

### TODD PALMER

Helping entrepreneurs, small business owners, and C-level leaders live a life by design

Background: Todd Palmer is an executive coach, keynote speaker, renowned thought leader, author, and CEO who is committed to helping business owners tackle their obstacles and clear their path to success. As an entrepreneur and active CEO, Todd knows the struggles business owners face regarding people, cash, strategy & execution. He took his company from being \$600,000 in debt to making the INC 5,000 as one of America's fastest-growing companies (an astounding 6 times!). He specializes in helping leaders join the mission statement of the organization with their personal core values while addressing fears, self-doubts and imposter syndrome. He brings a unique blend of authenticity, transparency, and vulnerability to help leaders & organizations achieve their highest goals, and he's here today to share his story, what he's learned along the way, and his proven framework for helping business owners achieve success.

## GOAL

Todd wanted to increase his brand awareness by marketing on podcasts. He hoped to be featured on the right podcasts to interact with hosts and potential clients so that they could understand more about how I worked. Todd was confident that they would be able to hear his authenticity, vulnerability, and transparency before choosing to engage me as their coach. He also knew that great audio interview opportunity would open other opportunities for paid public speaking.

## RESULTS

Todd has been on 40 different podcasts. At the end of each podcast, I offer a 30-minute free phone session. I've had about 25 different phone sessions, resulting in new clients and numerous speaking engagements. This has provided a great return on investment.

The content from the interviews has been invaluable. He has used as proof sources in social media his website and to event planners. This allows them to hear and see him before booking him.

The audio interviews have also been repurposed into other content such as blogs, audiograms, and a speaker reel.



They're pioneers in their industry—they seem to always be growing and evolving. There really doesn't seem to be a company of their size that can match their results metrics or tech.

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