs In
2	Why [Big Event] Is Unavoidable (And [Authority] Can't Stop It)	Why the US Fiscal Crisis Is Unavoidable (And Scott Bessent Can't Stop It)
3	[Number] Mistakes Quietly Costing You [Desired Outcome]	5 Mistakes Quietly Costing You Your First Rental Property
4	The Hidden [Thing] [Group] Don't Talk About	The Hidden Mortgage Strategies Lenders Don't Talk About
5	How [Person] Went From [Before] to [After] in [Time]	How a Nurse Went From \$0 to 12 Rentals in 3 Years
6	I Asked [Credible Guest] How to [Dream Outcome]	I Asked a Former CIA Analyst How to Protect My Savings
7	Stop [Common Action] Until You Hear This	Stop Buying Gold Until You Hear This
8	[Topic] Is Changing in [Year]. Here's What to Do Now.	Real Estate Is Changing in 2026. Here's What to Do Now.
9	What the Top 1% of [Group] Know About [Topic]	What the Top 1% of Coaches Know About Pricing
10	[Surprising Result] From [Unexpected Source]	Unboxing \$60,000 Worth of Gold Bars From APMEX

Rule: thumbnail text and title should work as a pair. Never repeat the title on the thumbnail. The thumbnail creates the emotion ("15% INFLATION INCOMING"). The title adds the context.

The 3-Second Packaging Test (Scored)

Score 1 point for each yes. **Don't publish below 6/8.**

- ☐ Shrunk to phone size, can you read the thumbnail text in under 1 second?
- ☐ Is there one clear focal point (usually one expressive face or object)?
- ☐ Is the thumbnail text 4 words or fewer, and different from the title?
- ☐ Does the title say what the episode is about?
- ☐ Does it say why it matters *now*?
- ☐ Does it make clear what the viewer gains by watching?
- ☐ Does the episode deliver on the promise within the first 5 minutes?
- ☐ Would your ideal *client* (not just any viewer) click this?

The Back-Catalogue Refresh Process

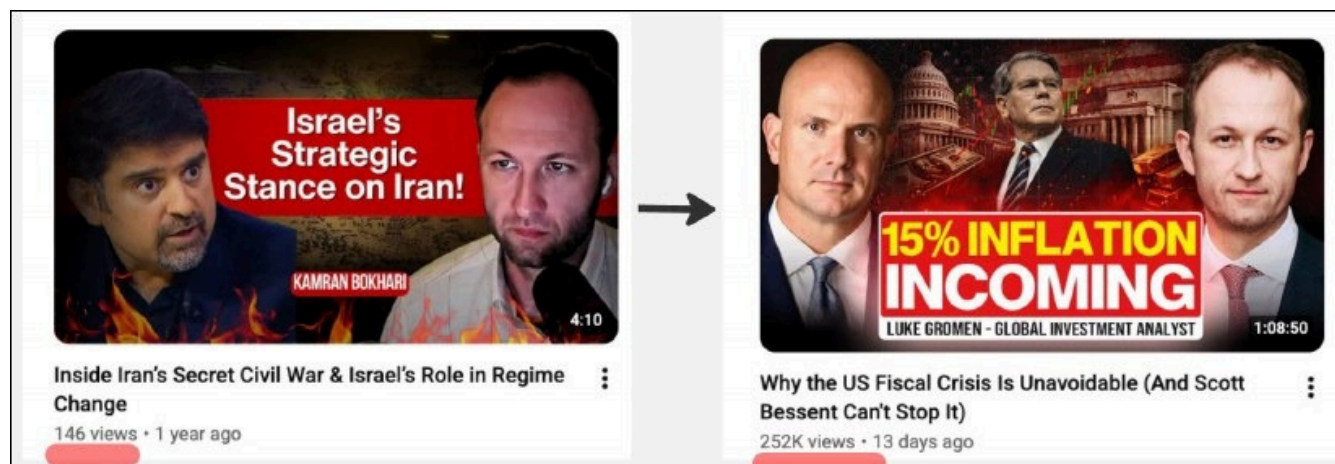
Step	Action
1	In YouTube Studio, sort your episodes by average view duration. List those in the top 30% for retention but the bottom 50% for views. Good content, bad packaging.
2	For each, rewrite the angle using a formula from Tool 3. Ask: what is the most surprising or valuable thing said in this episode?
3	Design a new thumbnail and run it through Tool 4.
4	Swap the title and thumbnail. Record the date and the views per hour before the change.
5	Re-promote with 2–3 new clips and one email to your list.
6	After 14 days, compare views per hour and average view duration. Keep what wins and repeat with the next 5 episodes.

Results From This Part

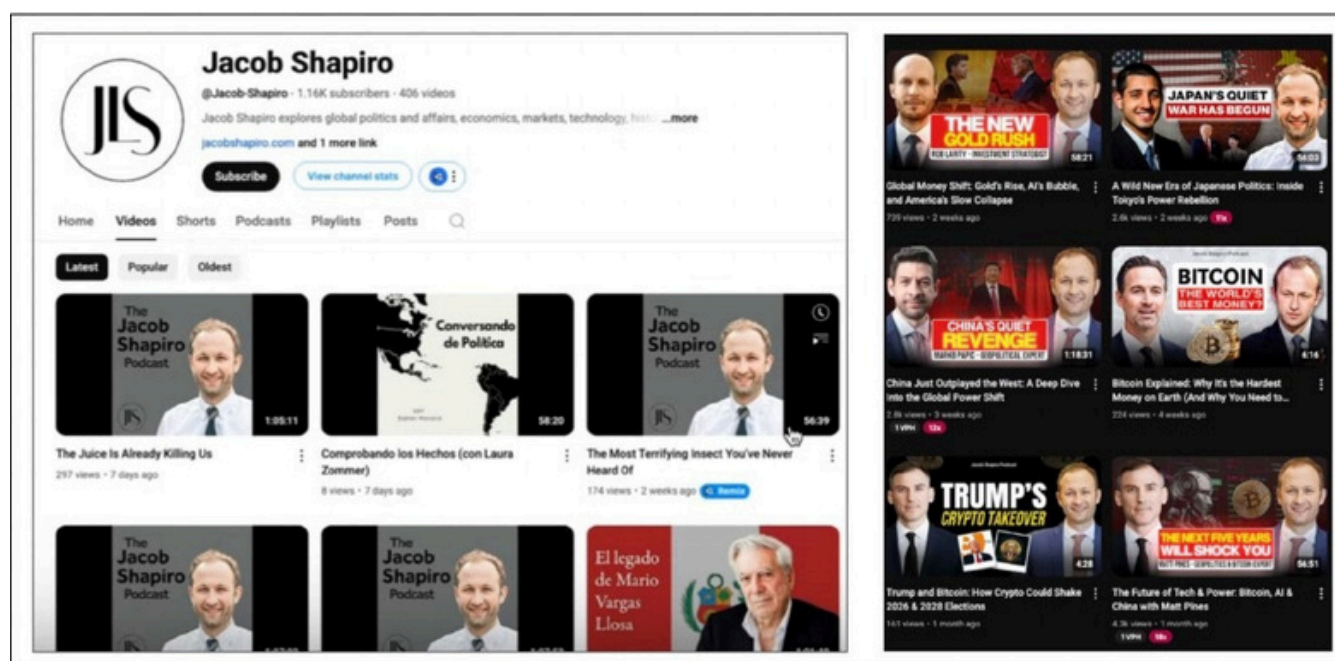
Before...

....After

Get Rich Education, before and after repackaging. Old titles like “Be Outraged! You’re being robbed.” earned 428 to 1.5K views. New packaging built on clear, curious angles earned up to 80K.



Same channel, different packaging approach: 146 views on the old style versus 252K views on the new.



Jacob Shapiro: from generic show-branded thumbnails to episode-specific angles.

Want us to find the 10 episodes in your back catalogue worth repackaging?

On a free Podcast Growth Audit, we'll pull your under-packaged episodes live and give you new title angles for them. Yours to keep, whether or not we work together.

Book your free Podcast Growth Audit → [CLICK HERE](#)

PART 3

The Distribution Playbook

Turn every episode into 15 pieces of content and publish them where your ideal clients already spend time.

Why it matters: Most people will never discover you through a 90-minute episode. But they will watch a 45-second answer to a problem they have today. Repurposing your strongest ideas creates more chances to be found, without recording more.

The 3 Plays

Play 1: The content waterfall. Pull useful answers, surprising insights, and compelling stories from each episode. Each piece needs a clear opening, enough context to stand alone, and a satisfying takeaway.

Play 2: Distribute with intention. Prioritise the 2–3 platforms where your ideal clients spend time. Adapt format, captions, and call to action for each one. Batch, schedule, then use the data to improve the next batch.

Play 3: Assign clear ownership. Someone other than you should own publishing, comments, and performance reviews. One recording should create many chances to be discovered, understood, and moved towards your business.

The 1 Episode → 15 Assets Waterfall

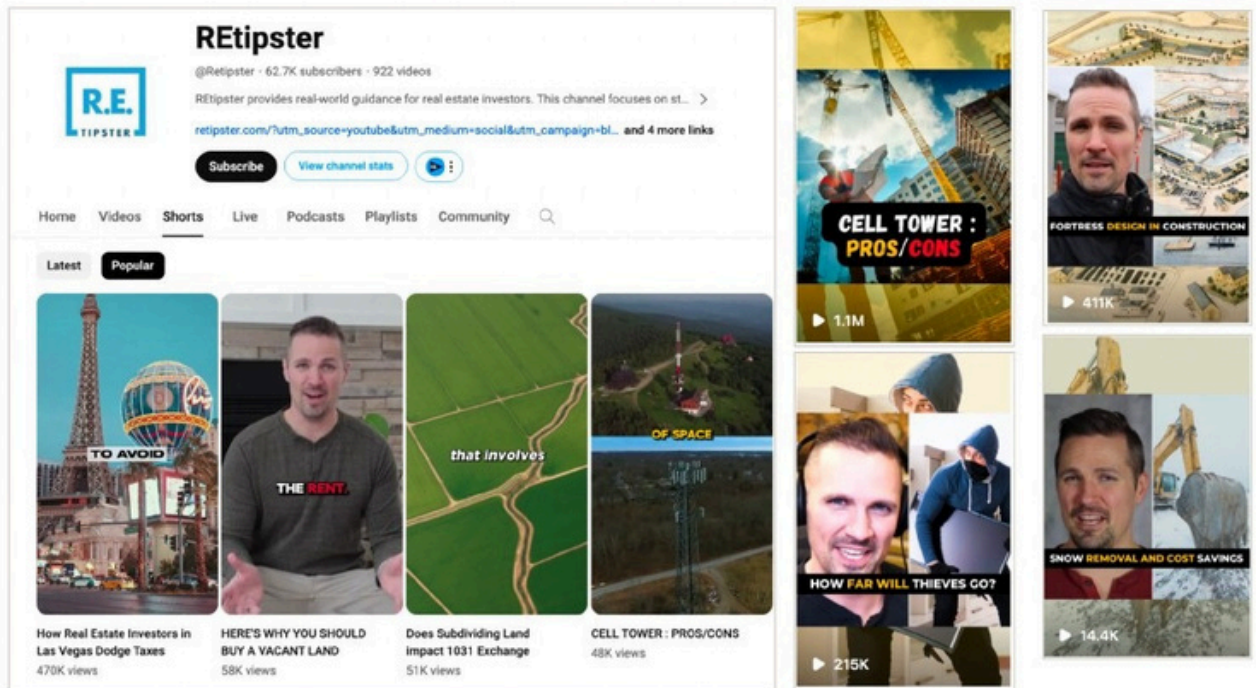
Asset	Pulled from	Format	Where	Qty
Full episode	Edited episode + trailer	16:9, chapters, custom thumbnail	YouTube, Spotify, Apple	1
Deep-dive clips (8–15 min)	Two strongest segments	16:9 with its own title and thumbnail	YouTube	2
Short clips (30–60s)	Punchy answers, bold claims, stories	9:16, burned-in captions, hook in first 2s	YT Shorts, Reels, TikTok	6
Text posts	Key lesson or contrarian take	Written post, optional clip	LinkedIn, X	2
Quote carousel	5 best one-liners	Image carousel	Instagram, LinkedIn	1
Email	The episode's big idea	~200 words + link	Your email list	1
Guest share kit	3 clips + ready-to-post captions	Shared folder	Guest's own channels	1
Newsletter/blog summary	Episode transcript	Short article, links to lead magnet	Website, SEO	1
Total				15

The Weekly Batch Rhythm

Day	Who	What
Monday	Host	Record (1–2 hours). That's the host's only production task for the week.
Tuesday	Strategist	Watch the raw episode. Mark clip timestamps, trailer moment, and cut-list items. Brief the editor.
Wed–Thu	Editor	Edit the full episode, trailer, and clips. Strategist writes titles, captions, and email.
Friday	Strategist	Quality check. Schedule all 15 assets across the next 7 days.
Daily	Publisher / VA	Reply to comments, flag buying questions and leads to the host.

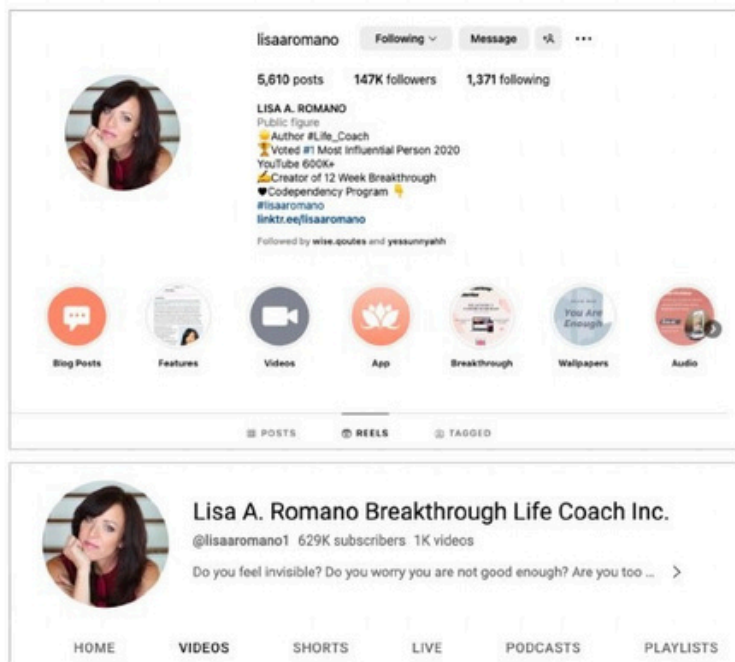
Results From This Part

Seth Williams: 2.1m views across social media platforms.



Seth Williams (REtipster, land and real estate investing education): 2.1M views across social platforms from repurposed content.

Lisa A. Romano: 2M+ Views from repackaging existing long form videos.

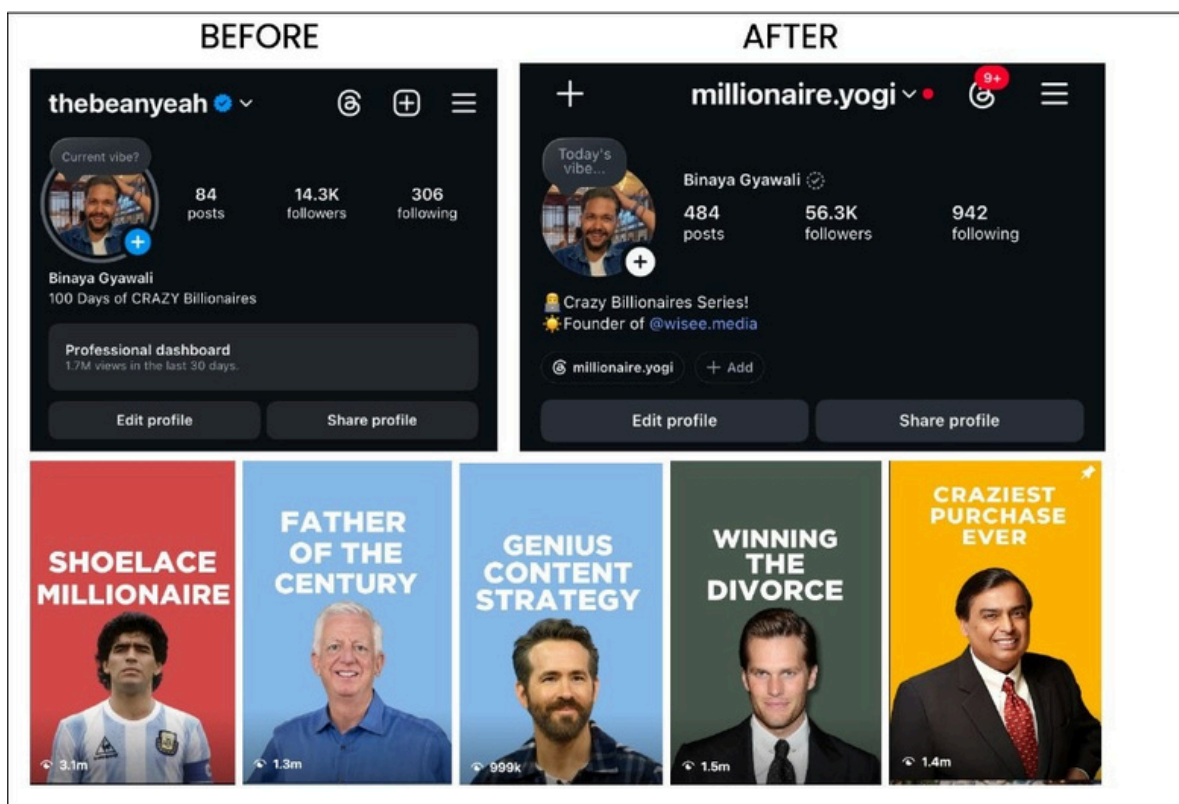


How Emotionally Intelligent People Set Boundaries Mindfully and Without...

14K views · 3 weeks ago



Lisa A. Romano (life coach): 2M+ views from repackaging existing long-form videos.



Our founder's own account, run on this exact system: from 14.3K to 56.3K Instagram followers. We use it on ourselves first.

PART 4

The Monetization Playbook

Turn attention into booked calls by proving your expertise and giving interested viewers a clear next step.

Why it matters: Attention alone doesn't create customers. People need to understand how you help, trust that you can deliver, and know exactly what to do next. This is the part most business podcasts skip, and it's the only part that pays.

The 3 Plays

Play 1: Build a simple podcast funnel. Create content around problems your ideal clients want solved. Point viewers to a free checklist, guide, or template. Follow up with helpful emails, client examples, and a clear invitation to book a call.

Play 2: Sell without constantly selling. Use episodes to answer real buying questions. Share client stories, before-and-afters, and the decisions behind your work, so viewers understand the value of hiring you without a pitch in every episode.

Play 3: Invite strategic guests. Invite guests who serve your audience *and* could become clients or referral partners. Keep the interview genuinely valuable. If a real fit emerges, suggest a separate follow-up conversation.

The Podcast Funnel Map

Episode or clip
solves part of a
problem



Free lead magnet
checklist, guide,
template



5-email nurture
over 10 days



Booked call
with a warm, informed lead

Rule for your lead magnet: it should solve one narrow problem completely, and in doing so, reveal the bigger problem your paid offer solves. (You'll see how THIS lead magnet does it exactly)

Copy-and-Paste Scripts

Script A: In-episode call to action (place right after a valuable moment, never at the start)

"If you're a [ideal client] and [problem we just discussed] sounds familiar, I put together a free [checklist/guide] with the [X] steps we use with clients. It's free, and the link is in the description. Grab it, because [reason it matters now]."

Script B: Nurture email #1 (sent the moment someone downloads)

Subject: Your [lead magnet] (+ the mistake most people make)

Hi [First name],

Here's your [lead magnet]: [link].

Start with step [X]. It's where most [ideal clients] get stuck, and it's the one that made the biggest difference for [client name], who went from [before] to [after] in [time].

If you'd rather have us look at your situation directly, you can book a free [call name] here: [link]. No pitch, just a clear plan.

[Your name]

Script C: Strategic guest invite (DM or email)

"Hi [Name], I host [Podcast], where we help [audience] with [topic]. Your take on [specific thing they posted or said] is exactly what my audience needs to hear. Would you be up for a 45-minute conversation? We handle all the editing and send you ready-to-post clips afterwards."

Script D: Post-interview follow-up (only if a real fit came up)

"Loved recording with you. Clips are on the way. You mentioned [challenge they raised] off-air. We've helped [your ICP] with exactly that. Worth a separate 20-minute chat? No pressure either way."

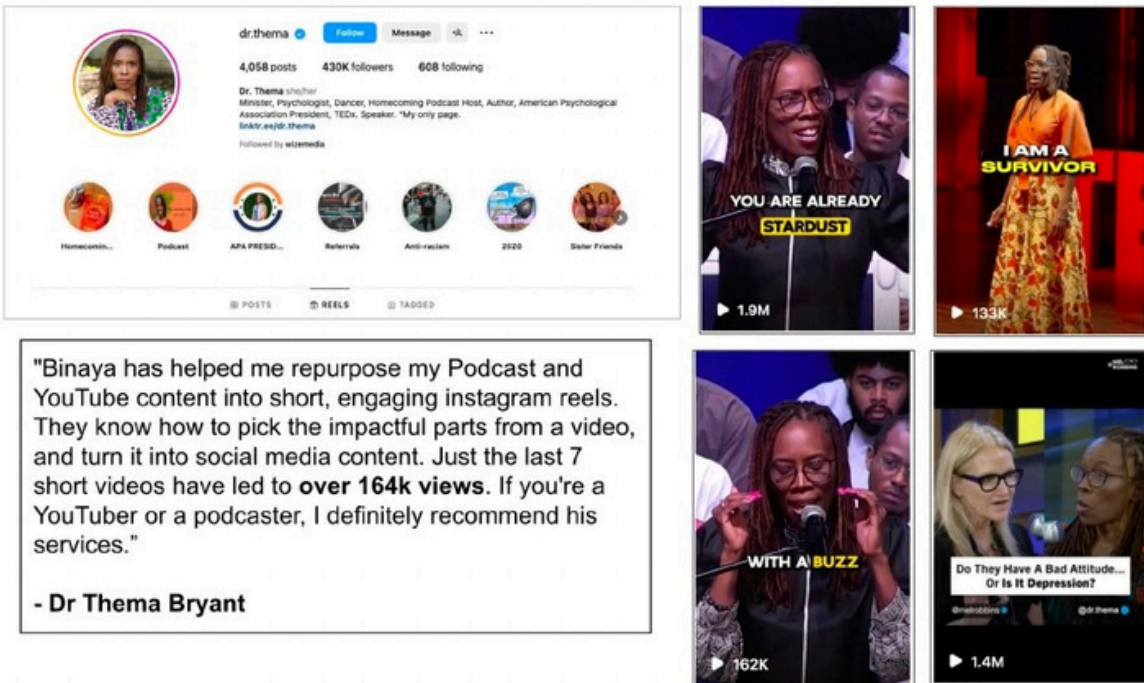
The 90-Second Client Story Segment

Drop one of these into every 2–3 episodes. It sells without pitching.

Beat	Say this
Problem	"A client came to us last year with [specific problem]..."
Decision	"Most people would have [common approach]. We did [your approach] because [reason]."
Result	"Within [time], [measurable result]."
Bridge	"If that's you, that's exactly what we do. Link's below."

Results From This Part

Dr. Thema: 4 Million + views across all platforms.



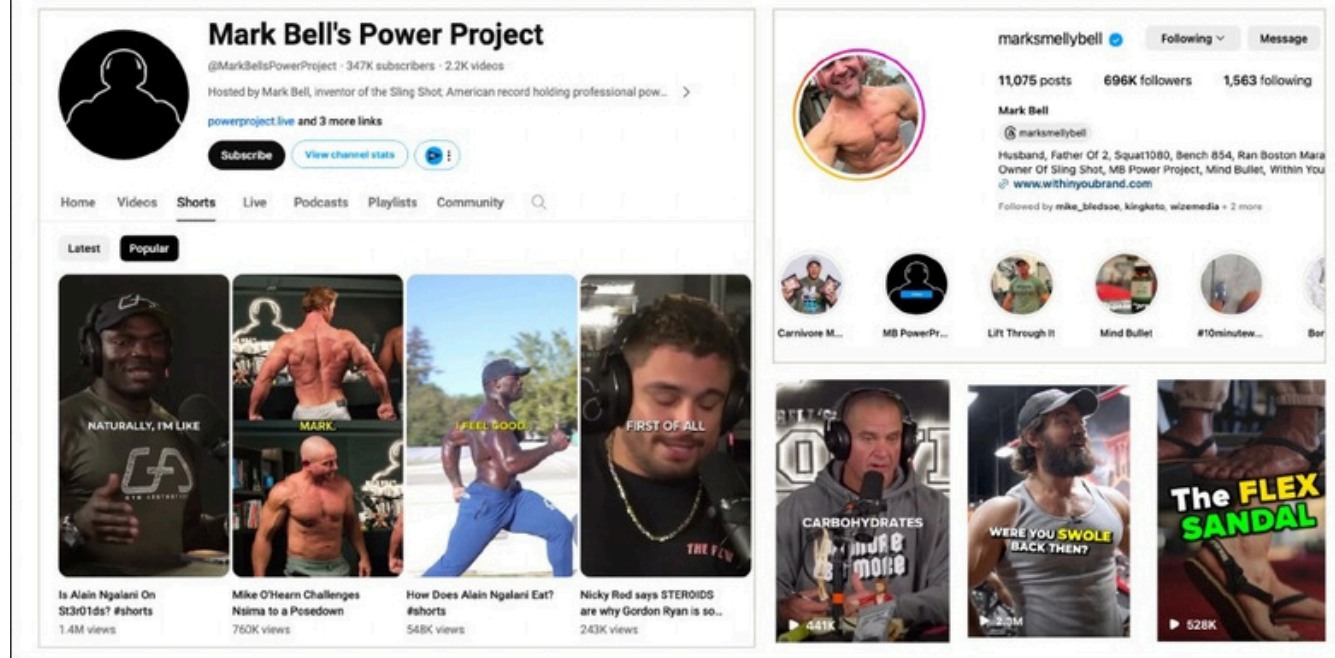
The image shows a screenshot of Dr. Thema's Instagram profile on the left and four video thumbnails on the right. The profile for @dr.thema shows 4,058 posts, 430K followers, and 608 following. The bio identifies her as a Minister, Psychologist, and Podcast Host. Below the bio are icons for various topics: Homecoming, Podcast, APA PRESIDENT, Beliefs, Anti-racism, 2020, and Sister Friends. The video thumbnails on the right show Dr. Thema speaking at a microphone with text overlays: "YOU ARE ALREADY STARDUST" (1.9M views), "I AM A SURVIVOR" (133K views), "WITH A BUZZ" (162K views), and "Do They Have A Bad Attitude... Or Is It Depression?" (1.4M views).

"Binaya has helped me repurpose my Podcast and YouTube content into short, engaging Instagram reels. They know how to pick the impactful parts from a video, and turn it into social media content. Just the last 7 short videos have led to **over 164k views**. If you're a YouTuber or a podcaster, I definitely recommend his services."

- Dr Thema Bryant

Dr. Thema Bryant (psychologist, author, speaker): 4M+ views across platforms from repurposed podcast and YouTube content.

Mark Bell: 7.2M+ views by repurposing existing podcast episodes.



Mark Bell's Power Project: 7.2M+ views by repurposing existing podcast episodes.

Getting views but not calls?

That's a monetization leak, and it's usually the fastest one to fix. On your free audit, we'll map your current path from viewer to client and show you where people are dropping off.

Book your free Podcast Growth Audit → [CLICK HERE](#)

BONUS

The Content Team Playbook

How to reach “Film and Forget”: a small team that turns recordings into finished, published content without you managing it.

Why it matters: Hiring an editor isn't enough. Someone has to own the decisions: what to clip, how to package it, when to publish. Without that person, the decisions fall back on you, and the podcast becomes a second job.

The Film-and-Forget Team Structure

Role	Owns	Host's involvement
Content Strategist	Topic research, clip selection, titles and thumbnails, publishing calendar, weekly reporting	30-minute weekly review
Video Editor	Full episodes, trailers, clips, captions, thumbnails to brief	None
Publisher / VA	Scheduling, quality checks, comment replies, flagging leads	None
Host (you)	Recording great conversations and taking sales calls	~2 hours per week

Hiring Test Assignments

Content Strategist TEST (paid, 2 hours): Send one existing episode. Ask for (1) the 5 best clips/timestamps with a hook line for each, (2) three title and thumbnail concepts for the full episode, (3) one sentence on who this episode would attract as a client. You're judging taste and business sense.

Editor TEST (paid, 3 hours): Send the same raw episode and the strategist's brief. Ask for one 60-second trailer and two short clips. You're judging execution, speed, and whether they followed the brief.

For both: score communication and whether they hit the deadline. These predict the job better than the portfolio does.

The 30-Minute Weekly Review Agenda

Min	Topic	Questions to answer
0–5	Shipped vs planned	What went out? What's late, and why?
5–15	Numbers	Click-through rate and average view duration on the full episode. Top 3 clips. Lead magnet downloads. Calls booked.
15–25	Next week	Which angles and clips next? What do this week's numbers suggest we test?
25–30	Feedback → SOP	Any feedback given twice gets written into the team's playbook so you never give it a third time.

SELF-ASSESSMENT

The Podcast Growth Scorecard

Answer honestly. Give yourself 1 point for every **yes**. Your lowest-scoring part is the biggest thing holding your podcast (and your business) back. Fix that before anything else.

Part 1: Post-Production	Yes	No
Does every episode open with a trailer built around its strongest moment (not a generic intro)?	☐	☐
Does the first real insight arrive within 60 seconds?	☐	☐
Do you run a cut-list to remove tangents, repetition, and tech issues?	☐	☐
Is your average percentage viewed on full episodes above 30%?	☐	☐
Do you add chapters and on-screen text where they help understanding?	☐	☐
Part score: ____ / 5		
Part 2: Packaging	Yes	No
Is every thumbnail designed for that specific episode (not a reused show template)?	☐	☐
Is thumbnail text 4 words or fewer and readable on a phone?	☐	☐
Do your titles say why the episode matters now and what the viewer gains?	☐	☐
Have you repackaged any old episodes in the last 90 days?	☐	☐
Is your click-through rate on YouTube above 4%?	☐	☐
Part score: ____ / 5		
Part 3: Distribution	Yes	No
Does each episode become at least 10 separate pieces of content?	☐	☐
Are you posting short clips at least 4 times a week?	☐	☐
Have you chosen 2–3 priority platforms based on where your clients are?	☐	☐
Is publishing done by someone other than you?	☐	☐
Do you review content performance at least monthly and change what you make?	☐	☐
Part score: ____ / 5		

Part 4: Monetization	Yes	No
Do you have a free lead magnet related to what you sell?	☐	☐
Do episodes and clips point viewers to it at least weekly?	☐	☐
Does someone who downloads it get an automated follow-up email sequence?	☐	☐
Have you had a sales call in the last 30 days that started from the podcast?	☐	☐
Do you invite guests who could become clients or referral partners?	☐	☐
Part score: ____ / 5		

What Your Score Means

Total	Diagnosis	What to do
17–20	Leak-proof. You're running a real system. Growth now comes from volume and testing.	Scale output and test new formats.
11–16	Leaking. The podcast works in parts, but one or two leaks are capping your views and leads.	Fix your lowest-scoring part first. Book an audit if you want a second pair of eyes.
0–10	Losing most of the attention you've already earned. Good conversations are going unseen, and viewers aren't becoming clients.	This is where the biggest, fastest gains are. Book an audit.

My lowest part is: _____. That is my #1 priority for the next 30 days.

What Your Podcast Leaks Are Costing You

Fill in your own numbers. Then see what happens when you fix just one leak.

	Your numbers	Illustrative example
Monthly views (all platforms)	_____	50,000
× % who grab your lead magnet	_____	1% → 500 leads
× % of leads who book a call	_____	5% → 25 calls
× % of calls you close	_____	25% → 6 clients
× Value of one client	_____	\$5,000
= Monthly revenue from your podcast	_____	\$31,250

Now Fix One Leak

Change	Example result
Better packaging doubles views (50K → 100K)	12 clients → \$62,500/month
A lead magnet CTA in every episode doubles opt-ins (1% → 2%)	12 clients → \$62,500/month
Fix both	25 clients → \$125,000/month

Figures are illustrative, not a promise of results. The point: each leak multiplies the others, so small fixes in two places can quadruple the outcome.

You already have the conversations. The podcast episodes you've recorded are an asset you've paid for with hours of your time. The only question is whether the system around them is set up to turn that asset into clients.

YOUR NEXT STEP

Book Your Free Podcast Growth Audit

Scored under 17 on the Scorecard? On a 45-minute call, we'll review your podcast live and show you exactly where it's losing views, attention, and clients.

What You Walk Away With (Free, Yours to Keep)

- ✓ **Your 3 biggest retention leaks**, with timestamps from your own episodes
- ✓ **10 back-catalogue episodes worth repackaging**, with new title and thumbnail angles
- ✓ **Your content waterfall gaps**: which platforms and formats you're missing
- ✓ **A 90-day plan** to turn your views into booked calls

How It Works

1. Apply (2 minutes)	2. We review your show	3. Audit call (45 minutes)
Click the link below and answer a few questions about your podcast and business.	Before the call, our team reviews your channel, packaging, and funnel.	We walk you through the findings and your 90-day plan. If it makes sense to work together, we'll tell you how. If not, you keep the plan.

Why we limit audits: Every audit is done by our senior content strategist, not a template, and we only onboard 2 new podcasts per month so every show gets a dedicated team.

Ready to find your leaks?

Best fit: Business Owners with 25+ episodes and an offer worth \$2,000 or more.

APPLY FOR YOUR FREE AUDIT → [CLICK HERE](#)