



# The Top Ten SuperFastBusiness Episodes From 2020

2020 was an interesting year. What impact did it have, if any, on the posts that resonated with our market? Tune in to our top 10 roundup and see.





Episode 800  
The **TOP 10** **superfastbusiness**® **EPISODES**  
from **2020**



### What SuperFastBusiness episodes were popular in 2020?

James Schramko here with a solo episode. This is episode 800 of SuperFastBusiness.com. I just want to say thanks for being on this journey with me, on our 800 episodes. It's quite a milestone. But the good news is, there's plenty more episodes coming. I've got episodes booked out for quite a while. I got some really cool stuff coming.

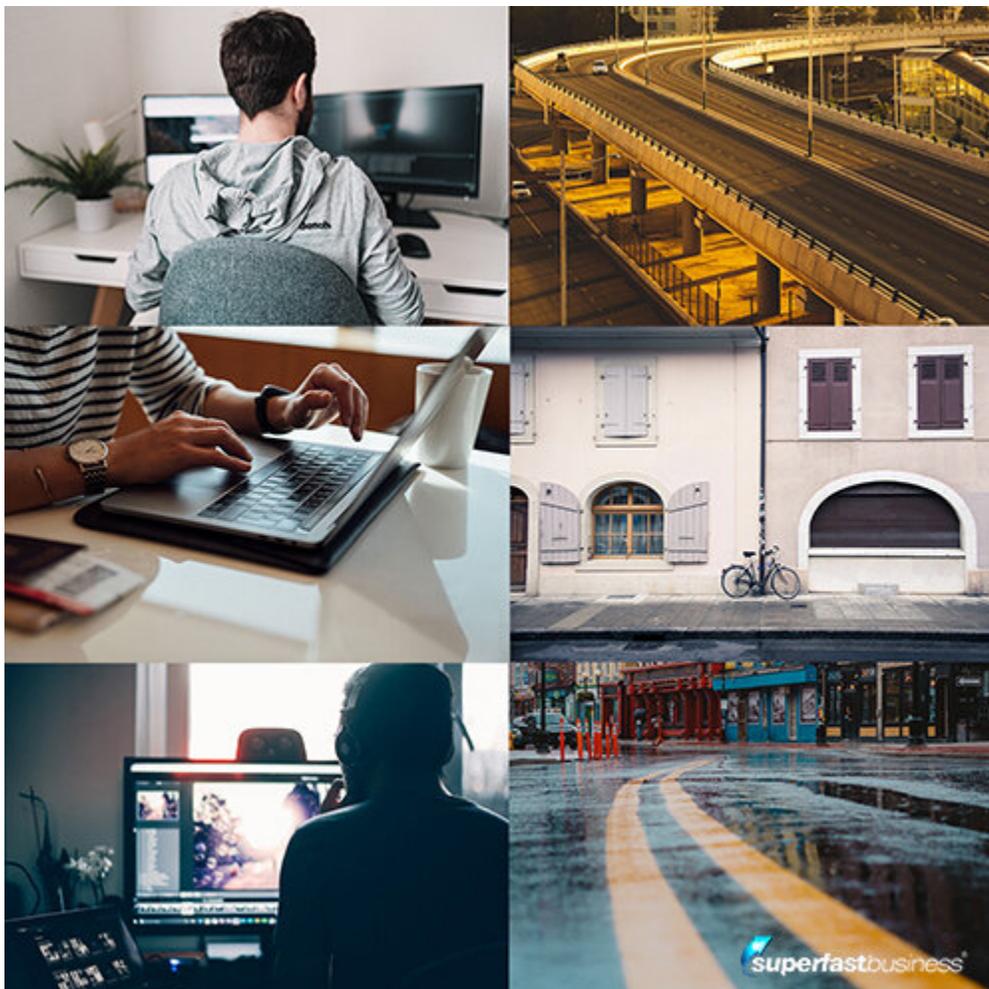
But at this point, it's worth having a look at what we did last year. 2020 was a really interesting year, I'm sure, for you, and it was for me. It ended up being a pretty good year in some ways. Certainly, a lot of opportunity to reflect, a lot of theories were tested, proven out.

I've spent a lot of time preparing for 2020, and it ended up okay for me. I hope it was okay for you. A lot of people in my sphere have actually done pretty well because predominantly, we're in the online space, and of course, online became very popular.

So this is just a solo episode where I want to reflect on the top 10 episodes from 2020 of the SuperFastBusiness show. I wanted to give them enough time to get some airplay. The methodology for judging the top 10, it's not just purely on downloads, because of course, episodes that came later in the year didn't really have the same opportunity as the episodes in the beginning.

I took a combination of downloads, comments, shares and then some fine tuning just to get the list. So it's kind of James's list of the top 10, but it's scientifically data-backed, if you like. So please enjoy this. In fact, I'm going to put in a bonus there. I'm going to give you 11, just because 10 is ordinary, 11 sounds a little special.

## 11 - 727 - 11 Steps for Mastering Change in Uncertain Times



The 11th most popular episode, and the reason why I wanted to put this one is here, was episode 727. Now we'll link to all of these in a digest format at episode 800. So if you do want to click through and listen to these, go to episode 800 on SuperFastBusiness.com, and you'll be able to find links to all of the ones I'm referencing.

Episode 727 was [11 Steps for Mastering Change in Uncertain Times](#). Now importantly, that was March 26, 2020. So if you think about that in the timeline of where the pandemic was, that was pretty early on. I knew we were in for change. By March 26th, we were about two weeks after countries had shut down, Formula 1 had been cancelled. I had run my event on March 12th and 13th. So we were just off the back of that, and I realized we were in unusual circumstances.

So back when it first started, a lot of people were in confusion on how to deal with this. And I had some grasp of what it would take to weather this strangeness, having survived the economic and lifestyle change twice before. When I was a kid, my parents went through a hardship during the recession in the early 90s. And then as an adult, I pretty much quit my job just before the global financial crisis - it's what we called it in Australia. I think in America, it was a subprime lending situation.

I've seen these things come before. I knew what they look like, and I thought it would take some time for this to play out. And of course, it's the first time I've been through this in the position of having an entirely online business at a mature stage.

So the advice I came up with is probably just as applicable a year later than it was when I put it out in March 2020. If you're open to a helpful guide on dealing with change and challenges, check out the 11 steps I've put together in that bonus episode, because I think that really adds to the top 10.

## 10 - 719 - 5 Pillars of Accelerated Growth with Kory Basaraba



The 10th most popular, or the best-rated episode, was episode 719, and that was the [5 Pillars of Accelerated Growth with Kory Basaraba](#), who is a business partner of mine. And on February 2020, we published this episode, and [Kory from GrowFast Marketing](#) has built a career on helping people grow their business, and he does it quickly.

After years of work with lots of clients, he's identified five elements that are the key to speedy expansion. So if you are impatient to get growing, head over to our interview where we went through each pillar and how you can apply them to your business.

## 9 - 720 - How to Start a Membership from a 500 Email List



Number nine was podcast episode 720, which was [How to Start a Membership from a 500 Email List](#). That's part of [The Membership Series](#) I do with another business partner of mine, [John Lint](#) from [10XPRO.io](#). That was February 27, 2020.

Now, this came from the back of a question I got asked in a Q&A call. With a list of just 500 strong, you have the makings of a paid membership. That might seem small to you, but you'd be surprised, because John Lint and I both own thriving membership businesses. And we can tell you how to convert subscribers into paying members, achieving that holy grail of business: recurring income.

And I am a huge fan of recurring income. It powered me through 2020. It is the unstoppable machine that literally takes panic out of your business. That's what we did in this short but value-packed episode. And no wonder it's such a downloaded episode. It's also one of our most-shared pieces of content on the blog.

And a year later, in February 2021, it's actually the most popular episode that we've been running Facebook paid traffic to. So that is an episode worth listening to. If you have a small list, and you have an inkling that a paid membership could work for you, that will give you the roadmap for it.

## 8 - 722 - Building A Membership From A Tiny List



Episode 722, on a similar theme, was a case study. [Building A Membership From A Tiny List](#). That one basically built on episode 720. So in episode 720, we told you how to build a membership from a small list. In Episode 722, we shared the case study of someone who actually did it. A pastor, Bill Giovannetti, took his tiny email database, and after one failed attempt, formulated a membership offer that took off.

I love this one because it's not a business one. It's not one of those business-to-business ones, it's not the typical marketing scenes. This is a pastor, with real-life, normal, everyday people, and his business is now thriving, and he credits both SuperFastBusiness and of course 10XPRO, my favorite membership solution, with the success of this.

## 7 - 708 - How MerryBody Membership Grew from Zero to 544 Members in Just 10 Months





Episode 708, we had our seventh ranked episode, and that was [How MerryBody Membership Grew from Zero to 544 Members in Just 10 Months](#). That was in January 2020. Now, Carla and Emma Papas are the lively personalities behind the MerryBody Membership. And together, the sisters serve up yoga and Pilates training to over 500 members.

They talked about how they built their business from zero to that number, and that was a year ago. So I'm sure it's probably more now. And it's really a story you've got to hear, because they were formerly doing the launch-based model, a very popular model. It gets popularized every single year, when there's of course a big launch, selling the launch-based model.

But they switched to a membership, because they were so stressed out. And with the help of SuperFastBusiness, of which they have been members, it's now a rewarding passion project that generates a healthy recurring income. So check that one out.

## 6 - 718 - How to Understand and Overcome Fear with Rhonda Britten



In sixth position is episode 718 - [How to Understand and Overcome Fear with Rhonda Britten](#). That was published on February 19, 2020. Now this was in the lead up to my live event.

Fear plays such a major role in our behavior and decisions. And boy, what about the timing of this? We couldn't really have chosen a better topic to talk about just before the rollout of a global pandemic. So master life coach [Rhonda Britten](#) specializes in identifying and addressing fear. Her expertise has taken her into books and TV, winning an Emmy, getting featured more than once on Oprah.

In her appearance on SuperFastBusiness, Rhonda talked about understanding fear and winning against its negativity. She introduced concepts like the wheels of fear and freedom and how we can use them to manage our fear and live a life of self-mastery.

Rhonda went on to speak at SuperFastBusiness Live in 2020, and the recordings of that presentation are really well-regarded inside the SuperFastBusiness membership community. So if you are a member, be sure to check out that bonus content.

## 5 - 710 - Most Emails are Crap, and How to Stand Out in the Inbox (with Sue Rice)



In number five position is episode 710. How is this for a subject line - [Most Emails are Crap, and How to Stand Out in the Inbox \(with Sue Rice\)](#). That was a January 2020 episode. In this episode, Sue really brings home the point that email is not dead. And you'll find, if you're a regular listener to this show, [this is a recurring theme](#), because even though some people think it, and they get all excited about messages, etc, email is still hugely important in online marketing.

And too few marketers appreciate or know how to use it effectively, which is why I invited copywriter Sue Rice onto the show. I really got to know her well through SilverCircle and working with her closely. And we got to discuss why email is so powerful, and how to do it right, and what the rewards are when you nail it.

#### 4 - 706 - The Simple Guide to Video Scripts That Convert With Patrick Kenney



In fourth position, episode 706, also January 2020, what a month, hey? One year ago, we were doing some good stuff. [The Simple Guide to Video Scripts That Convert With Patrick Kenney](#). This guy is infectious. He's really an enthusiastic chap, and I have regular discussions with him in the private coaching of SuperFastBusiness. And I got to tell you, his business a year on from then is actually really going well, and he hugely credits SuperFastBusiness for that.

In this episode, he talked about how videos are a highly engaging marketing medium, and the use of videos will only increase due to the ease with which they can now be made. I agree with that. And YouTube is a very powerful platform. Of late, we've seen a lot of changes in the popularity of some of the other platforms, especially Facebook and Twitter, because they've been removing people. So YouTube is probably getting stronger, if anything.

YouTube ads specialist Patrick Kenney helps business owners create videos that entertain and convert. And because he was a member of SuperFastBusiness for two years prior to this episode, he connected with me at a live event, which led to this episode. And we walked through Patrick's script-writing process and discussed some formats that come in handy when creating video for marketing.

So if you are creating videos for your marketing, please go and listen to episode 706.

### 3 - 707 - What I Wish I Knew When I Started My Podcast



In third position is episode 707, this one from January 2020, another January, was [What I Wish I Knew When I Started My Podcast](#). Now, I've been podcasting for a decade. My student, friend, partner, [Charley Valher](#) from [ValherMedia.com](#), makes a living helping people with their podcasts. And along the way, we've both learned things that would have been immensely helpful when we were starting out. So we wanted to save you some growing pains in your podcast journey by sharing those lessons.

In this specially-requested and third most popular episode of 2020, you'll really enjoy learning some tips from people who have already been there. So if you are doing podcasting, check it out.

## 2 - 761 - Business Cheat Sheet with Rob Hanly - Part 1 of 3



The second, most popular episode was episode 761, and that was the [Business Cheat Sheet with Rob Hanly](#). That was the first of a three-part series, which we recorded in August. So it was pretty late in the party, and it still ranked extremely well. I got so much good feedback from this.

It's one of the things I like about business coach [Rob Hanly](#) is he does things with flair. And looking through his Instagram one day, I made an exciting discovery, which was this incredibly savvy business cheat sheet, and it was just in a single paragraph. And I just said to Rob, please, we should share this.

So I invited him onto the show, and we rolled out his ideas. Initially, I actually thought we'd probably cover it in one go. It was just one Instagram story snippet, and it ended up being a three-part series of episodes. So check out this first installment and see why it's our second most-downloaded episode from 2020. And also, of course, check out [part two](#) and [part three](#).

And I'll answer your question before you even ask it, is the incredibly savvy business cheatsheet revealed or given away? Yes. I think, from memory, it's in part three. You can download it as a PDF. You just got to opt in for it. And Rob is a smart guy. I think you'll really enjoy that.

You will not be hearing about those ideas anywhere else, because he's collected them from so many different places. And we had a great discussion, because I think I shared a lot of the things I discovered along the way too, and we had a great story around it.



## 1 - 725 - The Greatest Hits Content System to Get More Traffic with Less Content by Chris Von Wilpert



Now, in number one, this one is a testimony to the power of the system of the individual who helped me craft this one. Episode 725 is the number one episode from SuperFastBusiness in 2020. It's called [The Greatest Hits Content System to Get More Traffic with Less Content by Chris Von Wilpert](#). It was recorded in March. At around the same time, I asked him to come and speak at my event. He was a huge success at my event.

His system rocks. He's well regarded by icons in the industry, from [Justin Brooke](#) through to [Noah Kagan](#). He's the founder of [Content Mavericks](#). He makes content that goes viral. And his high-quality posts sometimes convert at 23 percent. So we were privileged to have Chris on the show in March, where he talked freely about his business journey and his creation process. He also shared his frameworks he uses in his epic blog posts, so that you can apply them for your own content.

Now, he predicted this episode would become our most downloaded of the year, and true enough, it tops our list with the most downloads as well as one of the highest numbers of shares. When [Chris Von Wilpert](#) brings his marketing guns to any piece of content, it just goes berserk. He even emailed about one of my products and made a stack of sales overnight for me, without telling me, just because he went through the product and he loved it.

So I hold Chris in high regard. If you happen to be a member of SuperFastBusiness, please watch his presentation from my event. He gives away, I think, a thousand-dollar product in that presentation. That's just one reason to [be a member of SuperFastBusiness](#). Even on the standard plan, which is \$99 a month, you can get that entire presentation. It's in there, ready and waiting for you.

Congratulations, Chris Von Wilpert. You delivered on your promise. You got the number one coveted spot for the most downloads, the most popular, most shared episode on SuperFastBusiness in 2020. And you did it by a good margin. So that is amazing. A fantastic achievement. I appreciate the contribution.

If you're listening to this episode, I want to say thank you so much for continuing on with listening to these podcast episodes. I get a lot of emails these days from listeners saying how much the episodes have helped them. It doesn't matter if you buy something or not. The most important thing is that this podcast is contributing in some way.

I know there's lots and lots of podcasts you can listen to. I'm going to keep going with the podcast. I imagine we'll probably get to one thousand at some point. We'll do something special for that. But in the meantime, I've got some really cool stuff coming. If you are in the community at SuperFastBusiness, I appreciate you, especially, I look forward to helping coach you with your business, and I'll catch you on a future episode.

I'm James Schramko. This is SuperFastBusiness.com.



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