

A woman with dark hair pulled back, wearing black sunglasses and a black blazer, is seated at a white marble desk. She is looking off to the side. A professional black microphone on a stand is positioned to her right. Her hands are resting on the desk, and she is wearing a gold ring and a gold bracelet. A black cup is visible on the left side of the desk.

The
PODCAST
MILLIONAIRE

Most Podcasts Don't Fail Because Of Content.

THEY FAIL BECAUSE NOBODY EVER HEARS THEM.

Every day, exceptional podcasts are launched by experts with decades of experience,
remarkable stories and life-changing insights.

Yet after months of recording, editing and publishing, they remain largely undiscovered.

Not because the content isn't valuable.

But because discoverability doesn't happen by accident.

Creating a great podcast is only the beginning.

Growing one requires strategy.

The most successful podcasts aren't necessarily the best. They're the ones more people
discover.

They become influential because they are intentionally positioned.

They reach the right audience.

They build trust over time.

They create authority that extends far beyond the microphone.

When done well, a podcast becomes much more than a marketing channel.

It becomes the platform people associate with your expertise.

The place where your voice is recognised.

The reason opportunities begin finding you.

The Four Pillars of Audience Growth

DISCOVERABILITY

If people can't find your podcast, they can't become your audience. Strategic growth is about ensuring your content reaches the people already searching for your expertise, not relying on luck or algorithms.

AUTHORITY

Every episode becomes another proof point. Over time, your podcast positions you as the recognised voice in your industry, building credibility long before a prospect ever books a call.

AUDIENCE GROWTH

An engaged audience is infinitely more valuable than a large one. The goal isn't simply more listeners, it's attracting the right listeners who become subscribers, advocates, clients and long-term supporters of your brand.

BECOMING KNOWN

The greatest business advantage isn't having the best offer. It's becoming the name people think of first. A successful podcast creates familiarity, trust and visibility that compounds over time, opening doors to speaking engagements, partnerships, media opportunities and premium clients.

A podcast isn't just a piece of content.

**It's one of the most powerful authority
building assets a business can own when it's
backed by the right strategy.**

This Isn't Another Podcast Agency

There are plenty of companies that can produce your podcast.

They'll edit your episodes, design your artwork, schedule your content and send you on your way.

That's not what we do.

The Podcast Millionaire™ was built for experts who understand that creating a podcast is only the beginning and that success comes from what happens after you hit publish.

We combine strategic audience growth with proven organic promotion to help transform your podcast into a valuable audience asset.

We partner with you to build:

AUTHORITY

Position your voice as the recognised leader in your industry.

DISCOVERABILITY

Help the right audience find your podcast and your brand.

DISTRIBUTION

Extend the reach and lifespan of every episode across multiple platforms.

GROWTH

Build an engaged audience that creates opportunities, not just downloads.

AUDIENCE MONETISATION

Turn your podcast into a powerful driver of visibility, relationships and revenue.

More than production.

More than strategy.

A true growth partner for experts who are ready to become impossible to ignore.

Proof, Not Promises

We are our clients' secret weapon, so discretion is part of how we operate. While we rarely share the names of our clients or their podcasts, here's a snapshot of the audience growth we've helped create.

DATA AFTER 6 MONTHS OF PROMOTION (COACHING SPACE)

33.7K



Last 7 Days Downloads

145.8K



Last 30 Days Downloads

520.9K



All time Downloads

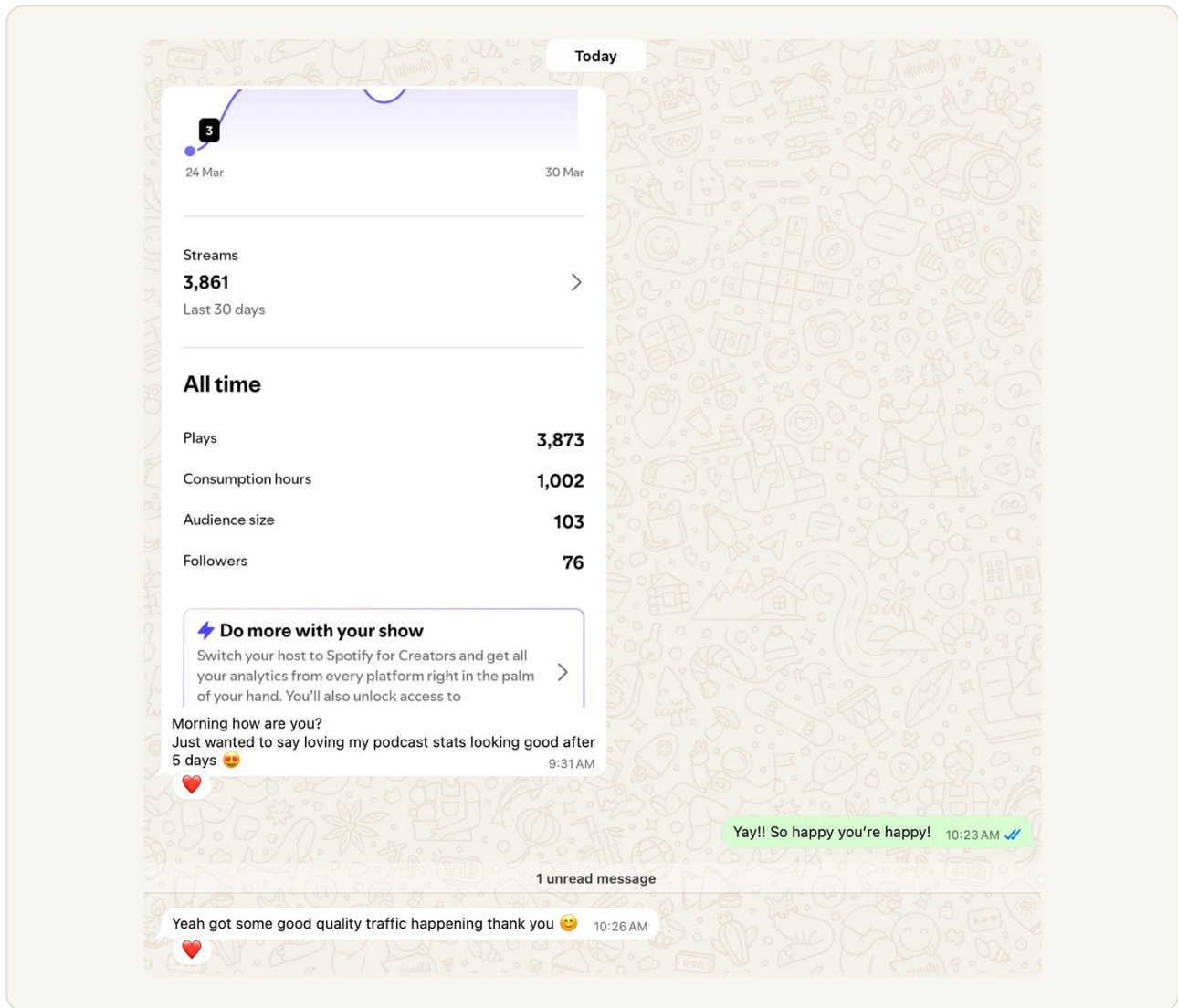
A little celebration going into the weekend too ladies. My podcast now has over 1,000 followers on Spotify (up from 54 just 2 months ago) and over 40K plays. Consumption is at 4.6 hours per listener. Happy stats!!!!

5:19 PM

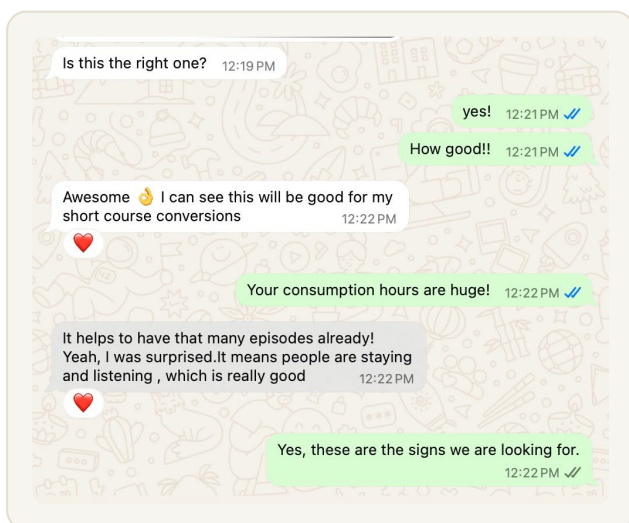
Loving these podcast figures ladies!!!! Do the math. I have been podcasting for now 15 months. Check out the all-time downloads vs last 28 days. And the unique listeners!!! And can we just say cheers to that blue line on the graph. Still young days but boy is this moving in the right direction in a big way! 🥳

7:39 AM

CLIENT STATS AFTER 5 DAYS (WELLNESS SPACE)



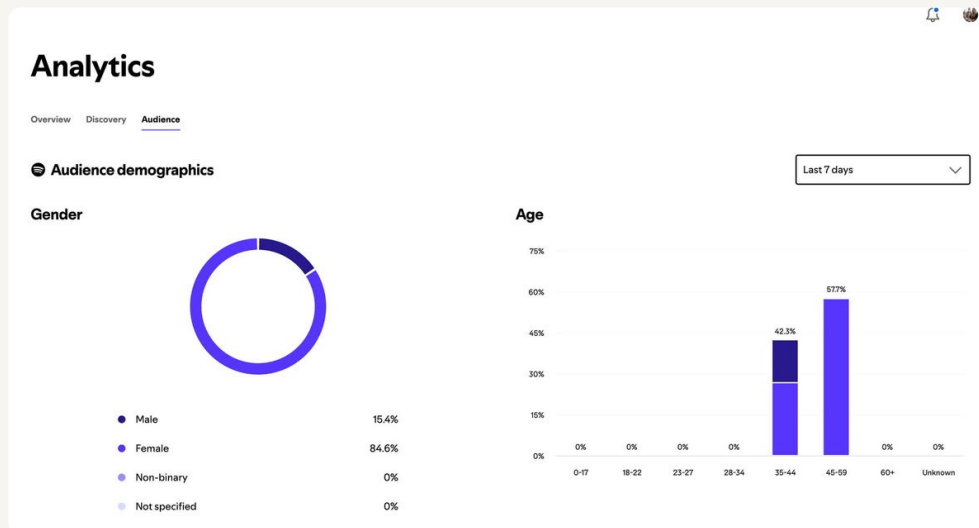
STREAMING EARNINGS



Spotify have confirmed the payment for August. \$6464.52. No date yet but I expect it around mid September

Audience Targeting

WOMEN 35 TO 60



TARGETING THE REGIONS YOU WANT TO DO BUSINESS IN

Country	Downloads	Percent
 United States	8,149	99.32%

STRATEGICALLY GROWING AUDIENCES ON SPOTIFY & APPLE PODCASTS

Sources	Downloads	Percent
Apple Podcasts	137,810	58.35%
iTunes	81,076	34.33%
Spotify	16,297	6.90%
Google Chrome	752	0.32%
Podbean App	24	0.01%

The Opportunity

Attention is easy to buy. Trust isn't.

Today's buyers are more discerning than ever. They don't make decisions based on a single advertisement or social media post. They invest in the people they know, trust and believe have genuine expertise.

That's why podcasting has become one of the most powerful platforms for building trust and attracting an audience.

Unlike short-form content that disappears in seconds, a podcast creates space for meaningful conversations, deeper insights and authentic connection. It allows your audience to hear your thinking, understand your perspective and build confidence in your expertise over time.

Episode by episode, your podcast becomes more than content. It becomes a library of trust.

A platform that works long after each conversation has ended, attracting the right audience, opening doors to new opportunities and strengthening your reputation with every listen.

In a world competing for attention, the brands that earn trust will always win.

How We Build Your Audience

A great podcast deserves to be heard.

Creating a podcast is easy.

Building an audience isn't.

At The Podcast Millionaire™, we specialise in one thing: building large, targeted audiences around podcasts.

Using proven organic growth strategies, we help more of the right people discover your podcast, engage with your message and become part of your audience.

WE BUILD TARGETED AUDIENCES

We don't chase vanity metrics. We focus on attracting listeners who are aligned with your expertise, your message and your business.

WE INCREASE DISCOVERABILITY

Great podcasts deserve to be found. We implement proven organic strategies that put your podcast in front of more of the right people.

WE AMPLIFY YOUR EXPERTISE

You already have the expertise. Our role is to make sure more people experience it by building a larger, highly targeted audience around your podcast.

WE CREATE BUSINESS OPPORTUNITIES

As your audience grows, so do the opportunities — greater visibility, stronger relationships, strategic partnerships and qualified inbound enquiries.

Who This Is For

The Podcast Millionaire™ is for people with expertise worth sharing.

They don't need help finding their voice.

They need more of the right people to hear it.

Whether you're a coach, consultant, founder, CEO, author or recognised industry expert, we help you build a large, targeted audience around your podcast so your message reaches the people it was meant to serve.

One Goal. Different Solutions.

Every client comes to us with the same objective:

To build a large, targeted audience around their podcast.

How we achieve that depends on your goals, your budget and the role you want your podcast to play in your business.

The strategy we recommend depends on your goals.

Some clients simply want to invest in growing their audience.

Others want to build an audience while creating new revenue opportunities that support the long-term growth of their podcast.

Either way, our role is the same:

To help more of the right people discover your podcast.

We'll recommend the right solution based on your goals, your budget and the outcome you're looking to achieve.

The ROI Of Your Audience Asset

Building a large, targeted audience isn't about chasing downloads.

It's about creating an asset that continues delivering value long after each episode is published.

The right audience creates opportunities.

More visibility.

More trust.

More speaking invitations.

More strategic partnerships.

More inbound enquiries.

More clients.

For some, a podcast becomes a powerful lead generation tool.

For others, it becomes a new revenue stream.

For many, it becomes the most valuable marketing asset they own.

Because when you consistently reach the right people, the commercial opportunities naturally follow.

Ready To Grow Your Podcast?

Whether you're looking to grow your podcast, build a larger targeted audience or explore new ways to monetise your content, we have a solution to help.

Explore The Ways We Can Work Together
www.michellehext.com/the-podcast-millionaire