Podcast Magic

Idea # 61
Disappearing Act

One of the greatest things about podcasts is the content lives forever.

That's also one of the downsides; there is no sense of urgency to listen.

What if, rather than always having episodes available, a podcast only made them available for a short time and then they were gone?

Like certain studios do with movies they sell, episodes could be brought back for a limited time to give them a fresh appeal.

This limited time availability would increase the sense of urgency to listen to the episode.
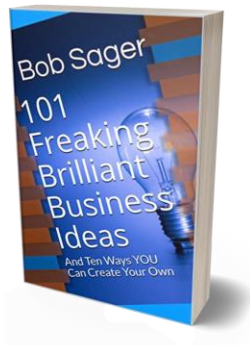
Something being in short supply makes people want it more.

What could you make available for a limited time in your business?

This idea is from my book, [101 Freaking Brilliant Business Ideas](#).

It's an example of the sort of ideas you'll get as a subscriber to our

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