

PODCAST GUEST PROFITS

How To Grow With A Targeted Podcast Interview Strategy

Tom Schwab

Chief Evangelist Officer

Get the Slide Deck and more at InterviewValet.com/PME19





PODCAST GUESTING:
The Good, The Bad, The Ugly



EXPOSURE BRING OPPORTUNITY



“The best place to find
podcast listeners is
listening to podcasts”

Cliff Ravenscraft

My Promise To You



- More Listeners
- More Customers
- More Organic Traffic
- More Social Media Followers

My Promise To You



- More Listeners
- More Customers
- More Organic Traffic
- More Social Media Followers

LESS WORK



My Promise To You



- More Listeners
- More Customers
- More Organic Traffic
- More Social Media Followers

LESS WORK
FIRST DO NO HARM



TEACH THE GEEK PRESENTS:
LESSONS IN LEADERSHIP
Video Series featuring innovators across the country and their journey in business.
TOM SCHWAB
TOM.TEACHTHEGEEK.COM

faith positive radio
dr. joey faucette and mike van vranken
Tom Schwab

That Business Show 2.0
A BBA AWARD-WINNING REAL ESTATE PODCAST
Proudly Welcomes:
Tom Schwab
Founder
INTERVIEW VALET
Mon to Fri 7am to 9am Online @ TampaBayRadio.Com
On March 7th 2017 7am
269-217-6690
Tom@InterviewValet.Com
InterviewValet.Com

EPISODE # PP 160
Amplifying Your Visibility Through Podcast Marketing with Tom Schwab
Tom Schwab Guest
Kim Sutton Host
Subscribe to Podcast
Podcasts STITCHER iHeart RADIO KIMSUTTON

THE INCREDIBLE VALUE OF PODCASTING
REAL MARKETING REAL FAST PODCAST
iTunes
PODCAST GUEST:
Tom Schwab
DOUGMORNEAU.COM

THE INDUSTRIAL TALK
PODCAST with Scott Mackenzie
EPISODE #28
LISTEN NOW!
INTERVIEW WITH MR. TOM SCHWAB
AUTHOR AND FOUNDER OF INTERVIEW VALET

CONVERSATIONS with PHIL
PHIL GERBYSHAK
Host: Phil Gerbyshak
Guest: Tom Schwab

MILITARY ENTREPRENEUR
THE PREMIERE RESOURCE FOR BUSINESS MIMED VETERANS
THOMAS SCHWAB
Hosted by DAN EVANS

TOM SCHWAB
Why Guesting on a Podcast May Be the Best Marketing Strategy For You
the KNOW LIKE & TRUST SHOW

Over 1,200 Podcast Interviews

INTERVIEW VALET
TOM SCHWAB
245

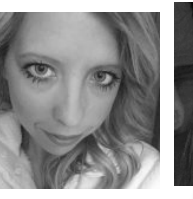
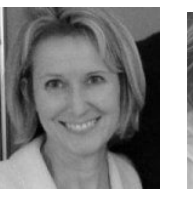
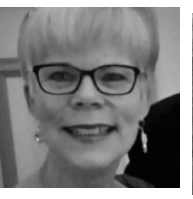
AD MAP INVESTING
SUCCESS
WITH SPECIAL GUEST: Tom Schwab
LIKE THE TOP INVESTORS

MEN OF ABUNDANCE

EPISODE #42
Connecting With Your Ideal Customer: Tom Schwab

TRAFFIC & LEADS PODCAST
Traffic Tip: Digital Marketing Engineer
Tom Schwab
One-Click Lindsay

To Personally Introduce
Inspiring Thought Leaders
to Millions of Ideal Customers
For The Betterment of All.





IT'S NOT NEW, IT'S NOT MAGIC, AND IT'S NOT ART

It's a Process called Podcast Interview Marketing

Influencer Marketing



Transfer of authority & credibility

Reduces Risk

Personal Referral

Speeds up the buying cycle



Inbound Marketing



People use the internet to find answers to their questions.

Those who provide the best answers earn the know, like, and trust.

Content attracts, engages & converts.





IT'S JUST THE SAME... *ONLY DIFFERENT*

The New Reality....



Rand Fishkin ✓

@randfish

Follow

Best way to sell something - don't sell anything. Earn the awareness, respect, & trust of those who might buy.

3:47 PM - 4 Feb 2015

4,315 Retweets 6,869 Likes



260

4.3K

6.9K



COACHES

Dana Malstaff

BOSS MOM & BOSS DAD Podcast

Helps Moms Grow a Business
While Growing a Family

Results

- Expanded subscriber base
- Improved SEO
- Strategic Partnership
- Introduced to Potential Guests
- Launched Additional Podcast



CONSULTANTS

Craig Cody, CPA
Fractional CFO

Helps Business Owners
Keep More of What They Earn

Expanded beyond his local geography

Found new niche markets

Results

- 600% ROI at 12 months*
- 1200% ROI at 24 months*

*Does NOT include expected Life Time Value



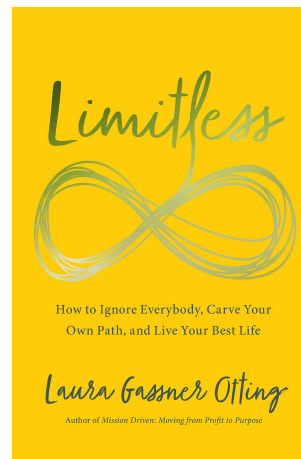
SPEAKERS

Laura Gassner Otting

Helps People Get Un-Stuck In Their Life

Results - Filled The Sales Funnel

- Sell Books
- Corporate Consulting
- Keynote Speeches



AUTHORS

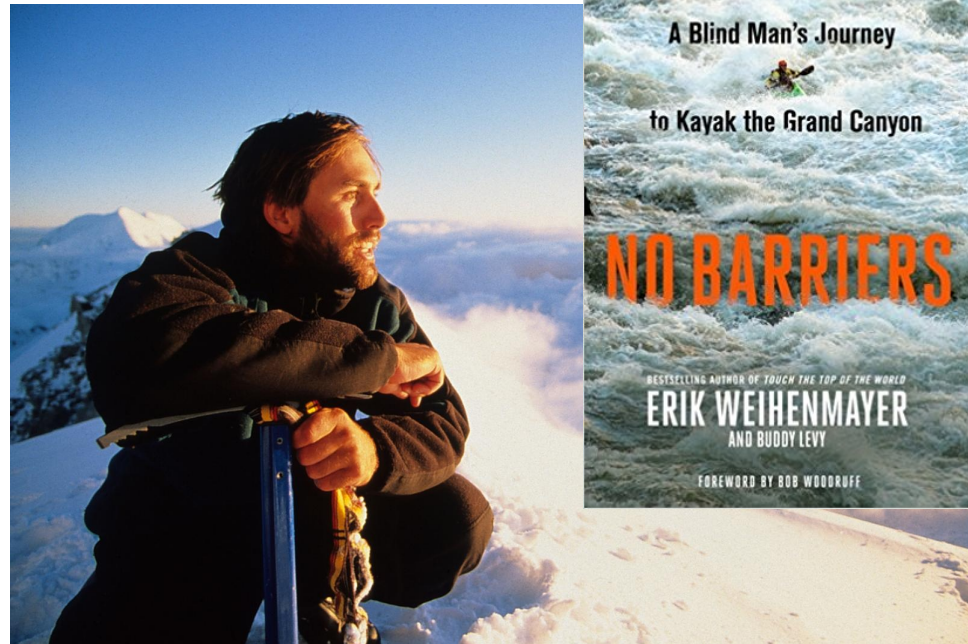
Erik Weihenmayer

Helps People Realize
What's Within You Is Stronger
Than What's In Your Way

Do podcast interviews from anywhere.

Results

- Book Sales
- Promote Foundation
- New Opportunity



INTERVIEW

VALET

BRANDS

Share the back story

Build their own podcast

Start early and keep communicating

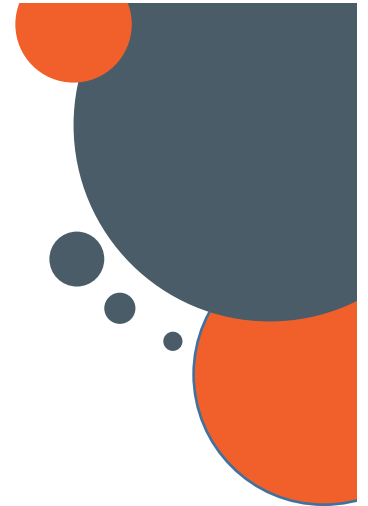
Results

- Great COLA – Cost of Lead Acquisition
- Great COCA – Cost of Customer Acquisition
- High converting leads
- Faster time to close



If You Want Better Answers Ask Better Questions

How Do I Get On Podcasts?

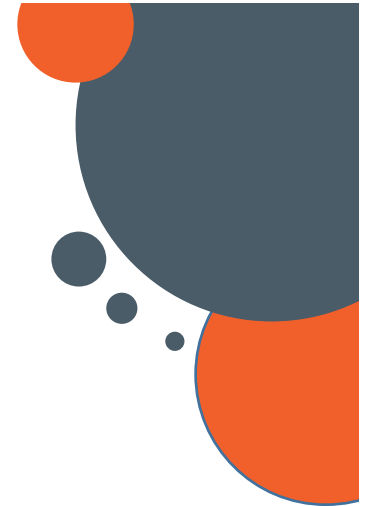


www.interviewvalet.com

If You Want Better Answers Ask Better Questions

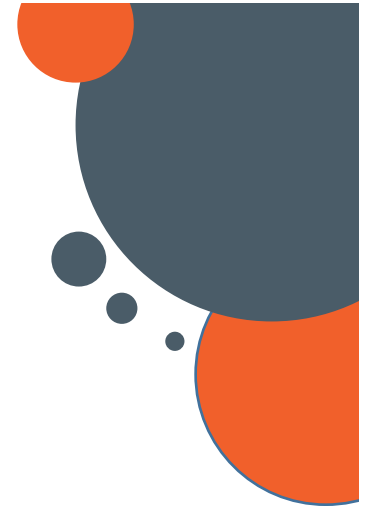
~~How Do I Get On Podcasts?~~

How Do I
Leverage Podcast Interviews
To Provide Real Business Results?



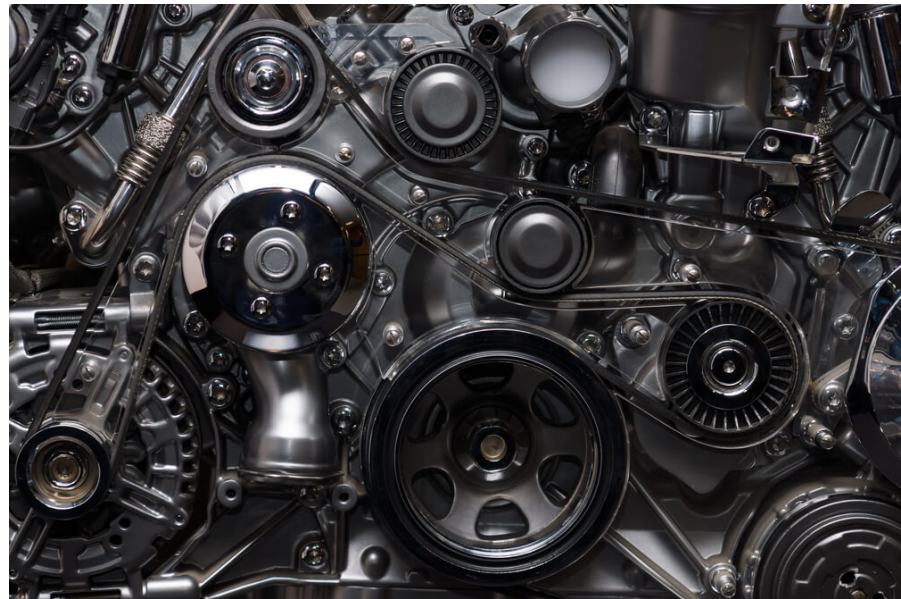
www.interviewvalet.com

THE NOT SO SECRET RECIPE



THE SIX STEPS OF PODCAST INTERVIEW MARKETING

1. Prospecting
2. Pitching
3. Preparation
4. Performance
5. Progression
6. Promotion



Results based on 400+ clients on 10,000+ interviews



STEP ONE: Prospecting

Base Decision on 4 Factors

1. Podcast Focus & Popularity
2. Website Authority
3. Social Media Reach
4. Past Guests



STEP TWO: Pitching

No one likes a cold call so make a friend first.

What can you offer to benefit the host and guest.

Give, give, give, give, ask



It's easy to get on most podcasts*

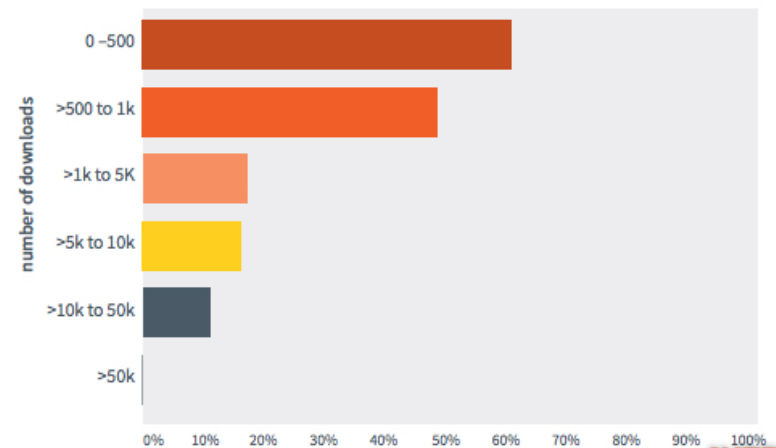
Most podcast
.....get <150 downloads

Most podcasts
.....die in the first 10 episodes

Most podcasts
.....are a waste of your time

2017 State of
Podcast Interviews

On average what percentage of pitches to you say yes to?



STEP THREE: Preparation

Only Kids & Clowns Like Surprises...which one did you take me for?

Understand the host, audience, and the LINGO.

Provide the host with all your information she needs

Remember Who You Are

PAULA BROWN STAFFORD & LISA T. GRIMES
Authors: Remember Who You Are

Key focus: Helping Women Achieve Success, Create Balance, Experience Fulfillment

When Paula and Lisa first met each other as two top female executives competing for the same multi-million dollar contracts, they viewed each other as fierce competitors. Years later, they realized they had more in common than they first thought. Over the years, Paula and Lisa learned the value of complementing instead of competing. In the process, both women recognized how embracing the success of other women can in fact, propel one's own career.

In a transparent and relatable way, Paula and Lisa share their own experiences to illustrate insights they wish they had known at the outset of their career 30 years ago. Together they manage a boutique consulting business, Habergan (H&G or chani). The pair also wrote Remember Who You Are, Helping empower women in leadership.

Individually, Paula is Chief Development Officer at Nevan, a clinical stage biopharmaceutical company. Lisa is Chief Executive Officer at PurThread, an antimicrobial textile company.

INTERVIEW TOPICS

- Complementing beats competing - women supporting women in the workplace
- Creating balance in your professional and personal life - insights and advice
- Giving back and experiencing the fulfillment - don't wait until the end of your career
- Building your brand - start early in your career
- Hest & He - putting our differences to work
- What authentic leadership really means
- Why adversity builds character

CONNECT WITH PAULA & LISA

- paulabrown.stafford@habergan.com
- lisa.grimes@habergan.com
- habergan.com
- 915.965.4100
- In Lisa: lisa@habergan.com
- In Paula: paula@habergan.com
- @HaberganLLC
- Lisa.grimes1

INTERVIEW VALET



STEP FOUR: Performance

Sinatra only sang

- Professional Equipment
- Make the host look like a genius
- Help But Never Sell
- Offer Next Steps yes, Yes, YES!
- Direct to a custom Welcome Page



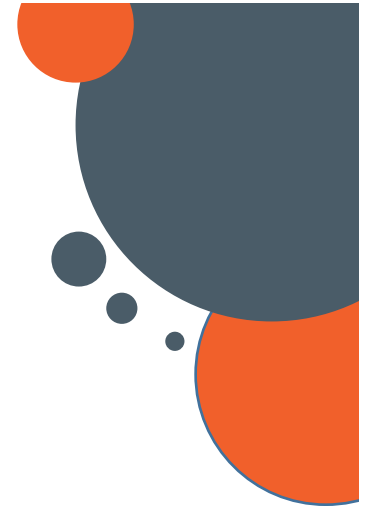
ATR 2005 USB



STEP FIVE: Progression

Custom Welcome Page

- Decreases Bounce
- Increases Conversions
- Evergreen
- Attribute Traffic
- Yes, Yes, YES! Offer



STEP SIX: Promotion

- Share on Social Media
- Tag Host
- Repurpose
 - Blogs
 - Videos
 - Memes

Yann Ilunga @TheYannIlunga · 4m
⚠️ Are you making this mistake when trying to find guests for your podcast?
bit.ly/TPL-15i7utm_so...
#podcasters #interviews #interviewing

THE PODCASTER LAB
JORDAN HARBINGER
What to Do to Make Sure a Potential PODCAST GUEST Is the Right Fit

Eofire.com
March 19 at 4:42pm · 🌐
Episode 1975 of Entrepreneurs On FIRE!
Growth phase companies using social video to drive millions in sales with Travis Chambers.
Travis makes scalable social videos and is responsible for 270 million views, 3 million social shares and \$30M in sales for his clients....
See More

1975: Growth phase companies using social video to drive millions in sales with Travis Chambers

JLD INTERVIEWS ENTREPRENEURS ON FIRE
LISTEN HERE!

Temi
speech-to-text
APK4Fun



www.interviewvalet.com

EASY!
**WHAT COULD POSSIBLY
GO WRONG?**

The Good, The Bad, & The Ugly



✓ Results = Message x Market x Machine



✓ Results = Message x Market x Machine

Message: Story to tell not just a product to sell



✓ Results = Message x Market x Machine

Message: Story to tell not just a product to sell

Market: I know who I want to talk with and I have something to help them for which they will pay



✓ Results = Message x Market x Machine

Message: Story to tell not just a product to sell

Market: I know who I want to talk with and I have something to help them for which they will pay

**Machine: Online presence supports me as an expert.
Website that can capture & nurture leads.**



✓ Results = Message x Market x Machine

✓ Not Respecting *The Digital Stage*



✓ Results = Message x Market x Machine

✓ Not Respecting *The Digital Stage*

✓ *Not Enough Lead Time*



✓ Results = Message x Market x Machine

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✓ Low Life Time Value (Transaction vs Relationship)



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- ✓ Results = Message x Market x Machine
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 - ✓ Customers Restricted to a Small Geography



-
- ✓ Results = Message x Market x Machine
 - ✓ Not Respecting *The Digital Stage*
 - ✓ *Not Enough Lead Time*
 - ✓ Low Life Time Value (Transaction vs Relationship)
 - ✓ Customers Restricted to a Small Geography
 - ✓ Leaving Out Steps



Prospecting

- Finding the right shows
- Podcast
- Website (Alexa – Moz)
- Social Media
- Previous Guests

Pitching

- Build Relationship
- Follow on Twitter
- Follow on FB
- Follow on LinkedIn
- Follow on Instagram
- Listen to Podcasts
- Leave Rating & Review

Pitching (continued)

- Make One Sheet
- Make Book Summary
- Find Email Address
- Draft Email
- Send & Follow Up
- Coordinate Scheduling

Preparation

- Send Bio
- Send Headshot
- Send Social/Web Links
- Learn Podcast LINGO
- Listen to interviews
- Brief Host on Objectives
- Reminders

Performance

- Professional Equipment
- Checklist
- Learn Best Practices
- Ideal Sound & Lighting
- Interview

Progression

- Make Welcome Page
- Determine Offers

Promotion

- Watch for Live Interviews
- Promote on Social Media



✓ **Prospecting**

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□ **Interview**

✓ **Progression**

- ✓ Make Welcome Page
- ✓ Determine Offers

✓ **Promotion**

- ✓ Watch for Live Interviews
- ✓ Promote on Social Media



The UGLY

Tools **amplify**
the creativity and skill of the user



The UGLY

Tools **amplify**
the creativity and skill of the user

Tools also **amplify**
the ignorance & stupidity of the user



The UGLY

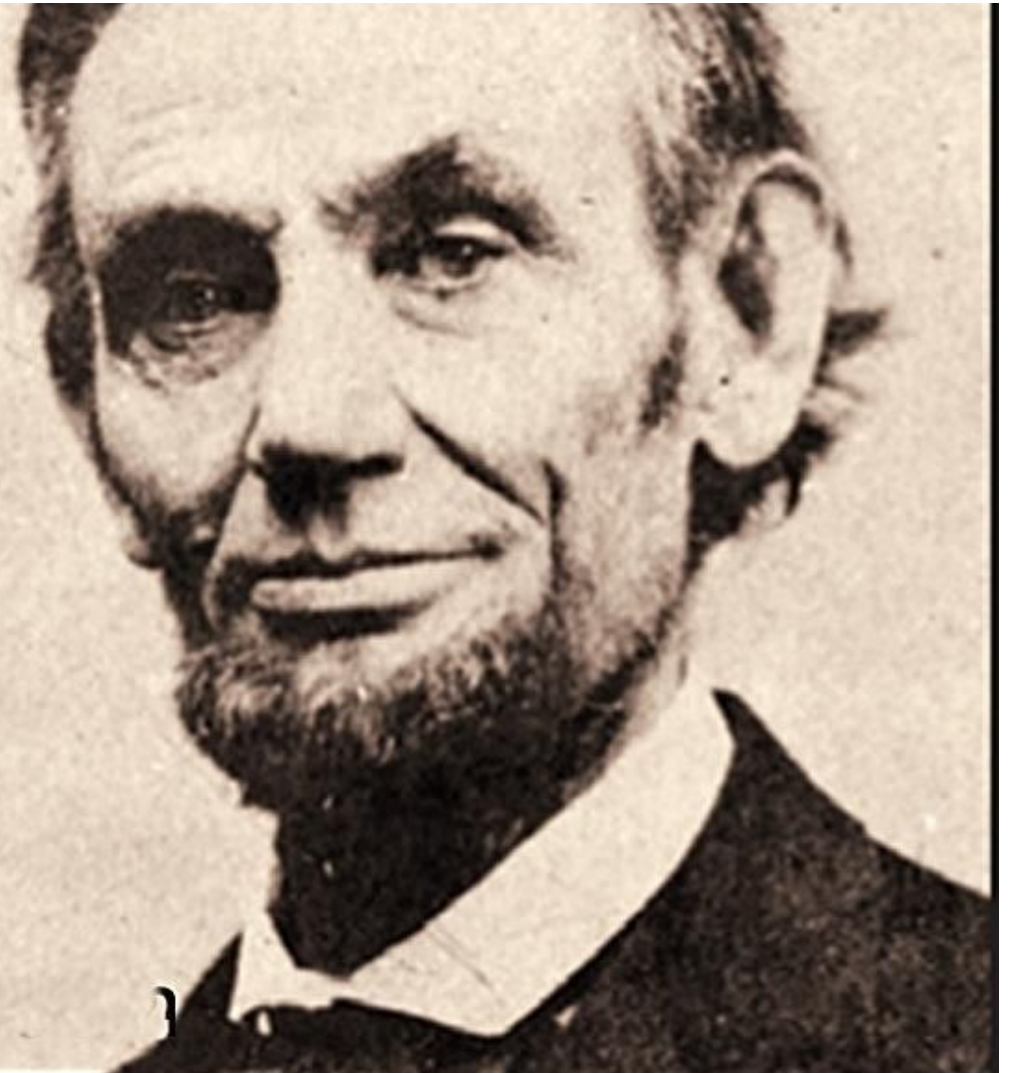
Tools **amplify**
the creativity and skill of the user

Tools also **amplify**
the ignorance & stupidity of the user

FIRST DO NO HARM



**TO REMAIN
SILENT AND BE
THOUGHT A FOOL
THAN TO
SPEAK OUT
AND REMOVE
ALL DOUBT.”**



THANK YOU

Tom Schwab

Tom@InterviewValet.com (269) 217-6690

**PODCAST GUEST
PROFITS**



GROW YOUR BUSINESS
WITH A TARGETED INTERVIEW STRATEGY

THOMAS M. SCHWAB

Go to InterviewValet.com/PME19

- For slide deck
- Interview Checklist
- Digital Copy of **PODCAST GUEST PROFITS**
- To schedule a discovery call

**INTERVIEW
VALET**