GO LIVE OR DIE

GO LIVE OR WATCH YOUR PODCAST DIE

Audiences don't just want to listen to you anymore. They want to interact with you. Podcasts that never go live will eventually become irrelevant because live shows are how audiences become communities.

Great reels are not stitched together in post-production. They are engineered in pre-production, through a repeatable, structured live system built around the creator's natural abilities, personality and communication style.

Communities create loyalty. Reels create discovery. A successful podcaster needs both: a live show that turns an audience into a community, and short-form content that continually brings new people through the door.

THE REALITY

Most podcasters believe live streaming is optional:

- Recording episodes
- Publishing pre-recorded content
- Promoting on social media
- Treating their audience like viewers instead of participants

YET THE ONLY PODCASTS THAT WILL THRIVE ARE BUILT AROUND:

- Live audience interaction
- Community engagement
- Strategic short-form extraction
- A repeatable, structured live system

RECORDING A PODCAST BUILDS AN AUDIENCE.

DOING IT LIVE BUILDS A COMMUNITY.

THE PROBLEM

Podcasting has changed.
Discovery now comes from short-form content.
Trust is built through long-form conversations.
Loyalty is created through live interaction.

Yet most podcasters are still creating content as if recording an episode is the finish line.

Your podcast shouldn't be the end product. It should be the engine that powers your entire growth ecosystem.

THE 3-STEP SYSTEM:

1. **PRE-PRODUCTION** Plan it.
2. **DOING IT LIVE** Build the community.
3. **POST-PRODUCTION** Multiply the content.

WHAT GO LIVE OR DIE IS

A 6-week, one-on-one strategic implementation program that helps podcasters build a repeatable, structured live show designed to grow a loyal community, generate better reels, and create a scalable growth ecosystem.

I personally attend your first live show to observe, diagnose, and refine your performance in real time — so you launch with confidence and a system built to last.

- BUILD THE COMMUNITY PRE-RECORDED CONTENT NEVER CAN
- BETTER LIVE STRUCTURE CREATES BETTER REELS
- BETTER REELS. MORE DISCOVERY. MORE GROWTH
- A REPEATABLE SYSTEM THAT DELIVERS CONSISTENT RESULTS

100% CUSTOMIZED

No pre-recorded videos. No generic templates. 100% customized.
Every system, structure and workflow is built specifically around the creator's:

NATURAL ABILITIES | PERSONALITY | COMMUNICATION STYLE | CONTENT STYLE | AUDIENCE PSYCHOLOGY

THROUGH LIVE ONE-ON-ONE STRATEGIC IMPLEMENTATION.

THE 6-WEEK IMPLEMENTATION PROCESS

1 WEEK 1 — CREATOR & LIVE AUDIT

Creator Audit: We identify the creator's natural live strengths, weaknesses, delivery, energy, and pacing on camera.

Live Audit: We review the current show structure, technical setup, research workflow, and audience interaction.

OUTCOME: Complete Creator & Live Diagnosis

2 WEEK 2 — BUILDING YOUR LIVE OPERATING SYSTEM

We build a creator-specific live system — The Reel Factory Mindset — engineered around show structure, hook strategy, chat integration, clip/reel engineering, and the right technical workflow for you.

OUTCOME: Creator-Specific Live Operating System Using The Reel Factory Mindset

3 WEEK 3 — PRE-LIVE VALIDATION

We review topic and guest research, structure, hook integration, flow and escalation, and planned reel moments.

Nothing goes live until it's approved.

OUTCOME: Approved Live Show Architecture

4 WEEK 4 — LIVE EXECUTION

I personally attend your first live show and observe delivery, energy, pacing, chat management, technical execution, and opportunities missed in real time.

Build. Watch. Diagnose. Improve.

OUTCOME: Fully Executed Live Show, Observed Live

5 WEEK 5 — PERFORMANCE REVIEW & OPTIMIZATION

We strategically review the recording:

- Did the structure work?
- Where did retention drop?
- Which moments became reels— and which should have?

OUTCOME: Live System Refined By Real-World Performance

6 WEEK 6 — SYSTEM LOCK & HANDOFF

We finalize repeatable live workflows, a troubleshooting guide, long-term publishing cadence, and scaling strategy.

OUTCOME: Complete Live Content Operating System

PARTNERSHIP MODELS

WHITE LABEL

We operate behind the scenes. You take the credit.

Best for agencies, podcast managers and production companies.

REFERRAL

Send us your clients. We deliver results. You get paid.

Best for independent podcast managers and strategic partnerships.

HYBRID

Mix white label and referral structures depending on the client relationship.

Best for larger agencies and multi-client operations.

INVESTMENT

$2,500

- 6 live one-on-one calls
- 100% customized
- No pre-recorded videos

Custom pricing available for agencies and multi-show implementation.

STOP BUILDING AN AUDIENCE. START BUILDING A COMMUNITY.