

Hello everyone, and this is Tom Fox. I am thrilled to be here with you today as your host for this fabulous conference put on by myself, but mainly by Megan Doherty in one stone Creative. Megan was the driving force in this, and she has put together a fabulous list of panelists and I cannot think of a better way to start our podcasting for business conference.

By having our first host or rather guest, Alex San Filippo, and his presentation is hosting a company podcast that drives value and grows your business. He's the host of the top rated podcast called Podcasting Made Simple. He's also the founder of Pod Pros, a software company focused specifically on the podcasting.

As an author. So this next is near and dear to my heart. He's recently co-authored and released Pod Match, guest Master and Pod ma Pod Match Host Mastery. Alex is well known within our industry. I, for one, am thrilled by his participation and I've seen a teaser of his presentation. So I know we're in for a treat.

Alex, with that, I wanted to thank you for being our. Guest and I'm gonna turn it over to you. Tom, thank you so much. And Megan, thank you. I appreciate what you all do and super excited to be about, be part of this thing. Podcasting business. Podcasting for Business conference. I love the name too.

Like it's great. And I'm really excited to be here. As a matter of fact, this is, All the softwares we focus on are really for independent podcasters. So I don't get a ton of opportunity to speak to businesses, but but Megan and Tom both know this about me. I come from a big corporate background like I did.

I was in the aerospace industry for 15 years. Quick disclaimer, I wasn't an astronaut, wasn't a skydiver, wasn't a fighter pilot. Like nothing fun. I worked behind the computer. We focused below the atmosphere. All right? So get outta the way, but I come from that business background. So the opportunity to speak about something like this.

For me is a dream. Megan and Tom, I appreciate you both having me here again. So I'm gonna go ahead and dive in here. I'm talking about hosting a company podcast that drives value and grows your business. So does both, right? Not just grows your business, but also is gonna drive some value.

And I'm gonna jump straight into my, I have four points here that I'm gonna share with everybody. I'll dive in some stories along the way and please have some questions if you ready to go. If you want at the end, we can dive into that. Cuz I know for each company it's a little bit specific, right?

But these four things I'm gonna share, I believe are really universal and really help a company, build a podcast and show up in the proper way in this space. So here we go. The first thing I wanna share here is the primary objective. So this is point number one. The primary objective for a company with their podcast is to.

And create leads slash interest for the business, right? So it's to, again, it's to create some sort of lead or interest for the company, but also to educate the industry on what it is that they do. So that's the primary objective. So we have to think about that. That's number one. Again, make sure that we understand that that is primary.

It is supposed to be a lead generator, not a revenue stream. I immediately find that a lot of company podcasts, they get that wrong immediately. They're like it needs to drive revenue. And maybe there's a, I don't know, a sales manager or somebody in the C-suite who's Hey, if it's not making money, it's not working for us.

But it has to be worked, looked at, not as a sales function, but instead a marketing function. Right? Something that is generating that interest, generating leads that can get funneled into sales. But so many people that wanna start company podcasts, they immediately think of, how can we make this a revenue stream?

I'm here to tell you, like I'm the indie podcast space. A lot of people are like, oh, how do I make my podcast make money? It's almost impossible. Like literally, there are a million easier ways to make money than podcasting. So when I tell people are like, oh, I really wanna make money with a podcast.

I'm like don't podcast. There's a lot of easier things you can do if you wanna make money. And so the point is, as a company that we're, we don't, we're not different than that. It's the same thing. You're going to run into the same thing. It's not about driving revenue. So again, it's a lead generator, not a revenue.

And here's the thing, you gotta be like we're gonna do ads on it. We're gonna get a sponsor. First off, you're the sponsor. If it's a company one, your company is the sponsor of it, right? You don't need an external company. And also if you do ads, you cheapen what it's about. So instead of saying, Hey, check out our product, or our service, come into our funnel, right?

Instead of saying it, you're like, Hey. Do that, but also we want to thank, I don't know, indeed.com for helping us find our staff, right? Whoever you get an ad through. I always tell people like, if you have a

company podcast that is branded for your company, that's supposed to again be that lead or interest generator.

If you put ads in it or you have an external sponsor, you are damaging the you, you cheapen it. More or less, you cheapen what the podcast is. And I see so many companies get this wrong. Cause again, somebody up top and pass this along. They're saying it's gotta drive money. It has to be a revenue stream.

But again, a podcast is never made to be a revenue stream. There are very few people on this planet who have figured that out, but the majority of have to just say, you know what we're gonna use this as that lead gen. So again, that's point number one. Make sure everyone gets this right. This is the primary objective.

So think about it again, it's top of your funnel. And I'm gonna take a sip of water real quick. Cause I don't know how anyone makes it long without that. Sorry. So it, it's top of your, It's not your sales machine, it's top of your funnel that your sales machine can then pull from. And here's the thing, I'm gonna share a story real quick with everybody.

I, not long ago, I don't know if everyone's familiar with this, but I did something called SMS marketing, like I was looking into it, which is just text message marketing, right? Like you get a text on your phone. Anyway, I was like, man, I wanna do this. Like this Looks like it'd be really cool. It might be good for our company.

Some of our members might actually really enjoy it, but I don't know anything. I did what we all did. What we all do, right? Went to Google, right? I typed in, I'm like, SMS marketing company. Is there anyone who I can buy their software? I found three main companies. So I did my research, did my time.

The very next thing I did is I went to my podcast app, typed in SMS marketing. It's the next thing I did. So I have those three companies that's kinda on the side now. I'm like let me learn about it now. Let me figure out this is gonna be good. And are those three companies interestingly, The person I kept on listening to was one of those companies and I was like, oh, cool.

I looked up this company. They have a podcast about how to succeed as SMS marketing. Great. I'm gonna check it out. Here's the thing. I started listening to that got educated, learned how to do it. Guess which of those three products I went and bought? That one, I bought that one. And on the podcast, there was zero sales on it.

As a matter of fact, they didn't even have a discount code, which I think they probably could have been like, Hey, for 10% off do this. Again, bring people to your funnel. They didn't even do that. It was strictly educational. It was how to succeed in SMS marketing. So for me, I went and bought that product.

I'm like, heck yeah I bought it. And guess what? I went back to go look at those other three companies. I'm like, just outta curiosity from my own mind, where did they fall in line for pricing? They were by far the most expensive of. By far. But I had no buyer's remorse from it. Cause I'm like, no, that they clearly care.

These other two companies don't even have a podcast. Much less are their CMOs going on podcasts to talk about it. Therefore, they don't really care about educating me. They don't care about my success. They care about my wallet getting entered into their system basically. So I found the one that cared, and again, it developed, this is a really important point here.

It developed no and trust. No. And trust. That person I listened to convinced me that I could. Without trying to sell me anything. They convinced me I can succeed in this. Again, educating, generating that interest. I went and bought their product because, you know what? I felt like I already knew them.

I'm like, I know, like worst case scenario, I'm like, I hate this. I need my money back. They're probably gonna give it back to me cuz I could, I felt like I knew, liked and trust that person. And that right there is the primary objective of any business podcast is to develop that. No and trust. So again, I know I'm talking about this first point a lot, but this is the number one thing I see wrong and like I.

People regularly ask me like, Hey, you think I have a good company podcast? I can tell you in less than three minutes if your podcast is good. I don't even have to listen to the content. I can listen to the intro and be like, you have an ad? It's not good. Oh, you talk about people need to go buy this. It's not good, right?

That's just not the way to build it. It is for education, it's for interest. Developing that, no, and trust. One more thing on this point, I dunno if anyone's familiar with Jasmine Star. She's a legendary photographer, considered best in the world. I don't know how anyone determines that.

But she's also like a great podcaster, a great social media person. And I asked her one time, I'm like, Hey, how many leads do you get on your podcast compared to any other medium? She goes, oh, by far the

least, my podcast drives the least amount of leads. And I was like, interesting. I had a follow up question to it, which, Are those leads as qualified or more qualified than other places?

And she said, Alex, I'm so glad you asked me that. She goes, if somebody comes to us from our podcast, she said, it's a guarantee that they're going to work with us and they're going to be a really big customer. She goes, we don't take any lead, even half as serious. As the ones that come from our podcast, because again, they know and trust Jasmine and her brand already.

That is your purpose as a branded podcast, the one that has a company around it, right? Keep that in mind. So important. Again, that's why like in the title I talked about, like what I call it, hosting a company podcast that drives value and grows your business, like it's gotta drive some value. So you have to lead with that, and I'll get back into that a little bit.

So number one, again, the primary objective is to educate and create leads or interests for your podcast number. Consistently evaluate your show's success, consistently evaluate your show's success? So a lot of us, like me, I love, I'll go back to my first podcast. I loved my first podcast and I thought I was doing really well, but I never actually evaluated how well it was doing.

And at first I didn't even know how to do that. I was just like, yeah, people are listening. Like 50 people are listening. That's great. And I was honestly really happy with them. That's, no, that's good. That's really great. That's amazing. But I didn't think about analytics. And I'm not one that's married to the data, like I'm not checking my analytics every day.

As a matter of fact, I have no idea how many downloads my podcast gets, but what I do know is I can go into my Apple, oh goodness, apple Connect dashboard or Spotify dashboard, and I can tell you the completion rate of the average listener. What that means is I can tell you that 99% of people finish listening to one of my podcast.

That's good data to know. I don't care if there's 10,000 people listening. That doesn't matter to me necessarily. What matters to me. Once again, are people actually staying around or are they listening 10% and leaving? Cause if that's happening, we have a problem. And it's so important that you evaluate your show success from this standpoint, and you want to, the completion rate I think is the most important thing.

So I'll give you the story of my show. When I started my first entrepreneurship show, the episodes were about 40 to 50 minutes. Probably 45 to 55 minutes more realistically. But my head, they were supposed

to be 40 to 50 minutes anyway, when I finally drilled in the data, cause I'm like, man, it's growing, it's doing well.

The average completion rate, so the a listener going from start to finish was they would dip out 70%, almost exactly 70%. And I was like oh, that's a problem. What do I do? Like how do I get them to listen? No, that's the wrong question. How do I make my content shorter so that 70% becomes a hundred percent?

And that's exactly what I did. I knocked my episodes down to be 30 to 35 minutes cuz that's clearly what my listenership wanted. And then the listenership. Was listening all the way through to 99% on average. No one wants to hear my little outro of thanks for listening to everybody, right?

People are like, shut up, Alex. Not really, but that was the completion rate. And I was like, man, that was good for me to learn because I'm spending all this extra, I'm spending 30% extra time creating my content that people don't even want to hear. Because it's too long. Now, I'm not telling you that your show needs to be between 25 and 35 minutes or 30 and 35 minutes.

Your show might need to be two hours. Your show might need to be 12 minutes, right? You can only tell that by really drilling on the data. So it's so important that we are constantly evaluating our show from this perspective. So look at that completion, right? I think that's a really big one. The next thing is that I wanna mention here is to have a professional in your corner, to have somebody who knows in your corner.

Cause again, going back to my first show, When I had 50 people listening and 70% of them were were sorry they were listening to 70% of the episode. I was like, that sounds pretty good. If I would've had somebody like, I'll use One Stone Creative, Megan as an example, if I had Megan in my corner, she could say, actually, Alex, there's some room to improve.

We don't know what we don't know. And sometimes that's nice. Ignorance is bliss, right? But if you wanna do really well and you have someone like Megan in your corner that can say, Hey, listen, this is good, but if we tweak this and change this, I think it'll be even more impactful for people like having that is so valuable.

So I recommend getting a professional on your corner, whether it's on a consultant fee, like a coach or something like that. Cuz here's the thing. If you're running a business, podcasting probably isn't your primary thing unless this is the business. And in that case, learn it really well get a coach, right?

Megan once again, I think is a really good fit for this cuz she really understands what this needs to look like. So super important there is to make sure you do that. The last thing I'm gonna mention here on this point is you need to talk to your listeners. I think a lot of us get this wrong.

You're a business, but you still need to talk to clientele, right? The reason I learned that I needed to shorten my episodes wasn't because of the 70% completion rate. As much as I like to admit that I was smarter to figure that out, I didn't realize that only 70% of people, or people on average only listen to 70% me need to change until I talked to somebody.

So what I recommend doing is anytime someone's engaging on social media email, Texting in, calling in anyway, like any way that somebody says, I listen to your show. Thanks for it. Anytime you're getting someone like that, say, Hey, can I get 10 minutes of your time? I'd love to just hear what you like about it and see how we can make it even better.

Can we get on a video conference call for 10 minutes? Now, I know that scares some people, but here's the thing. You're gonna learn so much from that. Hold onto that data. So for me, I started doing, I don't know what it was exactly when I started, it was probably like five calls a week is what I think I was doing with people.

I had some free time . So I was getting on five calls a week with podcast podcast listeners, and I just kept a running spreadsheet and just asked them a few of the same questions every single time. And I was just logging what they were saying. So I was just writing it down and what I was able to learn was, okay, my episodes are too long, and actually the data showed that I should have known that myself.

Two people really like the end segment that I have. Maybe I need to make sure I do that every time, not just 70% of the time or 80% of the time, right? Cause I, I always ask for a final thought, word of wisdom, which was like a two minute segment. And I was doing that most of the time. So I was like, no, I need to do it every time.

Cause people are saying that it's so important that like you, during evaluation of your show, that you talk to the people who are listening cuz you are going to learn so much from that. So develop a series of questions and they're gonna be different for a business podcast versus a regular podcast.

But one thing I really like, one question a lot of people wanna ask, Hey, what's your like, how can we make this show? It's just not a good question because no one wants to break anyone's heart these days.

So if you say, Hey, how can we make this show better for future listeners? If you ask a question like that, you give them permission not to break your heart, but to give you some honest feedback about how it can be better for someone who's gonna listen to the future.

That's the one question I'll recommend. I have other ideas. Maybe we can get into that in the q and a at the end, but important to make sure during this show evaluation. So point number two, again, consistently evaluate the show's. The last point there once again on that is to make sure you're talking to people.

All right, moving on here. I think I'm doing good on time. I'm doing really good on time. Number three, I'm like on the dot. I love that. Number three is setting up workflows. Setting up workflows. I need some water real quick. Having a set of SOPs, standard operating procedures, anything to keep your episode releases on time and to make it not a bigger part of your job than it needs to be is gonna be so important.

Most companies are not going to hire somebody specific internally to run the podcast. And that's once again, why I recommend somebody like One Stone Creative, like working with someone like Megan to push it off of your plate. Cause I've met so many companies that are like, ah, there's five of us that do this podcasting.

It is a pain. We just do it however we can each. I'm like, man, that's why you were only releasing three episodes a month instead of one a week. Like you tell everyone you're going to is because it's just a back burner job for everybody. Now if you're like, Hey, just can't afford to work with somebody right now, that's fine.

But you need to develop some systems and processes of what you do every single time. And I know some companies, again, like for me going my company, it. Let's put it this way, my CMO might just kick down the door at some point and be like, yo, we're doing this, and it all needs to be done tomorrow.

And you're fired if you don't get it done yesterday, right? I could have seen that happening, but you have to develop a system and say, sorry, here's the system. We can't make a change because this is what we've designed. When you don't have an sop, a system, it's real easy for someone to jump in and be like, excuse me, I wanna do this time.

But if you got a system, it's really hard for something like that to happen, right? So we wanna make sure that all of us as podcasters, this is good for indie podcasters, setting up some workflows, set up some systems of what you do. It's so important and this needs to go beyond just the production part of it.



Although that is that's where it hurts, right? The production side is like where it's painful. But you also need to think about what happens after the podcast goes live. Are you, do you have a marketing team? Are you doing any marketing of it? Are you getting it out there to. If I search for it, let's imagine you're in that SMS marketing space, like I talked about earlier.

If I go on a podcast app or I go on Google, am I going to find that right? You have to think about this stuff. So it goes beyond just the production. I'm not trying to give everyone more work here, but it is so important that we make sure that we think about what happens after it's released. Cuz if a podcast is just check, it's released, it's done, let's get on the next one.

That's not necessarily how it works. Like that. That content should stay in production here. Here's one of my issues with I shouldn't say issues. This has always bugged me as a creator myself about all of us creators. We work so freaking hard on a piece of content, whether it's a podcast episode, a blog post, anything, right?

YouTube video. We blast it out there. We talk about it one time, and we spent hours, days, weeks, preparing to do that, right? And it's just here it is. Everybody enjoy. We should be talking about that. And I think that all of us, we shouldn't be afraid of the fact. Oh, what if someone sees it twice? What if someone sees it twice?

Maybe they didn't click the first time. But in general, let's think about how social media works these days, or how even email works. People are going to miss it the first time usually, or it's a totally different set of people. So like I wanna encourage you as a company when you're setting up these workflows, Plan on sharing the content more than once.

Unless you're like, yo, Alex, this is only good for one day, and I urge you not to make content like that. Do your best to make it at least somewhat evergreen so that you can share it next week. And it's still relevant, right? But here's the thing, like if you're able to do that and you're able to say, you know what, we're gonna share this every week or every other week for the next six months, and we're gonna bake that into our system so that we can do.

That's good. That's doing a service for the person who says, man, I wish I could find some content about this, and you only shared it one time, so they can't find it. Like maybe it would get it in front of them. So again, when you're thinking systems and workflows, these SOPs, these standard operating procedures, it's not just show production, although you need to get that streamlined as best as you possibly can.

But it also needs to be about getting it out there, sharing it with the world. And again, I know I've said this a few times, but like working with a company. One stone creative with Megan is going to help a lot, and she's not paying me to say this. I just know the value of working with somebody. See that you can keep the main thing.

And if you say, Alex, my main thing is to grow this business, that maybe sharing your podcast over and over again isn't the right move, but you also need to consider again it. Finding a way to systemize it the best you can. There are automation tools out, there's things that you can do. I'm not the best at all.

Those, right? I can make some recommendations and we can talk about that at the end here. But before, I'm not gonna get into that yet, so we can chat one on one or like in the q and a part of this, but, alright, move on. So again, that's number, let me recap here. So number one is the primary objective of a company podcast is to educate and create leads or interest in your company.

Number two is to consistently evaluate the show's success. Number three is to set up workflows, get some SOPs, some standard operating procedures in place. Number four, focus on continuous growth. Okay. I wanna talk about this one is to focus on continuous growth. You want what growth means? Is influence in my mind.

So like how influential are you in the space? Again, SMS marketing, going back to that example, there's probably not a lot of people who are interested in that content. E everyone here, like I could probably ask most people here would be like, ah, I never really considered it, never really thought of it.

You're not gonna look up that podcast, right? But there's a handful of people at any given time, they're like, I think I wanna get into some SMS marketing. So like you want to be a big influence in your niche, and that's the next point is this continuous growth needs to be in your niche, not in general. So again, number four, to focus on continuous growth or influence within your business as.

That's the really important part. And so influence looks different if you're like, Hey, I'm talking about football, right? You're probably gonna get, potentially, like you're not really a big influencer, so you have hundreds of thousands of people listening to that. But if you're like, Hey, I'm talking about let's just call it like, I'm trying to think of a, I'm not like a huge sports guy.

I'm trying to think of a less popular, I was gonna say pickle ball. The pickle ball is apparently like really popular now, but that used to not be. But anyway, like a smaller niche sport, if that's your focus and you have a hundred people listening, then maybe that's a better niche, right? Maybe that's like a, like you can be an influencer in that space.

You can be somebody who has some authority, even with the small listenership. I'll give you an example whether it's not sports related. I'm not really a bird watching guy, but I met this lady, she was in like a random podcast group that I was in, and she has a South American Bird watching podcast, and I was like, does I just asked an all this question.

I'm pretty bold. I'm like, Hey, I'll due respect, does anybody listen to that show? She's yeah, I have a thousand people who listen to my show. I was like, okay, dang. I'm like, that's probably everyone in the world who's interested in South American Bird watching. And she's yeah, actually I built a full time business around it and.

Tell me how that happened. She is the number one influence in the world for South America Birdwatching because she's the only person who does that. She found her niche and the way she was making money is, I think it was once a quarter, she was leading tours down there to go bird watching with people, and out of a thousand listeners, they're all the most diehard fans in the world.

They're like, heck yeah. You're the leading influence in this, and you have a really focused niche that I'm super interested. I'm going with. And she built a seven figure business off of doing, or six, sorry, six figure business off of doing this. It's man, that's crazy. But here's the thing. So many of us, again, even with the Business podcast, we wanna be like, cool.

We're gonna cover everything we do. My advice to you is this, when you're thinking about what your podcast should be about, and let's imagine your company does five things. Say, you know what? We're gonna focus on the one that leads people to the other four. So instead of saying, Hey, we gotta cover all five of these things cause it's so important.

No. Think about the one. That really is what drives the rest of the business. An example of somebody does this really well is a friend of mine named Carrie Murphy. Carrie Murphy teaches women specifically how to show up on video in a way that's going to drive growth for their business. Like how to do like this type of video not this, but like the video for your homepage, the video for your social media, like really explains it.

She also is they do some social media management. They have an entire skincare. They do all kinds, like media training and stuff like that. She never talks about any of that, and if you're not inside of her business, you don't know that. So on the podcast, she can't be like, we're gonna talk about best practices for skincare.

Nope. Best practices is for video only. How to improve your craft to make a better video for your homepage or your website as a female entrepreneur, right? That's what she's going to focus on. Then when they come, They're like, oh shoot. Yeah, I could use some better makeup cause I'm showing up on camera and I don't like this on my eye.

I don't know. I could probably use some makeup. Now I'm looking at it. Who knows? Anyway, my point there is once again, you don't wanna be all things to all people. The wider the nets, the bigger the holes in the net, let's put it that way, right? It's gonna be really hard to catch anything.

And I think that so many of us, we need to start, stop thinking that way and start saying, okay, how can I. That influence in my business has really specific niche. How can you narrow it down even more? And here's why I think this matters more than ever right now. Podcast listenership is climbing at an all time high and you gonna be like, Alex, it's more reason to get broad, right?

No, it's more reason to get niche because here, and here's why, cuz apps like Apple Podcast that a lot of people listen to and Spotify, the two big dogs, I think that they together, I don't know the exact number, but I think third. Has, and I think it's, I think it's Amazon. I think they have 2% of the total listenership that's third place.

So between Apple and Spotify, they've got 90 some odd percent. So that's where people are listening. These apps are getting so intelligent with the search. They're not at the Google level yet, but you're starting to be able to go in there and actually search for something really specific and it come up for a podcast.

So it's like content that's inside the podcast that's mentioned. So again, with more people than ever, listen. They're not looking for something general. They're not looking for, you know what I'm interested in business, marketing, business sales. No. They're interested in how to grow my niche software company and be a better salesperson for the a hundred clients that are looking for me.

They're typing that stuff in, right? Like long tail keywords that we know that in the SEO world as, so you want to be that person who's in that space, and when they see the episode, they're like, oh. Business marketing, they don't see that. They see how to market a business when you need to get your next five clients in the next 10 weeks, and they're all gonna pay you a thousand dollars or less.

It's dang that's me. And you're like, Alex that's just gonna be crazy. There's probably no one in my city who's looking for that. You're right. But thanks to these great algorithms, great. Thanks to the internet, the whole world is now your market, which means there are billions of people that might look for that.

And now those billions of people, there's, you can't tell me there's not a hundred people that are looking for that exact thing. And if those hundred people find. And that's exactly what your company does. They can convert cuz you're gonna be the only person doing it. So again, niche down as narrow as you possibly can.

I always tell people like, no matter what, you're probably not narrow enough. The South American bird watching lady, she figured it out. She did it. She built a lifestyle business that she loved because she figured out Hey, I'm not even bird watching. I am South American bird. Watching that. And I was like, man, that's crazy.

Anyway, so important that you find that narrow niche to focus in and then focus on the one thing that's gonna bring people in. Cause again, remember, your podcast from a company perspective is top of the line. And so like the funnel is here and the podcast is here, it goes into the funnel. So you only wanna talk about the top of the funnel, right?

Don't be like, Hey, by the way, if anyone's interested, we have a \$10,000 coaching package. We'd love to have you sign up for it. That's never going to convert on a podcast. Telling somebody, you know what, we've got this free checklist that's gonna help you be able to figure out how to get your marketing done in less time.

If you run a coaching business, someone's gonna take that free offer. And that's the only thing you ever talk about. Just that one thing. And they get in there, they're like what else do they have? Cause again, you've started to develop that. No, and trust. You've done that. You've built that relationship.

And now they're like, okay, what else is in this funnel? So the follow up to all this is you have to have a good funnel. Remembering that the podcast isn't part of that, it's just above it. It's what leads people into it and gives you. Crazy, like advantage of anyone else cuz you've already developed that.

No. And trust with somebody. Nothing can beat that. So those are my main points. And the last thing I wanna mention here is I've heard this and even the company I used to work at back when I was a corporate guy why would we give this away for free? This is all such good content. Why are we just giving this away?

This is stupid. We need to be charging people for this. It's the wrong mindset. And I always say seek to be a company of value, not a company of profit. Don't get me wrong, you have to have profit to make

money. I can get into general business practice, but if you're seeking first and foremost of like, how do we make this podcast directly profitable?

You're not leading the value. You're leading with your mind and your wallet of Hey, don't give them that. If you give 'em that, they might not buy from us and if they don't buy from us, we're not making more money. You have to stop that mindset. You want to give everything you possibly can away for free.

Lead with that value. Cuz the one thing I've learned about business is that the more you give people, even if it's like your premium stuff, They eventually would be like, please take my wallet. I had a guy yesterday and he told me, he was like, Alex, we were on a call. He goes, man, I've been working with you for a while, dude.

He's and you're so giving. He goes, honestly, my wife heard this cuz it was like on speaker and she just cracked it off. He goes, honestly dude, if you ask me for my social security number, he goes, I'd give it to you. He goes, cause I know no matter what I give you, you have my best interest.

And that like really spoke volume to me. I obviously didn't take his social security number, but the fact that he said, wow, I trust you so much cuz you've led with value so much that I would literally give you anything you ask for. These are people that are willing to hand out their wallets cuz they're like, this person actually cares.

And we live in a world that has disconnected business and humanity so much so that when someone finds a company that feels human, And is human. They trust that brand. They wanna stay with that brand. So again, you wanna make sure that you're a company that leads with value. Not seeking profit every chance you get, but you do have to focus on the profit, right?

And make systems that work for that. And the last thing I'll mention here, just not push from religion, anyone, like I'm a follower of Jesus. That's always been my life. And so I just say show up to serve, not to be served. Seek to add value to people's lives. Seek to serve them, not for people to serve you.

And when you show up in that way, especially with a podcast, I find that people. They hear that, they see that they can smell it, right? People who listen to podcasts are smart and when they realize that, they're like, man, this person really cares. They're gonna hang with you for a long time and become hopefully a fan and community member of what you do.

So that is all I've got. Megan, I really appreciate you. I think it's you coming back on and Tom, of course, thank you as well. Glad to have been able to share that. Alex, that was absolutely amazing. I'm so glad I had remembered to turn my video off because when you started talking specifically about how you used the data of your show completion rates to decide how long you read, my mouth dropped open.

I was like, I cannot believe I have not been doing this, and I'm absolutely gonna start right away. What an amazing, just single nugget. There were so many in your talk. And if anyone listening, if you've got any ideas, thoughts, comments, examples, or questions about anything that Alex has just talked about, pop it into the questions.

I will make sure that it gets asked and answered. In the meantime, have any additional wisdom as well, like if it's not a question, additional wisdom. I'm a lifelong learner. I share what I know, but I only know what other people have taught me. So if someone has something to add to this that's gonna help, I'm gonna write it down myself.

I'm here to learn too. Fantastic. So yeah, anything you've got, pop it into the q and a. Very excited to hear it. And I would like to ask, cause I remember we were talking about, ads in company podcast especially that you tend to cheapen the experience or take away from the content.

Would you say that is true in absolutely all cases or are there instances where ads of some kind can add value to the process? Just what's your take on that? Is it a global rule? There are exceptions, what would you consider maybe an exception to that? Yeah, and that's a good point. I like ads when they come to when they further what you're doing.

So if you're like a mission oriented type of podcast and it's like you position it, you as the host reading it in a way of Hey, we're partnering with this company, right? And this is what we're doing together. And that is a form of an ad. I actually like those. But it's when, again, you're talking.

Going back to that mission thing, like I actually serve with a soccer ministry here in town, so it's like soccer podcast about this, and you're like, Hey, by the way, be sure to check out your local Home Depot for anything you need for an upgraded home. It's I'm like, what does that have to do with this?

Like clearly you're just trying to, and maybe I'm not the norm, but like that stuff like kind of has always really annoyed me. Like I don't listen to any podcast with ads. If they have ads, I skip it as fast as I can or I just don't listen to it. But again, if it's like. Thanks so much for coming out and playing soccer.

Everybody. Hey, this week we're doing like a beach cleanup thing. We're partnering with this company, here's the organization, what they do, and almost make it feel like a natural ad like that. I actually really like that, cuz again, it's oh, this is interesting to me because I'm actually interested in this.

And there's some people who do that really well on their shows and some that don't. But and there's probably good natural ways to do it, but again, if like it is primarily your business and you're trying to grow your business, You're gonna make way more money off of talking about your own business than somebody else's.

So that's kinda my thoughts on it. But yeah, I wouldn't say, again, not universally true and like some people are like, straight up, I'm doing an ad for this company cuz they're a partner and I love that. Think that's great. Definitely. Yeah, no, I agree with you and it is hard, it always hard to figure out what those exceptions are going to be.

But yeah, I think as a rule, I agree with you completely. Ads don't really belong in business podcasts. Higher value uses for that air time. I've got one more question here and it is about, you were talking about measuring the success of these company processes and, continually working towards the success.

A lot of people who are watching this either here live or in the recordings, are going to be managers of podcasts and, they've got bosses to report to. They've gotta communicate that value. So when you know the benefits are so intangible, you. Fewer leads, hard to identify leads. How do you recommend communicating the value of a podcast to an executive team that may not understand it as intuitively as the host and participants do?

Ah, this is like an amazing question. It's like a whole conversation, potentially, but I love that. I think the first thing is to track the leads. Like you need to know that they came from the podcast. You need to see the conversion rate, right? If somebody comes from the podcast, are they more likely to convert into something and how far down the funnel will they go versus somebody who came in through a social media ad or through a cold sales call, right?

What does that look like? Because you're right, at some point, somebody up the chain, a company controllers gonna look, gonna be like, you know what? This dumb podcasting is an expense. We need to get rid of it, right? Trash this thing. But if you can say no, hold on. Here's business that we've tracked.

They've come from it. Here's how much easier it's come down the pipeline. Then someone be like, Most company controllers I know would be like, oh, there's money coming from that. I'm done. Sure. We'll keep it right. So I think that's the first thing is make sure you're actually tracking where it's coming from.



Megan, I'd actually be curious to hear your thoughts on this as well, cuz you, you have a really brilliant mind with this stuff. So like I'm, I might think I got some other ideas to share, but I'd actually really love to hear from you. Cause I feel like we, I could learn a lot. Oh, thank you very much for that.

Yeah, we we really look at it on a show by show basis cuz you every show is gonna be different and have different things that they're working for. And depending on the type of show that they're running different things are gonna be valuable. So if it's a show that you're really using, as you're saying, as the a lead generator.

Then you're looking at kinda where within the podcast process are those leads possibly coming? It could be potentially the guests that you're talking to. It could be referrals that are sent by the guests before or after you actually have the conversation. It could be promotional partners that you have.

Maybe if you mention a brand or an example and you reach out to them and then that becomes a source of leads. So it's really looking at kind of the different areas. Leads could be coming in at the whole life cycle of an episode and then being able to optimize for different ones. Cuz if you're.

I think a lot of the time, we wanna track the leads, but we don't necessarily put a lot of effort into optimizing that lead acquisition. So figuring out exactly where the options are and seeing what works best for the show. That's one thing I'd recommend for other types of shows like audience engagement.

I love your idea of having the calls with people. Yeah. If you can talk to, your boss or your upper management, it's oh, I've actually got 35 data points saying that this new product is not the right direction. From our key demographic, that could save it's not gonna generate money, but it's gonna save you from wasting a whole lot.

Oh yeah. So I love these points. Actually you made me change my mind on something about the ads even. Cause you mentioned like strategic partnerships, like mentioning a. If you do an ad for a brand you're trying to work with, that may be the very thing that finally makes them say, you know what?

They're serious. I never thought about it until you just said that, but like I said, I'm here to learn as well. But that's an interesting idea saying, you know what? We're strategically going to place an ad for XYZ company and we're gonna let them know, Hey, we just wanna let you know we have an ad in here for you guys.

We really love what you do. That may finally make someone up there be like, yo, what do you all do? Like maybe we should be working together a little closer, especially with high quality, right? I love the ideas you just shared. The, for me, that's my big takeaway. So I'm gonna go back and listen to this recording for that part specifically and get some nice notes taken.

I've got a whole list of notes from you talk so we'll to trade later and see what came up the most. But yeah. Did you have any last thoughts on anything that you shared that you wanna share? Tell people maybe how they can. Learn a little bit more about pod pros. I know you don't love the self promotion.

I pop podcast, so p into the chat. If thanks. If you need a workflow situation, that's a really good software for that. But Alex, where can you be connected with? Yeah, sure. And like a final thought here like I was say at the end, just make sure that we're here to add value, we're here to serve people, and then just.

Don't set it and forget it. Be willing to talk about it. Like releasing a podcast episode is a big deal. Like it's a production. Share about that more than just one time. Anyone like The Office, the TV show I love the Office. They're still sharing about, like NBC still shares about the office.

Like they have channels that are just like about promoting it. Like they didn't like, oh, we released the episode. It's done. Like it's still talked about. Get excited about your own podcast in that way. Like when you have it, get excited about the episode and be like, this one's so impactful. We enjoyed this interview, or this was such good wisdom.

People really loved it. Keep on sharing that stuff. Like just don't give up on it. I feel like too many of us, it's just kinda ah, that was last year. No, it doesn't matter. If it was last year, it can still serve someone today. Anyway, I digress. Good point a little bit real quick, Alex San Felipo, everything I do is@podpros.com, pod pros.com.

So thank you so much for sharing podcast sop. That is something that can help you streamline the processes and stuff like that. It's got a 45 day free trial. Check it out, see if you like it. Again, pod pros.com has that in all of my links, so everything I do, if you're looking for me, it can all be found there.

But really, Love what you do. Love being part of this. This has been a real treat for me. So thank you so much. Perfect. And likewise, back at you. I'm so glad you were. Our kickoff presentation for this entire conference could not have been a better beginning for everyone who is still here live.

The next show is or the next show, the next presentation is coming up at 10 30. Don't wanna miss it with Alistair McDermott on the three different ways that you can leverage your podcast in your business. Gonna be fantastic. Check out Alex, everything he is doing. Alex, thank you so much. This was Marvel.

Yeah. Appreciate it. Thanks so much for having me. Appreciate y'all. Bye. Bye everyone. Thanks, Alex. Yep, thanks Tom.