

## How to Structure Sponsorships on Your Thought Leadership Platform

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In addition to positioning yourself as an expert apartment syndicator, building relationships with real estate professionals to recruit to your team, attracting private money and providing valuable information to your loyal following, you can also leverage your thought leadership platform to create an additional revenue stream by bringing on advertisers.

The purpose of this document is to provide you with the best practices for getting advertisers to sponsor your thought leadership platform.

### Timing

There isn't really a quantifiable number of followers you need to have before bringing on advertisers. It ultimately comes down to the needs of the specific advertisers.

From the advertiser's perspective, they want their ads to be viewed by a relevant audience who have the potential of using their services. So, in order to gain an advertiser's interest, you need to have a consistently sized followership of individuals that are of a similar demographic to their customer base.

Most thought leaders provide a guarantee that an ad will be seen by a certain number of people (i.e. I guarantee that the ad will be viewed by at least 500 people). Therefore, at the very least, you need to have a consistent number of downloads, views, clicks, etc., depending on the platform type.

When I first started offering ad spots on my podcast, I had 25,000 downloads per month. Since I do a daily podcast, that's a little over 800 downloads per episode. So, I had the confidence – based on my past analytics – to guarantee that 700 people would listen to their ad per episode.

If you can find an advertiser that will buy an ad spot that will reach 100 people, great! If not, continue to work on growing your audience or you can make up for a low number of downloads by offering a package deal (more on that in the section on structuring the sponsorships).

Additionally, one of the many advantages of hosting an interview-based thought leadership platform is that an interview guest can organically turn into a paying sponsor of your show.

### Types of Sponsorships

There are many different types of ad spots you can offer, which obviously depends on the type of thought leadership platform you have.

Here is a list of ad types for each of the different thought leadership platforms:

- Podcast or YouTube Channel
  - 15 to 60 second advertisement at the beginning of a show
  - 15 to 60 second advertisement in the middle of the show
  - 15 to 60 second advertisement at the end of the show
  - Featured spot on the show notes page
- Blog
  - Ad banners included in a blog post
  - Paid guest posts
- Newsletter
  - Advertisement block in your newsletter (beginning, middle, end, or multiple times throughout)
  - Sponsored email to your email database
- Other
  - Featured spot on a sponsor's page on your website
  - Banner ads on social media

You can offer these ad spots individually, in a package or a combination of the two (more on that in the next section).

Generally, to create the ad, a thought leader will have the advertiser submit a list of talking points, rather than a fully fleshed out ad. Then, the thought leader will create the add (audio or written) and send it to the advertiser for final approval before going live.

## Sponsorship Structures

There are an infinite number of ways you can structure your offerings with advertisers. Here are two examples of sponsorship structures:

### **EOFire Podcast**

The EOFire podcast offers one sponsorship package. It consists of:

- A 15-second ad at the beginning of the podcast
- A 60-second ad in the middle of the podcast
- A featured spot on every show notes page of every sponsored episode
- A place on the sponsor's page that is on their website

The charging methodology, which is standard in the podcasting industry, is CPM (cost per thousand). And it is based on a guaranteed minimum number of viewers. The industry standard

is \$18 CPM per 15-seconds of ads at the beginning of the show and \$25 CPM per 60-seconds of ads in the middle of the show. If the guaranteed number of viewers per episode is 30,000, the cost to sponsor one episode is \$1,290 ( $\$18 \times 30 + \$25 \times 30$ ). Additionally, the minimum package size is a quarter, which for EOFire is 30 episodes. That brings the total cost to \$38,700. They throw in the show notes and sponsor page feature for “free.”

### **Best Real Estate Investing Advice Ever Show**

As I stated earlier, when I first started offering advertisements, I guaranteed a minimum of 700 listeners per episode. Instead of having one option, I offered three different packages – gold, silver and bronze.

- Bronze - \$1250 (\$250 per episode)
  - 5 episodes
  - 60-second ad at the beginning of the episode
  - Featured spot on every show notes page of every sponsored episode
- Silver - \$2997 (\$214 per episode)
  - 14 episodes
  - 60-second ad at the beginning of the episode
  - Featured spot on every show notes page of every sponsored episode
- Gold - \$4995 (\$167 per episode)
  - 30 episodes
  - 60-second ad at the beginning of the episode
  - Featured spot on every show notes page of every sponsored episode
  - 15-second ad midway through the episode
  - Sponsored email to my email list (which was 700 at the time)
  - Exclusive sponsor for each episode

As you can see, I didn’t use the standard CPM charging methodology. However, I offered additional services to make the cost worth while.

For your thought leadership platform, you can follow EOFire’s or my initial structure exactly, you can pick and choose from the two or create a new package from scratch. These examples are just to give you an idea of what other thought leaders offer as sponsorship options and to give a starting place.

At the end of the day, you’ll make more money if you stay away from the CPM model. But to do so, you’ll need to provide additional value (i.e. include an ad in your newsletter, promote on social media, etc.)

[Questions to Ask the Sponsor](#)

The purpose of asking the following questions is to see if you can deliver a value that is above and beyond their investment.

- What is your competitive advantage?
- What has been your call to action in your ads?
- How do you make money?
- What is your average profit on a customer's first transaction with you?
- What is the lifetime value of your customer?
- What is your current cost per lead?
- What is your cost per lead goal?
- What is your shiny object to capture leads?
- What is your best and worst promotional tactic? Why?
- What is the process for taking a prospect to a pay customer?

Let's say that a crowdfunding website is interested in purchasing an advertising spot on your podcast. After asking these questions, you find out that the average profit for a first-time customer is \$3,000 and the lifetime value is \$9,000. You could easily justify a \$10,000 sponsorship package if you have the ability to bring them a minimum of 4 new customers. 4 new customers at \$3,000 in profit a piece is \$12,000, which means they will profit \$2,000 right away in addition to the extra \$36,000 in lifetime value.

How many times do you think this crowdfunding website will return to sponsor your podcast if they profited \$38,000 from a \$10,000 package? The answer is over and over and over again. That's why I have sponsors come back multiple times and am booked money in advance.

### [How to present packages to advertisers](#)

I recommend creating a sponsorship package document to provide to potential advertisers. I have attached two examples (EO Fire's and my initial document) to this post. Here is some of the information you want to include, keeping in mind that the goal is to show the advertisers how they will benefit by buying your ad spot:

- Your relevant experience (i.e. how much real estate do you own, how much money have you raised, etc.)
- List of previous influential guests
- Any recognitions (e.g. new and noteworthy section on iTunes, top 50 real estate podcast, etc.)
- Number of downloads
- Month over month growth (e.g. my listener base is growing by over 20% each month)
- Your audience demographic (i.e. who they are, what they do, how much do they make, where are they from, etc.)
- Marketing methods
- Sponsorship option/s

## How to get paid

You can accept payment in whatever form works best for you or your advertisers – either check in the mail or direct deposit. I recommend speaking with your accountant on how to claim this revenue on your taxes or if you need to set up a business account.

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**Do you need debt for your deal, equity for your deal, or maybe a loan guarantor to get qualified for financing? Here is a mortgage broker that the clients in my consulting program and my company have used: Marc Belsky at Eastern Union. Call Marc at 212-897-9875 or send him an email at [mbelsky@easterneq.com](mailto:mbelsky@easterneq.com).**