



## THE CLICK MILLIONAIRES SUCCESS SHOW

### Unedited Transcript

Click Millionaire Success Story Interview:  
Betty of the "Betty in the Sky with a Suitcase" Podcast

**Scott Fox:** Welcome to the Click Millionaires Radio Show. I'm Scott Fox.

I'm here today to talk to you about podcasting. That's right, podcasting, which is basically listening to radio type recordings online or on your mp3 player. This represents an excellent opportunity for those of you who are interested in building your own lifestyle business online.

Podcasting has emerged from being just an early adopter format that mostly techies use, to becoming a mainstream media phenomenon. Increasingly, all the top radio shows offers their recording as podcasts now, and small business and individual entrepreneurs are doing their own podcasting to help spread the word about their businesses and services. This is a trend I think you can profit from too.

So today I have a special guest named Betty. Betty is the world's most popular flight attendant based on her popular podcast. We're going to spend some time with Betty learning about how and why she got started, how she is making her money online, and how her Betty in the Sky with a Suitcase podcast has become a lifestyle business success story.

But first I want to talk about our sponsors for a minute. The show is brought to you by ClickMillionaires.com. That's my private coaching network. It's a personal forum where I spend time everyday helping people from around the world. Small business owners, online marketers, individual entrepreneurs, even people who don't have a website yet, all join ClickMillionaires.com. We spend time together getting them going in businesses that are leveraged by the massive worldwide distribution of the world wide web, and turning their lifestyle business into realities. That's ClickMillionaires.com. Come on over and join us. There's a free trial available and I'd love to meet you.

I also would like to thank Site Build It. If you visit TrySiteBuildIt.com, that's my affiliate link, for a great service for those of you who are looking for a website building solution. TrySiteBuildIt.com will teach you about search engine optimization and help you build a website that reflects what you want to build online. Plus, they have a huge worldwide support community that can help you find success online. TrySiteBuildIt.com.

Last, if you're looking for a domain name, I hope you'll visit my InternetMillionaireDomains.com, a great place to get a great deal on a new domain name to brand your new Click Millionaire business.

So our show today is going to be with Betty. Betty is visiting from the Betty in the Sky with a Suitcase podcast and we're going to talk about how she has grown her hobby into a business.



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Plus, a lot of fun along the way and a worldwide audience that is pushing close to, get this, 1 million listeners! Pretty impressive stuff.

Betty has done all of this with no technology background, almost zero startup capital, and just a lot of fun, and a gift for storytelling. We're going to talk about this today so that you can figure how there might be an analogy to your life. How you can use podcasting to start your online lifestyle business too. Betty thanks for joining me today.

**Betty:** It's so nice to be here.

**Scott Fox:** We're going to talk about your Betty in the Sky with a Suitcase Show. Starting at the top with the name, it makes me smile, and I listened to a bunch of the shows. You've got a great sense of humor, and you really bring to life an interesting behind the scenes look at an industry that so many of us are a part of, but we don't get to see behind the scenes.

I think what you're doing is a really interesting productization of something a lot of people are curious about. I'm thinking of this behind the scenes thing, and packaging it into a podcast that as I understand is a long time hobby for you. It's emerging into a business and bringing you a lot of interesting new opportunities.

Let's start at the beginning if you would for a minute. Just tell the listeners who you are, and what your show is about, and most importantly how to find you if they want to listen.

**Betty:** Sure, my name is Betty and I'm a flight attendant. I always liked all the stories that the senior flight attendants used to tell. There are these crazy things that happen all the time on airplanes, and the passengers sitting there have no idea what's going on. So I always enjoyed telling stories.

I'm a bit of a ham. I like to talk. I like to hold court per se on the airplane. I love to tell stories. When podcasting came about, I was really in on the beginning of it, which is most unusual. Most people are starting to catch on now.

But there was a pilot who had a podcast, and he had a microphone and a recorder with him on his strip. I was like, "you have a podcast?" Because I knew what it was, nobody else knew what it was. I was like, "wow that's great."

I went and told stories in the cockpit, and listened to it when he was on his show and I was like, "wow I wish that had been my idea. It's such a great idea. It's a new medium." I think it's always a great thing to get in at the start of something new, when there isn't as much competition.



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He basically said, "why don't you do stories for my show?" I was like, "fabulous." I went out and bought the recorder and the microphone. But I had no idea how to do anything, as you don't when you're starting any new business or hobby.

So the audio that is sent him was so terrible that basically he said, "why don't you do your own show. I don't want to be bothered with this." I had already bought the stuff and if it was not for that, I would have never started a podcast. I would never have thought that I could have a website, that anybody would want to listen.

But because I'd already done it on his show and I had the equipment. It did cost like \$500 initially when I bought the equipment. I bought quality recorders and microphones. I thought since I have this, I guess I have to try it.

Luckily he told his audience to listen to my show. So I already had an audience to start with which is fantastic. I basically just learned as I did it, and the listeners would write and say, "how come I can only with one earphone on my headset?" I'd be like, "I don't know." I'd google how to do it.

I just learned everything. They were like, "how come you don't have id retags on your mp3s?" I'm like, "I don't know what those are, but I'll figure it out." I would google it and basically that's how it all started.

Basically I record flight attendants and pilots telling funny stories, and I also tell funny stories, and I podcast it. People really still are interested, which is fantastic. After all these years, you'd think the glamour would sort of be fading away; they wouldn't be as interested. But there is interest out there.

**Scott Fox:** Well and the stories are funny. What is the best URL for people to go to if they want to find your show?

**Betty:** It's [www.bettyinthesky.com](http://www.bettyinthesky.com).

**Scott Fox:** So that is where you can go and you can download the show folks.

**Betty:** Libsyn, Stitcher and a bunch of other places.

**Scott Fox:** So that's a funny story. Obviously that pilot was a good jumping off point for you. What year was that? How long ago are we talking about?

**Betty:** 2005.



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**Scott Fox:** 2005, okay so that was pretty early for podcasting. You spent \$500 on equipment, that's a lot of money. Do you think people still need do that today?

**Betty:** No, they don't need to do that. He was also a pilot. They make more money than I do. You know how men love toys. He basically went and got a field recorder, like they would use at a radio station. He bought like the best thing he could find, and he told me what to buy and I just went and bought it.

But now, especially with the technology going so quickly, you can buy the recorders for nothing. People can just use the recorder on their iPhone for goodness sake! It's totally different. But at the time, I basically just bought what he told me to buy.

**Scott Fox:** Right, and a pilot, those guys are techies. I'm sure he had the high tech stuff. So you've got this show and you've got all of this material from your days and night as a flight attendant and you have a lot of contributors to your show too. You have other flight attendants send you recording and things like that.

**Betty:** Yeah and just people on the internet send me things. Actually there are so many interesting things. Basically I've turned a normal life, you know some people say, "oh you're just a waitress in the air." You know how everybody had different attitudes about different jobs, but I have turned my life into something that people really like and are interested in. I have really turned it into a business, which I don't think was possible just 10 years ago.

**Scott Fox:** You're singing my song. Anybody that listens to this show knows that is what the Click Millionaires approach is all about. So let's talk about that. You have an interesting life, but you looked around and you found you like to tell stories, and that's a skill that you can commercialize it turns out thanks to the internet. Did you go into this thinking it was a business? It sounds like it was a little more accidental than that.

**Betty:** It was totally accidental and I didn't know if I was going to ever make any money at it. Basically it was a year into the podcast that a publisher contacted me and asked me if I wanted to write a book. Before that nobody was offering me book deals. That just didn't happen.

Not only that, I had like the BBC and the NPR, Travel Leisure and Real Simple, all these major publications and radio stations calling and asking to interview me. Nobody cared what I had to say until I had a presence on the internet.

**Scott Fox:** That's one of the phenomenon I find really funny. Once you start publishing, and here I'm putting podcasting, blogs, newsletters and videos on YouTube together, suddenly you're



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an expert and everybody wants to talk to you, right? Isn't that amazing how you get that halo effect?

**Betty:** It's strange when Steven Slater, the guy that grabbed two beers pulled the slide and went off the airplane a few years ago, when that happened radio stations just googled flight attendant and I came up.

I stood up like a whole press junket, from somebody else doing something and just because I've a presence on the internet. The amazing thing is I really didn't do anything expect put the podcast out. I did not try to market it, I didn't do any type of advertising. Basically by putting it out there, it can generate all kinds of other things.

**Scott Fox:** Right, the effort that you made to offer something original that was also personal.

**Betty:** Correct. It's personal. It's also has to do with the radio. People do like old fashion storytelling, and I also think they start to feel like they know you. That you're their friend, it like you're in their head when they put their earphone on, then they tell other people.

Especially when I started, I didn't understand. I had like Radio New Zealand emailing me and asking me for an interview and I'd be like, "how did you find me?" They're like, "our editor is a big fan." Then it's like, "really?"

**Scott Fox:** All the way in New Zealand, now what city are you based in? I found you on the internet too, I don't even know.

**Betty:** Right now I just did a big move across the country. I was in Los Angeles for 20 years and now I am on the East Coast. I literally went from coast to coast. I'm in South Carolina.

**Scott Fox:** Okay, I saw that on your blog, because you took a break from shows there for a minute.

**Betty:** I did. There were times, and this is another thing that's amazing from the whole internet podcasting thing: life can happen. You're not trading hours for a wage. So you can take a break if something is going on, like moving across the country, and people will still be there when you get back.

**Scott Fox:** That's one of the beauties of this sort of stuff. It's all time-shifted and available. For anybody that's listening who isn't up to speed on what a podcast is, a podcast is simply a recording of an audio presentation.

So it can be like a radio show like this one, or you can go and read your mail and record that and call it a podcast, or anything you want. Music of course as well. The ability of podcast,



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and how it really differs from radio and Betty is the proof of this, she is on her 73<sup>rd</sup> show now. But the first 72 are all still available. So you build up this library that's an asset for you as an entrepreneur.

**Betty:** It always there and it doesn't go away. People find it. I get emails from people and they're like, "just listened to all the shows over a weekend." I'm thinking, "that's a lot of me." They go back and start listening. Historically, the radio was live and you'd listen to it and it's gone, this stays there. So once you get a new fan they go back and listen to all the other ones.

**Scott Fox:** Exactly. And this is great from an entrepreneur's point of view, because you've built up an asset that is actually worth something and you can sell ads against it, and sponsorships, and things like that if you're turning it into a business. We'll talk a little more about that.

**Betty:** That's right, recently I've got much better than that.

**Scott Fox:** Great, we'll want to talk about that too. So first just the mechanics, one of the questions I get all the time is, and I'd like to hear your explanation, how does somebody listen to a podcast? I meet people all the time that hear about my show from my books or something, and they say, "oh what's a podcast?" I explain that. They say, "how do I listen to one?" What's your version of that, what's the short prescription?

**Betty:** when I was trying to get people to tell stories I'd say, "do you know what a podcast is?" 90% of the time they'd say no. But these days, with some major names getting into the podcast arena, people are getting more hip to the podcast thing.

Basically, you can either listen on your computer. You just sit there and listen, which I don't think is the best way, because people don't really like to sit by their computers; even though you can take it around the house with you if you have a laptop.

Most people download it to their computer and then they put on an mp3 player, or an iPod, or something like that. Then they also have streaming features where you can download it onto your mobile device. It's got to be so much easier than it was before. I think it was foreign to people. But now I think it's becoming second nature, and I think it's replacing radio.

Right or augmenting it at least. Great. that is helpful for anybody that's new to this stuff. You gave a shout out to Stitcher. Stitcher is an interesting app that helps you collect different podcasts. It's kind of a digital audio recorder on your TV. You can subscribe and collect different podcasts together and it makes it easy to listen to.

**Betty:** Yeah, and it's just there on your mobile device.



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**Scott Fox:** Right and that's stitchers.com. Who have you seen emerge as the audience for this thing, and how big is it? Who is listening and how many of them are there?

**Betty:** That's interesting too. Well, I just looked recently and it's about 850,000. So three-quarters of a million, a little over. Like it's crazy. That is cumulative. It's hard to say who is a unique user.

**Scott Fox:** So that's 850,000 listens over the years?

**Betty:** Yeah, that's how many people have downloaded it, 850,000. The audience is all over the map. I get emails from 13 year old boys who want to be a pilot, and all the way to older people, high school principals.

It's like I can't really put a face on the demographic, except I would say that a lot of the people do have an in for aviation. Then you find people that have no interest whatsoever, but they think it's funny. Everybody likes to laugh. So my podcast has changed so much.

Just recently, I've been flying to more international destinations, so it's taken a little more international flair. But I think the comedy is universal, even if people aren't interested in the airplane or airline industry. It's still just funny stories.

**Scott Fox:** Yeah right. So 850,000 listens over 73 episodes over a few years. Do you have a sense that it's growing over time.

**Betty:** It does grow and it goes up and down. This is what is interesting. I took that break, so I really was afraid that I was going to lose listeners. Now it seems to be getting more popular than it's ever been. I can't say why it does, but right now it seems to be generating a lot more interest.

**Scott Fox:** Well, that's great. If you average that out overtime that's 850,000 divided by 73. That's something north of a 10,000 per episode. It's probably more and more recently, because in the early years you didn't have so many listeners right. You're talking about a pretty good size audience. If you think in terms of standing up in a conference, and speaking in front of an audience of 2000 people, that would be a pretty good audience.

**Betty:** Well no actually, it's like about 20,000.

**Scott Fox:** 20,000 per episode now. Wow okay.

**Betty:** That's about right.



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**Scott Fox:** Great, so it really has popped, and you really do have a worldwide audience for what sounds like a lot of fun for you, which is super.

**Betty:** And you can be creative with it, which is nice.

**Scott Fox:** That's right. So let's talk about the nuts and bolts a little more then. So you've got this audience that is emerging. How have you produced the show and how do you distribute them? Which outlets do you use online?

I just produce it myself. I edit it myself with free software on the internet, audacity.com. It's free. You just download it, it's free and it's simple to use. So I edit myself and I post it myself. I use libsyn which is L I B S Y N, libsyn.com. It's a podcasting solution. They put your website together, it's can cost as little as \$5 a month and they put the archives up there. They send it iTunes. Basically, they put it out there to all of these different aggregates, and people pick it up.

You wouldn't believe the places you could find it. It's all over the place. You don't want to put something out there, and you don't want anyone to listen. It goes out into streams that you don't even know how it got there. They put it out there in all the different aggregates for podcasting. There is podcasting station. They pick it up and they send it out. You don't have to do that much.

**Scott Fox:** That's great. So it sounds like you have a web based business, but you haven't spent that much money and time on a website. Is that right?

**Betty:** That's correct. I haven't spent like any money, like just \$5 a month.

**Scott Fox:** So anyone that's listening that skeptical about technology, and how expensive it is, let me just bust your balloon.

**Betty:** My website is always on my long list of things to do. I really should hire someone to help with the website, and I should make it better and make it look better. But it seems to be doing fine without it. I hear people spending a lot of money on a website.

They pay someone every time they need to update it. I think there are a lot of website people out there that try to sell people. They're like, "you're going to get this much money, and I'll get this words into Google." I think you can get a little bit of a used car salesman thing going on there.



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**Scott Fox:** Absolutely. Again Betty and I are best friends now, because she is singing my song again. All the Click Millionaires listeners know you don't need to spend money on all these consultants. If you have a few minutes, and time is money, but you can do this stuff yourself. Betty has got a worldwide audience for \$5 a month. Come on.

**Betty:** And I have no idea what I'm doing. I mean I just learn everything that I don't know. I just google it and I figure it out as I go, and the listeners have really helped with that. You keep learning because there're all these different avenues.

I'm interested in turning my podcast into a different income stream that continue to grow without necessarily having to put that much more effort into them. I started a little store where I sell T-shirts and things like that. That one might be \$6 a month. They make the product. They collect the money for it. They ship it, you just get a commission. I like the fact I don't have to do any of that leg work.

**Scott Fox:** Who are you using there? Café Press?

**Betty:** Aha, I do that and I've been really happy. I don't know if you're ready to go into the monetizing. The monetizing is what everybody is always interested in. If you're talking to someone like me who has been in this podcasting thing for a long time, I've tried a whole bunch of different things. There are advertising companies out there, that when somebody buys the product then you get paid. Well that's not how ads and radio use to work. They did the ad then they got paid.

So I didn't have success with a lot of the advertisers that always approached me about putting ads on my podcast. What I've realized is that I always had a link to Amazon on my website, but I never asked anybody to click through it. It must have been 6 months ago I realized I could just ask on the podcast, "hey if you're going to go to Amazon, you know I'm not asking you to buy anything, but if you're going to go through there anyway. If you click through my site I get a commission."

It is so funny how you have to ask for what you want. Well, they really are and it's been the best advertising. I've tried so many different avenues and it's been the best one. It doesn't take any effort on my part, except for asking for it in 30 seconds on the podcast. People want to support my show. They want me to continue doing it. So they like doing it, and I make a commission off it, and I don't have to spend any time on it.

**Scott Fox:** That's the magic formula, isn't it? I know you've gotten everybody's attention with that formula. Yeah, you invested a lot of time and it's developed a lot of goodwill.



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**Betty:** That's the other thing, the goodwill. I always like to talk about that, because not everything is earned in money. The goodwill that comes about from this podcast is just shocking. People emailing me saying, "I was sick, I've just been to the hospital and I found your podcast and it really helped me through the healing process." And you think - really? Who would have thought?

It's that and I also wrote a book. So there are royalties on that. Basically I do things that, with the internet, you can start building streams of income in many different forms that you don't have to necessarily continue to work on.

**Scott Fox:** Right there you go.

**Betty:** Like you said, people go back and listen. They will find something that were in the past podcast and could go to Amazon through that.

**Scott Fox:** That's exactly right. That's the Click Millionaires approach. Work less but live more, because you've created assets and ongoing income that the internet can go to work for you even while you're sleeping. That makes sense to me.

What are some of the things that you did try with more traditional advertising and sponsorships? Did you try some ad networks or individual banner ad sales? What did you try out?

**Betty:** I tried different things, they are advertising companies geared towards podcasts. They would say, "okay if you do a 30 second spot and then put a link on your website. Then if somebody actually buys the product then we'll pay you this amount."

But that really doesn't work that well, because you're only getting paid if the person actually purchases the product. They might not be interested. One time I did an ad for a dating website for geeks. I must not have that many geeks listening, because nobody went to that geek dating website.

**Scott Fox:** Right, so you weren't getting like you said, banner ad buys that just said we'll give you a \$1000 just to post this for exposure, or impression, as they call it in the industry. These were actually what they call CPA; cost per action ads.

**Betty:** Which is what I don't like, actually now somebody else just contacted me and they said they would like to sponsor the show for like 3 months. Where you just mention it on the podcast, and they will pay you this amount. I'm like, "that I like much better." That's much better for me to rely on than if they actually purchase the product.



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**Scott Fox:** There is great value from that. I think that's the way to go if you have the audience to support it. Those sponsorships like we talked about, they live-on in the library. Usually when companies advertise on the radio, the announcer announces it, and 30 seconds later it's gone. But you have a sponsorship that will live on indefinitely online. So that's the direction you're headed then it towards shows sponsors?

**Betty:** Show sponsors and the Amazon banner ads. I figure once I start doing more of the sponsorship then I could also produce interest from other sponsors. The fact that you have podcasts from the Adam Carolla Show, which is like the number one podcast right now, he's actually getting advertisers like they had on traditional radio. Once the advertisers realize that the podcasting medium is really viable and works for them, I think it will affect all the podcasts.

**Scott Fox:** I agree. That's one of the reasons I'm putting this chapter in my new book, because I've been doing this for a while too, and I just see the interest is building and it's increasingly becoming acceptable. Even the big boys, the NPR shows and so forth, they're all showing up as podcast too.

**Betty:** Every media has a podcast. They didn't know what it was 3 years ago.

**Scott Fox:** Right exactly. So this is what I call the Click Millionaire lifestyle business, and you're on your way. The question to me is do you see this becoming your next career at some point? I mean you're not there yet, but you've got this in your weekends and between your flights and layovers. When you retire from being a flight professional, do you see this as your next career?

**Betty:** Basically, it is right now like my second job. Maybe at one point it will be more of my primary job. I don't know. I am in the process of writing my second book, right now. It's funny that I have my first book. I never intended to do that. I basically just write things as they come.

I'm not necessarily pushing things in the certain direction, because I find that doesn't work as well. Since I've started the podcast things just come to me. I don't necessarily have to bang on doors or knock on doors. By just putting my show out there, a whole bunch of different avenues have come to me. I'm going to continue on that path.

Sounds great, in other words you're doing well where you are. You've got a job that you like as well. So this is a good sideline, regardless. What are some of the fun things that you've



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gotten to do? You've mentioned a book deal, boy that's impressive. Being interviewed by a bunch of media outlets, you've got funny stories in there too, right?

Well I can't get over it. I actually saved all of this on my answering machine. Most people don't have a physical answering machine, but I still do. So you can just save it. I can just click on there, and it will be like, "hi Betty this is Pauline Palmer. Hi Betty this is Diana Rehm from NPR Diana Rehm Show. Hi Betty this is the BBC World Service." I usually go, "really, whose life is this? " Because it wasn't mine just 6 years ago.

**Scott Fox:** It sound like it's just picking up steam too.

**Betty:** It just really shocking that I've also been published, I never was a writer. Not just the book, I have now been published on the AOL homepage, USA Today, Psychology Today. We're talking some real publications. It's like, "hey wow, they like my stuff that's fantastic."

Well, that's great stuff. So what do you think for other people who would be looking at podcasting? If they are listening to this, and they are smart enough to have figured out how to listen to a podcast, and they are on their way and they are thinking, "wow, you know gosh. I wonder if there is a story in my life, or an angle on my business maybe or a hobby?"

Yeah a lot of podcasters are built around businesses. Basically I would say that a podcast can always help the business, because this is another avenue for your business. I can imagine whatever you're doing, if you do a podcast, I can't imagine it not helping. It's not difficult to do. I know a lot of people look at things, and they think I could never do that, or I don't know how to do that. If I can do it, they can too.

**Scott Fox:** That's great. You're the poster child for the podcasting revolution.

**Betty:** There are also books out there. When I started there weren't. But they are books for podcasting solutions, and they tell you exactly how to do it. It tells you everything, everything you need to know.

**Scott Fox:** Tell us about your books, and tell everybody again where they can find your podcast.

**Betty:** Sure, my book is *Betty in the Sky with a Suitcase: Hilarious Stories of Air Travel by the World's Favorite Flight Attendant*, which is actually funny. I didn't really want that title. Nobody else really has the numbers, because there was nobody else in the competition. Nobody else can say they've had 850,000 listeners.

**Scott Fox:** They can't be too many in any professional, much less flight attendants.



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**Betty:** Actually at one time, the BBC called me the world first podcasting flight attendant, I'd never thought I'd be called the world first anything. They gave me a title which I thought was great. That's my book and you can find that on Amazon.com. The podcast is called Betty in the sky with the suitcase. It's funny stories from flight attendants and pilots and from travelling around the world. Bettyinthesky.com. I also have an e-book. I've got a store with Betty merchandise. There are just so many opportunities.

**Scott Fox:** That's great stuff Betty. Well thank you very much for being with us. We're going to wrap up here. What parting words would you have? A lot of listeners in the show are stuck in either cubical jobs, or 9 to 5, or this days more like 8 to 8 that are beating them down.

They read my books to help them figure out what might be next to improving their lifestyle. It seems to me that podcasting might be one of those opportunities. Not to get rich overnight, I'm not into get rich quick guide, but something that they can do in their spare time, and build up something that's fun and possibly really profitable with perks like you've enjoyed. You think that's right, what sort of advice would you have?

**Betty:** I would say that most people, I'm going to say that most people over the age 25, don't realize the value of the internet. They don't realize how important it is. They don't realize how far it reaches. I think once you start actually putting something out there, the things that can come back are just innumerable.

Just like anything, the hardest thing is just starting something. I started it only because it was like de-facto. And I might not have if it was not for somebody else giving me a bit of nudge. But I think once you start it and you actually put some creative energy, you do have to put some man hours behind anything, and you have to do things for free in the beginning.

That's just the way it is. It's just building a brand; it's building a label, it building a platform. That's the way I look at it. I actually did it without realizing what I was doing, and building a platform where I can actually have many different monetary streams coming from that platform of the audience that I've generated.

**Scott Fox:** Excellent, excellent advice and inspiring words I'm sure for a lot of folks that are listening. Podcasting can be fun as you can hear the fun Betty and I are having here together, and a great platform that can make you money too. What a great combination.

**Scott Fox:** Thanks very much Betty. If you want to find out more about Betty, Bettyinthesky.com. Books and podcasts, e-books, T-shirts, it's a whole lot. Thanks so much for being with us Betty. I really appreciate it.



## THE CLICK MILLIONAIRES SUCCESS SHOW

### Unedited Transcript

Click Millionaire Success Story Interview:  
Betty of the "Betty in the Sky with a Suitcase" Podcast

**Betty:** Thank you so much.

**Scott Fox:** Thanks Betty for joining us. That was a great conversation. I hope you enjoyed it as much as I did. Betty obviously has the gift of gab, and she's turned that into a product with her Betty in the Sky with a Suitcase Podcast and now books, T-shirts and I'm sure there is more coming from our fun friend Betty.

Podcasts offer you a big opportunity. If you want to see how Betty has done this, let me just remind you, [bettyinthesky.com](http://bettyinthesky.com). You can find more information about the podcast, and her products, and I hope you go and check them out.

Podcasting offer a really great opportunity to Click Millionaires. I'm really excited about this, and I want you to consider it for yourself. Like the other digital publishing opportunities that are emerging online, due the crumbling of the 20<sup>th</sup> century media empire, you can make money with podcast by replacing the large audiences that the big media companies used to attract with smaller niche audiences.

You can use this platform to promote your products, or to promote advertisers' products to make money for yourself. These are trends that I think are going to continue. Podcasting was a sort of techie niche thing 5 or 10 years ago. But it's really becoming more and more mainstream. If you look on iTunes now, the top 10 podcasts, they're not all geek oriented anymore. They're sports, politics, business and health and all the things regular folks listen as well.

This means, for you as an aspiring lifestyle business owner, that there are things that you know that could probably be turned into successful podcast. If you enjoy talking to people, well podcasting is the way to go. You don't need to get involved in all this article marketing sort of stuff, or writing books, or creating a lot of text, or even videos. Radio is great, because you can just turn on the microphone, and start talking just like I'm doing right now.

Think about who your audience is. Betty has targeted an interesting mix of people, because she had her inside industry audience that being her fellow flight attendant and pilots and people that work in the airline industry. But she also found a larger consumer audience. That is a rare combination. But a simple place for you to start would be to think about the topics that you're interested in, and see if you can package those, especially if they appeal to people who listen to a lot of audio.

Well, who is that you ask, how about commuters? People who spend a lot of the time in their car, on a train or airplane. They have free time to listen to audio like podcasts. You might



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think of people who work out a lot. Gym rats often have headphones on, right? Home based workers who listen to their PC's while they're multitasking. These are all audiences that lend themselves to podcasting.

Like the rest of the web, this is continuing to grow. I think that niche audiences want niche entertainment. They're not going to sit still for the mass market products that big networks put out, and even mainstream radio programs. People like niche entertainment, and podcasts can serve this up, because it means you can create a platform that provides information and entertainment that is specifically targeted to them. Ideally it even helps them solve their problems.

Solving people's problem is a great way to make money. If you can entertain them, and help them solve their problems, specifically applied to a niche that you're good at, you can personalize it with the warmth of your own human voice. Speaking right into people's ears is a very personal connection that goes on with radio, and I think it's an interesting opportunity for you.

That is all general. Let's talk about some of the specific lessons that we picked up there from Betty. I think she had some great things to say. Let me pull out a few of those for you before we wrap up. First of all, she started off with \$500 worth of equipment. That was a few years ago, and she got kind of a lured into that by her pilot friend who was sort of a geeky guy. Pilots love any electronic equipment.

You can do a podcast for a lot less than \$500. I will be honest with you, right now I'm speaking to you on a simple Logitech USB headset. I bought this a couple of years ago. I think it was maybe \$25. But even a telephone will work these days. A simple telephone connection and an account with a free service like Blog Talk Radio will do. They'll let you do a half hour show every day, record it and post it on the web for free.

If you want to do a little more, you can spend the grand sum of maybe 5 bucks and get involved with libsyn.com like Betty mentioned, and here are plenty of other services as well. The hard part here is not the equipment, so don't get hung up there.

It was also very interesting that Betty hasn't spent any money on marketing. She spent her time creating good content. That's the bottom line here. Everywhere on the internet today, people are so busy they only have time for stuff that is actually interesting, funny or helping. If you're not interesting, funny or helpful, ideally all 3, you're not going to have an audience. But if you are, well your stuff is going to rise to the top, just as Betty has.



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850,000 listeners, that's a pretty impressive audience. 20,000 per episode, my gosh, she's going to be selling a lot of sponsorships real soon. I guarantee you. Maybe even by the time you listen to this, she'll be closing some deals on that. If she is not, maybe I'll call her back and help her.

I mean there is some real money sitting there for Betty. She'd going to turn this from a hobby into a lifestyle business and maybe to a full time gig someday, because she has found an audience, and built a personal relationship with them.

I think that's the really interesting part here. She is doing fine with very little cash investment. Just some time and being smart. She's spent very little on the website also. I wanted to mention that. She hasn't got hung up in technology at all. She barely has a website. Honestly I had trouble finding it. One of the reasons I asked on the show, what URL to use was because she doesn't have one big beautiful website. It's kind of a little here, a little there. Her audience is really all in the podcasting.

That is something that you can do too without spending a lot of money. She can create relationships faster with a podcast, and I think that's what I think is really interesting here. Podcast allow you, just like I'm doing right now, to get your attention. I come right into your car, into your head even, if you've got headphones on. Radio is traditionally the mechanism for that. Podcasts are the modern interpretation of that.

You can build relationships with people by talking. They can hear your voice, and you become a real person instead of just a bunch of words on a page ,or maybe a photograph on the about us section of your website. Radio and podcasting is fun. It brings people together. I think that's the real opportunity here.

Can you look into your life and find something that you can pull out, insider information? Insider information is a really interesting opportunity. Betty has given people an opportunity to go behind the scenes of the airline industry. There is a lot of glamour associated with that industry traditionally, and all the international travel. Very sexy stuff. Then mixing that with humor, what a great combination!

You don't need to be as funny or have such great material as Betty. But you probably also don't need an audience as large as hers, or to have spent as many years on it as she has. A small quality audience. Even if it's what other people would call a boring business to business broadcast, well that can be very interesting to the key decision makers in your industry.



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If you cast the net a little wider, and you can add some humor or maybe some interviews or contributors, a lot of Betty's material is done with free contributions. People call in, they leave messages on her answering machine, and those messages end up on her show. Talk about great free material. You can put these tips and tricks together, and create a podcasting show of your own, I guarantee it.

The point is I want to make is that Betty said there at the end, she might not have started except somebody else gave her nudge. In this case it was that pilot that who invited her on his podcast show. Well I'm here today to give you a nudge. The Click Millionaires approach can apply to your life. A lifestyle business is waiting for you too. We talk about this all the time at [clickmillionaires.com](http://clickmillionaires.com). I invite you to come over and join us.

But if podcasting in particular is of interest to you, we have a forum dedicated to that. Of course in the show we talk about podcasting all the time. I would be happy to help you personally. Podcasting is fun, easy to do and can make you some money too.

This is the last bit quickly about our sponsor, [ClickMillionaires.com](http://ClickMillionaires.com). Please do come over and join us. It is a lot of fun and I'd be happy to meet you personally. Visit [TrySiteBuildIt.com](http://TrySiteBuildIt.com), too. That my affiliate link for the website building service that I think is great for newbies. [InternetMillionaireDomains.com](http://InternetMillionaireDomains.com), that's my domain name service. You can get a great price on a domain name service to help brand your new business.

So I'm Scott Fox from [ClickMillionaires.com](http://ClickMillionaires.com). Please come and say hello, send me feedback about this podcast if you've enjoyed it. I look forward to speaking with you again really soon. In the meantime, all my best for your success.

You can do this, a lifestyle business is waiting for you and maybe podcasting is the trick. Thanks for listening today. I hope to see you again really soon. Hey, if you have a minute please tell your friends about this show. Have a great week. Bye bye.



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