

All right welcome everyone to our second session. Although you can't see me live, I am here with my unincorporated audio voice only to introduce our second speaker, all Star Mc. He's gonna visit with us today on a presentation entitled three completely different and Highly Valuable Strategies to Leverage a Company podcast for new business.

Alster helps invisible experts to remove their cloak of invisibility. And become the recognized authority in their field so that they can have more impact and Command. Higher Fees is an author, consultant, and business coach who hosts the Recognized Authority Podcast and the specialization podcast.

Allister, welcome to Podcasting for Business, and I'm greatly looking forward to your presentation. Thanks, Tom. And thanks Megan. Hopefully my video is coming through now. I can see it says that I have the power to show video, so I hope I'm coming through here. So what I'm gonna do is I'm gonna share my screen here, and even if I'm not with you my screen should be can I just get a thumbs up from somebody or just let me know if you can see my screen.

Okay. You have got screen and we've got you on video too, so you are completely visible. All set. Okay, brilliant. And just add a little bit of pressure. The internet connection for my entire town went down this afternoon, so I'm on my backup connection over my phone, so I hope it's okay. Yeah, so there's 25,000 people without internet this afternoon, so here's hoping that, yeah, that was just a little bit extra pressure to add for us

Yeah. So what I wanna talk to you today about is just some different strateg. Because I think the podcasting is really interesting in that we have total control. It's our show and we can run that show the way that we want to. So I just want to put some different options in front of you to think about about how you might be able to make it work for you and your business.

So the first thing is, I just wanna talk about the default, the vanilla option and the vanilla option. Default mode is to have an interview podcast, and typically that's with celebrities in your niche. And this is the normal standard way that people first think about podcasting. And there's nothing wrong there's actually a lot of benefits to this type of podcast.

It's easy and quick to produce and it's very easy to identify who you wanna bring onto. . And just to give you some examples, there's the really classic example of the Joe Rogan show he brings on celebrities. And then I have a show that's like this, so I don't see any problem with this show but I just wanna put some other options in front of you.

And I've done I'm just about to release episode 99 actually of the recognized authority. So I've been doing this for a long time and I think that it is a great format to use, but just to give you some other options.

Be a little bit tricky to do when you're looking at the camera or you're looking at the microphone and you're trying to record a solo episode. Some people are really good and can just rhyme off and just speak extemporaneously very easily, but other people find it a bit harder. And having a person to bounce back and forth with is really great.

And that's where interviews can be a easier. The other thing is that you can raise your credibility by associating with niche credibilities niche celebrities. So people who are well known in your field if you are associated with them, by having them on your. Then you raise your credibility, people start to equate, you put the, put you on the same level as them, the same platform, which is which is a really great benefit of the interview.

And then the other thing is you reach new listeners if they share. And I say when if, because a lot of people that you have on your show actually don't share the interview, you'd be surprised. But it can actually be quite low. It can be like 20 or 30% sometimes. And there are things you can do to raise that number, but, That can be a problem.

So sometimes you don't get that network effect that you think you're gonna get with an interview show. The if you go with, say, for example, a solo show where you're doing all your episodes yourself, there is no network effect. You are only reaching the audience that you've built for yourself.

So you're not getting this kind of benefit of kind of borrowing somebody else's audience. And that's the great thing. Being on bigger celebrities who have big audiences already is you get to, to borrow their audience temporarily. But sometimes they're not gonna share it and, so you don't get that benefit.

So that's some kind of pros and cons of the default mode. So let's look at the other options here. And there are other options, and I've gone with the dessert team with the first bit. I think I'm trying to find a theme for this, but one, one of my slides came, ran into problems.

And I'll show you that in a minute. Who likes sobe, right? I'm a big fan of sobe. I like the color pallet, clean cleansers that you get. So what I'm thinking with this one is the interview with a. So it is an interview show, but the difference is that you're not interviewing celebrities in your niche, that you're interviewing your ideal clients very specifically.

And so what you're doing is you're going out and it's effectively account based marketing. So what you're doing is you are targeting people who are your ideal buyer. And the great thing about this is when you're targeting them, this is the a, a super way to connect with them. When you send a LinkedIn connection request, I'd love to interview you for my show.

There's literally no better connection request cuz you're not asking them, you're not trying to give them a hard sales pitch. What you're doing is you're saying, I won't give you my platform. I wanna share my platform with you. And it's it's very complimentary to receive that. And if you can then have a conversation with them on your podcast as a.

Without any kind of sales pitch. You can put them, you can build a strong relationship in a kind of a pressure free environment because they know that you're not gonna try and sell them right there on the podcast. And so what you can do then is you can talk to them in the post show. You can set up another call.

You can ask them for warm referrals to other peers, so other people who are ideal clients, and you can just build this super strong relationship. And an interesting thing with this type of show is you can actually do, with this type of show, you could take the approach that you don't even care if you get listeners or not.

Now, I don't really espouse that. I don't really recommend that because I think it's really important as a podcast. Care about your listeners, but you could, if you were mercenary about it, you could even take that approach because it's more important at that you who you're talking to and who you're interviewing.

And then the other thing that I think is really interesting about this and I've done this myself, is that you can actually ask. Specific questions in a way to conduct small scale research. So what you can do is if you're talking to your ideal buyers all the time you are learning about the problems that they're encountering.

If you start asking the same question over and over again to 5, 10, 15, 20, Of your ideal clients about the same topics. You will be, first of all learning a huge amount about the the problems that they're facing, the language that they use to describe it the reasons why it's a problem for them the benefits that they get from solving it.

And you could actually take the approach that you're gonna take. Take the data that you get from that. You could actually turn that into something like a book or a white paper or a report. So you can actually turn that into research and then you could even publish that research and that, that can go along alongside your podcast.

So it's not just the podcast itself, but you've also got this research done so that can really boost your credibility. So the next one is Evergreen solo shows, and I found one of these about 10 years ago and I was fascinated by it. And it was from Seth. Go. The people that I help in business I help experts to become an authority in their field.

And typically they have a choice and the choice is they can stick with their default option for doing business is typically word of mouth referrals. And so they can choose to have a referral based business or they can take the other road, which is to have an authority. Business and to, to build up their personal brand and become known as a recognized authority in their field, which is where my podcast name comes from.

And so if you go the root of you want to build authority, then you have to have some sort authority content. So you have to have expert content that demonstrates your personal authority and credibility. It shows that you know what you're doing. And so this is a way to do. So if you have an Evergreen solo show, what you can do is you can record a podcast very quickly and I'll show you some examples of this in a minute.

This will allow you to create something very quickly that creates this asset that allows you to put your name on it, that demonstrates that you are an expert in your field. So one of the big benefits of this is simply that you start getting introduced if you want to if you tell people about it, you can start being introduced as the host of show X, whatever show X is.

So for me I have one of these and it's called the Specialization Podcast. And that's about how to niche down your expertise based business. And so if I'm introduced as host of the specialization podcast, people know. That I have a certain amount of credibility and expertise in around the topic of specialization and kneeling down.

And I'm able to do that. I'm able to create that, and I'm able to create and leave it out there. And this is the really interesting thing about this is it's fire and forget. So you can create this asset, put it out into the world. And leave it there and just move on. And I think that's one of the really great things about this is that it just is out there working for you, building your credibility generating leads getting, introducing people to you, your voice or personality.

And you don't actually have to do anything with it. You do at one time. You just need to make sure you pay for your podcast hosting and leave your podcast hosting up and that's it. It's just out there working. So here's two examples of this, and the first one is from Seth Goden and he published this I think in 2010 or 2011, and it's something like 12 episodes.

It was a startup training workshop that he recorded live, that he did live. And he recorded this, I think there's about 12 episodes, something like that. And he recorded the audio of that. The audio isn't even great. It's only, it's so quality, by podcasting standards. But the information in it is gold.

And he created this, and he put it up in December, I think 2010, started at 2011. And it has been up there ever. Generating leads, selling his books demonstrating his expertise. So I saw that. And personally I wanted to do something similar. I wanted to do something around specialization, and that's why I created Specialization podcast.

And so I put up eight episodes, and I think I added a ninth, about six months later. And I haven't done anything else with that podcast. I've just put it up. I just pay for the podcast host. And it's just out there it's like an audio training course so people can find that, listen to that, and then they'll learn about my other podcast on that podcast and they can come and join my, my my world of social media and different things and sign it from an email list if they want to, or they can just take that.

And implement what's in it, and hopefully it helps somebody. So it's got for your time

is. This is the the the Buddy Cup movie. And so the Buddy show and the buddy show is where you find a co-host and the co-host versus the interview. Is an interesting dynamic because with a co-host that you have regularly, it's easier for you to demonstrate your. Because what happens is when you're interviewing somebody else, usually the interviewee, the guest is speaking more than the host.

So it's, it tends to be less conversational. And whereas if you have a co-host, you can actually make your show a conversation and that allows you to demonstrate your authority, and it also allows you to swap the authority back and forth. I'll give you an example of that in a minute. But what that means is that you are on a platform.

More often. So you are not platforming the authority or your guest's authority. You're actually demonstrating your own authority. And the really great thing about a cohost show is if you find

somebody with good chemistry, it makes a really engaging, entertaining show. And the examples I'm gonna show you in a minute I.

I recommend some of them just to see how goes Cause one of the things about creating podcasts and any kind of content, cuz we're all talking about creating content for business and I'm in the B2B world in the B2C world, it's more standard that people go down and entertainment route.

But in the B2B world, we're only just picking that up. But I think that entertainment is such an important part. Of content creation. I think that we need to as content creators, we need to learn more about how to make our educational content more entertaining, because that's the thing that's going to get people to stick around.

It's gonna help us to stand out from our competitors. And I think that this is where the, if you can find the right co-host and have that kind of chemistry that can make for a really entertaining. And then the other thing is it depends on, on, on your business and your circumstances.

But one great thing about a buddy show about a co-host show is you can share the production load and promotion. Now, downside of this is you don't have the same network effect because you are not regular now, you can't actually bring on guests on a co-host show as well. And there are co-hosted shows that do that.

But if you take the standard approach of just having one co-host or two other co-hosts you will only have access to your own network. So just bear that in mind. But it is a really interesting approach and I think that it has its own advantages as well. So two, two examples.

Two Bobs is a fantastic podcast. It's ongoing. It's David Baker and Blair ends and they actually swap the platform back and forth because they bring up a topic and then one of their interviews, the other person on it. And then they have this back and forth conversation and both of them get to demonstrate their expertise.

It's a really great podcast. The other podcast I have. Is one that is the first podcast I ever listened to. Back in 2005. It was one of the first podcasts, I think in the world of web design if not the first. And the two guys on the show, Paul Bowick and Marcus Willington if you listen to the banter, there's.

Sometimes 25 minutes of them just having fun and chatting to each other before they get into the meat of the topic. Now, that might sound crazy to you, but because of how well they know each other and because they're both quite funny it can, it was super entertaining. And it was a huge show.

It was a very popular show. Give you another example of that kinda banter. And David Baker and Blair are both very funny guys as well in a very dry with kinda way. And their their back and forth is really great too. That's it. Interview with a Twist, the Evergreen Show and the Buddy Show.

And those are three alternatives to your vanilla interview style regular interview, interviewing celebrities in your niche. If you wanna find me I've got some podcasts out there to recognize authority. I've got a short form podcast called Accelerating Your Authority.

And then I've got Specialization podcast, which is the one I just mentioned, the Fire and Forget type the Evergreen. And then I'm gonna have a book out soon called 33 Ways Not To Screw Up Your Business Podcast. And that's gonna be out in about three or four weeks time. So yeah, I'd love to hear if anybody has any questions.

Once once to chat more about what we just talked about.

Perfect ster. That was great. Thank you so much for sharing all of those ideas. I love looking at a co-hosted podcast as a buddy podcast. What a marvelous idea. Yeah. I do have a question here and it is, when you are looking to invite guests to your podcast, whether you are doing the interview with a twist or a buddy show co-hosted is there any kind of automation or standard operating procedure that you can put in to, make it go a little faster, make it a little more easier?

Do you have any tips on automating and smoothing out that process? Okay. And so is this for so which one is this? This is for the interview with the twist finding the finding the ideal clients. Is it? Exactly. Yeah. So your ideal clients on LinkedIn? So for interview request? Yeah.

I think that the LinkedIn, if you pay for the paid LinkedIn it can help you to find those people and do the search that way cuz you have to pay to get the better search on linked. And and then just sending those regular interview requests. The other thing is to make a very enticing guest on our podcast kind of page and make it easy for people to sign up.

But everybody and their mother is promoting the concept of podcast guesting right now. So it's actually fairly easy to get people to come on as guests. I'm gone the other way now. I think that one of the easiest ways to become a guest on a podcast is actually to have your own podcast.

I kinda recommend coming the other way, but yeah. In terms of automation and things like that I'm a huge fan of automation. And I use Zapier to do things like create show notes automatically for my short form podcast. Where you take the inputs from if you write your intake form and like workflow and things like having a good intake form.

I think things like that are really really important. So that's the form that a guest will fill in. . So the way. I work it is, I get them to schedule first. So once they schedule a time, it automatically redirects them to the intake form and they also get an email with the intake form.

And so I ask them to fill that out. And once they fill that out with my for short form podcast, accelerating your Authority, what it does is it actually automatically generates the show notes from that because it, I ask them questions in such a way as to, to actually generate those Oh, good times.

The show notes that it creates are okay. They're not amazing. But the whole point of the short form podcast is that I can release it quickly. With the the weekly show the recognized authority. I put a bit more time and effort into the show notes for that one. And so I, I actually have a I have a template that I follow for.

That I bring myself through to, to create that. I think that workflow is something that is really important to think about. To, to, because if you're releasing I think that if you set your workflow up the right way, it just makes the rest of life with your podcast so much easier.

I could not agree anymore with that. Workflows are great and you do have a particularly nice guest booking process. I've noticed even with some tips about how to be a good guest for your show on the thank you page after someone has completed the information. So that's another thing you should those listening maybe go check out on L'S website.

It is very nicely done. Perfect. Another one, and this is for. The research my fellow data nerd friend. So when you are, can you give an example maybe of how you would construct a question that is gonna be really good to ask multiple people and get that kind of reusable data? Do you have an example of what one of those might.



I can give you an example that I use on the recognized authority now. So I always ask everybody what is the number one tip that you would give to somebody who wants to build their authority? And so when I ask that they, I get a freeform answer back from them, but I, I've actually, because I'm coming up on episode a hundred.

For episode 100, I'm going to be taking those clips and taking those answers and playing some, or we'll see how much time it takes up. But playing, some are a lot of those back. But what I've been doing is I've been categorizing them to see, okay the, these three answers, even though they're worded differently, they're all effectively saying the same thing.

So I can categorize then and say, okay, so I asked this question of 80 people. And here are the top recommendations that it, they all had. So I could actually turn that, turn, just that one question. I can turn that into a into some kind of report or, like blog post or it could even be an ebook or something like that.

Does that make sense? It does. No, thank you for that. And so you've got a report, publishes a blog post ebook. Are there any other ways you can reuse and repurpose this sort of living archive of answers that you're collecting? I have recorded video for all of my podcast episodes and I have only released audio so far.

But because video editing is quite a bit more expensive than audio editing. And it, there, there is. There are certain decisions that you have to make when you're editing video. So for example, do you leave in the uns and os or do you take them out and have lots of small jump cuts and that's like a stylistic decision, whereas if you were just editing the audio you would just remove those uns and os and you wouldn't hear them.

And because there's no visual element, you don't notice that. But with video, You do, you've got those kind of decisions to make. And so the video editing process is slightly different. It's more expensive, it's more time consuming. But I do have all of those. And so what I would like to do is take those, turn them into both.

Long form, full episodes, and as well as that take out clips of 30 to 90 seconds each where we have really a really great point being made either by either conver conversation or just so that's conversation me and the guest, or just the guest on their own. I basically take out those clips and then use that for social media because video shares really well on social media.

Audio is terrible for social media. Audio on its own. It doesn't, there's no real, there's no real element of audio of audio that shares on social media. So you have to either have the text or some kind of some kind of audiogram, which I found personally doesn't work very well for me, and maybe I'm doing it wrong, but I haven't felt audiograms very effective.

So I think that having the actual video clips is much better for. I think you you're right about that. And small plug for Friday's workshops, we're gonna be looking at the state of business podcasting report data for this year. And the data is very clear that short form live action video is on the rise and there are no two ways about it.

Oh yeah, that's just . Perfect. I've got one more question here. And then we will wrap up and I will thank you and you can tell everyone again where they can find more about you. But just a little bit more about those solo Evergreen podcasts. So I'd love to know a little bit about aspire and Forget is great, but do you need to keep promoting in any way to get more attention to them?

And should you have a different one for every kind of product, service or course that you have? Or can you have one that serves multiple function? Sorry, that was two questions. That's okay. Do you need more than one? Why not? If you've got, maybe if you can find podcast hosting where where it's lifetime hosting, you don't have to pay monthly for it, or, you get a number of different podcasts all in one bundle that I dunno what options are out there for that?

Some podcast host will give you between one and three podcasts under one. It depends on how much you're paying and all that kinda stuff. But I think that if you've got a number of different topics, then it might not hurt. At the same time, I think that we probably don't want, cuz this is going back to specialization, we probably don't want to be known for too many different things.

I, for me I want to be known for helping people to build authority and become the recognized authority in their field. And so everything that I do is around that. And specialization is a key subset of building authorities. You have to niche down, you have to be specialized to be the recognized authority in your field because that's what specialization is.

So specialization for me is like a subset. It's a subtopic. And so that's why I was happy to create that and it doesn't get my full attention because it's like a precursor for people who come to me. They need to already have made that specialization decision. So it fits in my sales cycle as.

Somebody comes to me and I say, okay, go check this out because I think you're at the stage where you need this. Once you do that, and if you need help with it come talk to me. But once you do that, then we

can talk about moving on to the next stage. So maybe. Just thinking about it now, where it fits in kind of the sales cycle is important as well, because you want to be focusing on things that people do before they, before or during their engagement with you rather than stuff that they would do after, or that's completely irrelevant.

So I would think a little bit strategically around what you actually want to put out there and be known for. Does that answer that question? That does, that's a great answer. So thank you very much. This has been fantastic, Alistair. I really appreciate the knowledge and the information you share.

I'm feeling inspired for Solo Ella Green Evergreens, and of course I'm gonna have to restrain myself and think about one very well chosen and appropriately funneled evergreen topic rather than the half dozen that have currently jumped into my mind. Where can people find you if you can just remind everyone your website sure.

And how else they can connect with. Yeah, so I'm on all of the socials. If you go to the recognized authority.com and Tom, I think put a link to that in the chat. Thank you. If you go to the recognized authority.com, you can find me and you can put that in your podcast player and you'll get that podcast as well.

Perfect. So we'll make sure that is, if you are watching the recording of this, there will be a link to that beneath the recording. And you can also find it on Alistair's speaker page in the main conference. Astair, any final words before we sign off for this session and get ready for the next one.

Yeah, it's your show. You can make the decisions, you can change things. I decided to have a hundred episodes in season one. You could have five episodes in season one if you want to. That's okay. It's your show. You can change things up. Having seasons gives you natural break where you can take a hiatus and kind of rethink things, get some feedback, but you can.

And I think it's a great idea to go test things, see if it works for you, if it doesn't, change it up, you are in control. You can change things however you like. Feel free to, play around and see if you can make it work better for you. Perfect. Very wise words. And on Astra, thank you so very much.

Awesome. Thanks for having me.