



Our Top 10 Most Downloaded Episodes for 2021



In 2021, guests of SFB discussed gypsy jazz, paid ads, and back office services. Why were their episodes among the most downloaded of 2021? Find out.



Our top 10 guests of 2021

James Schramko here, welcome back to SuperFastBusiness.com. This is episode 895. My team have put together a few notes for me after going through all of our facts and figures and stats and downloads, and we've put together a list of the top 10 episodes from 2021 by way of downloads. So this is purely based on downloads this year, and we're going to have a look at the top ten. We're going to see what was of interest to the vast majority of the audience of SuperFastBusiness.

If you listened to one of these episodes and it's piqued your interest, maybe go back and have a re-listen. If you have never heard it, then you should know that we're doing pretty close to a hundred episodes a year, so this is the top few percent of episodes. We do two episodes every single week, most weeks of the year.

So, this is an annual custom, by the way. We've done this every single year, so you can actually compare which guests are in the top ten on a regular basis.

10 - 834 - Turning Your Hobby into a Business



Steve Mastroianni

So, in position number 10 - so I'll do reverse order, and I'm going to refer to my notes for this - was [episode 834, Turning Your Hobby into a Business](#).

So, what if you could build a successful online business teaching something you know and love? Musician [Steve Mastroianni](#) did just that, and he wrote about his experience to help other people do the same. Hobby Boss was his second book, both the second he'd written and the second he'd talked about on the show, because this was his second time back on SuperFastBusiness. In this appearance, he shared the purpose and story behind his latest title, laid out both the rewards and the real challenges of monetizing your hobby, something everyone must have dreamed of doing at least once. And with such a relatable topic, it's no wonder 834 was one of last year's most downloaded episodes.

9 - 848 – Why You Resist Risk and More... a Mindset Discussion with John Assaraf



John Assaraf

Coming in at number 9 was [episode 848, Why You Resist Risk and More... a Mindset Discussion with John Assaraf](#).

Now I do see this guy on socials a fair bit now. He's pretty popular. I think he was in the movie, The Secret.

What we achieve in life has a lot more to do with how we think. I certainly believe that, and so does John Assaraf. He is a researcher, entrepreneur and author, and he got there by making radical changes to his mindset. He owns his failures together with his successes, and he's very open about them in his book, *Innercise: The New Science to Unlock Your Brain's Hidden Power*. Actually, if I was going to write that title, I would have called it, *Unlocking*, to make it more active.

Anyway, John now specializes in brain retraining and mental wellness. One of the biggest challenges in what he does is the built-in human resistance to risk, which he explains in this guesting. If you think your mindset is in the way of your success, this episode could inspire you to make much needed changes in your thinking and your life.

8 - 798 – Predictions and Marketing Trends for 2021 – The Get Clients Series



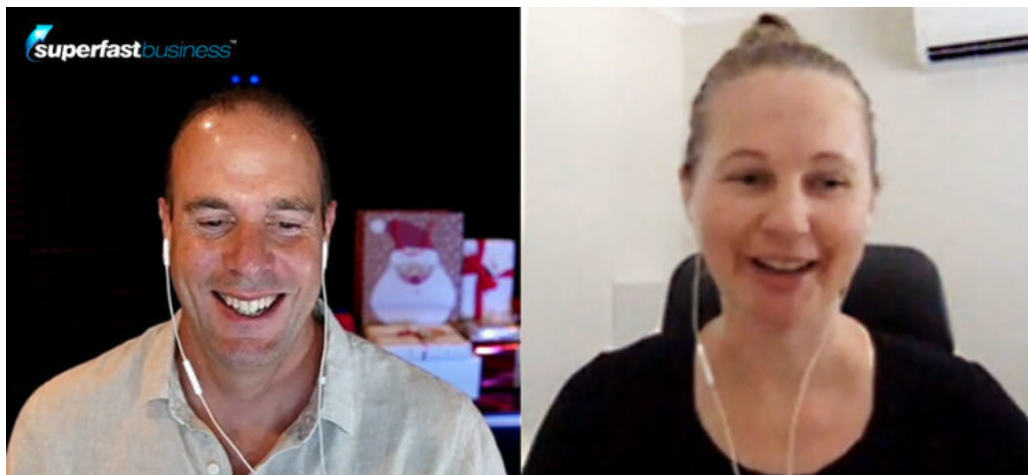
Will Wang

The eighth most popular on SuperFastBusiness was [episode 798, Predictions and Marketing Trends for 2021 – The Get Clients Series](#).

2020 was, by all accounts, an unusual year. And it had people looking to 2021 with either hope or worry. Running a marketing agency gave [Will Wang](#) an educated perspective on the industry trends that would develop or continue. So I invited him to offer his expert opinions on the year to come. From Facebook to partnerships to lumpy mail, we went over the areas most likely to drive business and marketing in 2021. Our talk obviously resonated well with listeners wanting to know what to expect from the new year. Visit the episode and see just how accurate Will's forecast was.

And I will also indicate that Will has just recorded a Trends for 2022. So if he was accurate, then be sure to listen to the next one coming out. I do like speaking to people in the trenches, and by the way, if you do run a podcast or a show, then forecasting is actually a really popular topic.

7 - 793 - Exploring Membership Back Office Roles



James Schramko and Kat Jarman

The seventh most popular episode was [number 793, Exploring Membership Back Office Roles](#).

If you don't personally run a membership business, there's a lot of moving parts you don't see. In fact, SuperFastBusiness is like, you see the swan on the top of the lake, all graceful, but there's a team there, a team who put this together, the team who edited all the podcasts and publish and look after the membership. Kat Jarman does see all of these things, and it's her job to take them off business owner's hands.

If admin became a chore for you, then a service like Kat's could restore the role of visionary. I'd also recommend you these days to [Lloyd](#) with his service, [VirtualDOO.com](#). He's a fractional integrator, and he's been doing particularly good work in a similar capacity.

In episode 793, Kat talked about the back office work her team does and what they've achieved for some of their best clients. So take a listen, and you may realize a lot of what's currently on your plate is stuff you shouldn't even be doing.

My chat with Kat was eye-opening, and potentially business and life-changing, which is probably why it made it into this top 10.

6 - 792 – Essential “Move Less, Live Better” Exercises for Busy Entrepreneurs



James Schramko and Carl Reader

The sixth most popular was [episode 792, Essential “Move Less, Live Better” Exercises for Busy Entrepreneurs](#).

Isn't that interesting, that it's the sixth most popular episode, and it's not even, like, purely business-related? But it's so related to business. I do think the business is healthy to the extent of the founder.

While exercise is an unusual topic for a business podcast, it's an important part of both feeling good and performing well. And it turns out you don't have to do a lot to reap the benefits.

Functional movement coach Carl Reader talks about exercising smarter, not harder, and how the right movement can enable the body to heal itself from the effects of stress and other ailments. He also addresses the myth that you have to punish your body with exercise to get results.

For business owners, and anyone wanting to get the most out of their workouts, Carl's teachings are good news. And for that reason, out of almost a hundred episodes, this is our sixth most-downloaded.

I actually agree with you don't have to push it. I was going for a surf today, and I walked quite a few kilometers, and I paddled a few kilometers as well, and then I walked back a few kilometers, and came home. In that time, my neck released, and my body felt great, and I felt really in rhythm. And I didn't feel anything like the huy who's jogging the other way

In the searing heat, with a scowl on his face. I'm thinking, these people are insane. So certainly, I can resonate with that.

5 - 804 - Outrageous Offers, Perceived Value and Positioning with Trevor Toecracker Crook



Trevor Toecracker Crook

Okay, the fifth most popular podcast was [episode 804, Outrageous Offers, Perceived Value and Positioning with Trevor “Toecracker” Crook](#). Yes, that is his nickname. You have to listen to the episode to discover why.

Ever met a deal so crazy it might just work? That’s Trevor Toecracker Crook putting together outrageous offers on a regular basis. And the amazing thing is, they actually sell.

In our interview, Trevor reveals some of the method behind the madness of his copy. And what you’ll realize as you listen is that it actually makes sense - you just need a certain amount of guts to make the offer. Trevor says a lot of what he produces is scary for clients, but those who go along with his strategies usually enjoy huge rewards.

We’ll rivet and excite you with Trevor’s daring ideas. We already knew when we made it that it would find a place among the year’s top 10. He actually is fantastic to listen to, I love chatting to Trevor. Had him back a few times, because there was such great feedback from this. And he also helped me craft my own bio, and it’s really good. So well done, Trevor.

4 - 795 - 7 Lessons Learned from \$20 Million Dollars Ad Across Multiple Industries on Multiple Platforms



James Schramko and Ilana Wechsler

Episode 795 came in the fourth position, and that was [7 Lessons Learned from \\$20 Million Dollars Ad Across Multiple Industries on Multiple Platforms](#).

In this episode, [Ilana Wechsler](#) from [TeachTraffic.com](#) has racked up years and millions of dollars of experience in running paid ads. And in her career there are seven things she's learned about paid advertising across various platforms. She very generously shares those lessons in episode 795.

How do you know what works? What's the best starting point? What can algorithms do for you? She covers this and more in our value-packed conversation. If you're about to embark on paid advertising, or if you want better results with what you're already running, then this is the episode for you. Ilana offers actionable items in clear, simple language. Listen and see why it deserves spot 4 among 2021's most downloaded SFB content.

I was just chatting with Ilana before I recorded this, and she's on to the brand new thing that hardly anyone is on to right now. She teaches this stuff inside [TeachTraffic.com](#). I highly recommend you check it out.

3 - 796 - Affiliate Marketing and Revenue Shares with Matt, Joe and James



Matt Wolfe and Joe Fier

Third most popular episode: [episode 796, Affiliate Marketing and Revenue Shares with Matt, Joe and James](#).

So this one was with [Matt Wolfe and Joe Fier](#). They're a pair that I'm always happy to talk with. We have a lot in common, from industry connections to experience in certain business models. Although I will say, it seems like they've gone off into a new direction since this episode. They're really focused on Web 3. So it'll be interesting to see where that goes. But this is kind of the last of the old guard.

In episode 796 - this was actually a simulcast, so we recorded it, and we both put it on our platform. And if you are a podcast owner, I suggest you consider doing that with another podcast. Because when I'd done this with Dean Jackson, Matt and Joe, it does get more downloads, and you get more awareness.

This is not a short episode, because when you have such great guests you want to talk on forever. It contains enough value and takeaways that it was our third most popular podcast download of 2021.

2 - 843 - A Truckload of Ahas!



Trevor Toecracker Crook

The second most popular episode - I can't believe this - this is [episode 843, A Truckload of Ahas!](#)

As a podcast guest, Trevor Toecracker Crook just doesn't disappoint. His second appearance on the show is just as eye-opening and inspiring as the first. And I think I've actually had him back since then. He's coming back this year, by popular demand. Some would say more so, because it's made it to spot two on the list, two slots ahead of his previous guesting. But the fact that both episodes are in the top ten says something about this amazing copywriter.

One letter can change the whole message of your copy and boost conversions. And I've been using this trick plenty of times since this episode, and lots of my clients have, too. A simple PS can score you megabucks. I literally told someone to do that today. They were sending a thank you for telling me why you're not doing business with us email, and I said, put a PS: By the way, even though we're not doing business, is there someone who you feel would be good to chat to? Maybe I can help them. These are just some of the takeaways from our talk. I invite you to check out that whole episode. Trevor's amazing, really. He's just very compelling.

1 - 794 - Turning Your Skill Into a Membership



Robin Nolan

And the number one most popular episode of 2021, by downloads, was [episode 794, Turning Your Skill Into a Membership](#).

Want to turn your knowledge into recurring revenue? Who doesn't? An online business is one of the best ways to achieve this. Musician Robin Nolan built a community out of his passion for gypsy jazz guitar, and to date it's a thriving source of fulfillment as well as income.

Now, I met Robin through the [10XPRO](#) community, he uses that platform. I wanted to champion 10XPRO membership, we have lots of them on the show. But it's actually what people want to hear. The number one episode is about memberships.

In this, our most downloaded episode, Robin goes over his musical journey, and what led him to consider a membership. He shares the tool that is the key to functioning of his business, 10XPRO.io, spoiler alert. And he discusses the rewards of a membership - the security, the time freedom, the interaction with like minds, and the joy of doing what he loves.

Robin's story is a true inspiration, which is likely why it landed in that top spot.

I wonder if your favorite episode made the list. Is there one you listened to in 2021 of mine that you think should have been there, that you're surprised wasn't? Please give me a comment, right where you see this episode. Let us know. We'll be putting some pretty epic podcasts out in 2022, we've recorded a bunch of them, they're spanned out for a while now. Got some amazing guests. I hope you tune in to those.

And if you enjoyed this podcast, if you've never done it, would you please leave a review on your favorite platform? And if you've got a suggestion for an upcoming episode, I'm all ears. I'm really interested in what you'd like me to talk about, and send me an email, comment where you see this video, I'll see if I can slot that into a schedule as well. I'm James Schramko, thanks so much for being part of this amazing podcast community.



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