

Hello everyone. Tom Fox again. And in this session we are in for really one of the ones I've been looking for to as much as any, cuz we have Angie Trueblood and she's gonna talk to us about a presentation entitled Three Ways to Leverage Podcast, guesting to Grow Your Business.

Angie is the founder of Pod Wise Group and the host of Go Pitch Yourself podcast. She uses her entrepreneurial spirit, innovative thinking, and super connector powers to help businesses, business owners grow their authority, network, and revenue through podcasts. Guesting. Personally, Angie is passionate about normalizing the voices of women in leadership positions, which she.

A privileged part to play in through her work. When she's not knee deep in podcasting she can be found spending her time with her family and friends in and around Richmond, Virginia, bringing the Smartless podcast and attempting to develop a love of bourbon. One of the things that you're gonna be struck with immediately is her passion.

Angie, with that, I'm gonna pitch it over to you and looking forward to your. Yeah. Thank you, Tom for that introduction. And Megan thanks for inviting me. I'm very excited to be presenting and sharing with all of you today. I will get rolling in a hot second, but I just wanted to let anyone that's attending live know that I've buffered in a little bit of time for q and a at the end.

So I, I. Look at the chat while I'm presenting, but for the most part I'm gonna share the information and then I would love for us to circle back at the end and I can tackle any questions that you all have. So let me go ahead, share my screen and get rolling. I will look in the chat for a hot second just to see if I can get a thumbs up just to get a sense.

Hold on one sec. I wanna make sure you guys can see everyth. If someone could just gimme a thumbs up just so I know that we're good to go. Perfect. Okay. Let me go ahead and make that big again. Maybe hold. Not sure if y'all can see all the things I'm clicking on. Okay. So I am anti trueblood. Tom introduced me so I will not go over that all again.

But I'm really excited to be presenting this topic and it really aligns with a lot of Megan's own approach for podcast hosting that there are different ways to use podcast guesting inside of your business. And different strategies that actually make those priorities work or not work. So today that's really what we're gonna be focused on.

I'm gonna give a brief overview of what Podcast Guesting is and also my approach to it, which is sometimes different than other folks in the podcast guesting space. We're gonna talk about those three

main roles that guesting can play in your business, and then we are gonna talk through some strategies for how to achieve each of those types of impact.

And I'll share examples both from myself and from clients that have used guesting as a really important strategy of their growth. So first of all, what is podcast guesting? It's exactly what you think of. It's being interviewed by a podcast host as a guest on their show. And in the background of this screen, what you can see is a small snippet of my own Spotify playlist of places that I have been interviewed.

So I, we create this for each of our clients when we are pitching them to be a guest on shows. But it's a great place to go and see all of the different places, all of the different niches and conversations that I have had as a podcast guest on someone else's show. I shared the link in case you're interested.

I always like to see where people guessed, because sometimes it gives me ideas of where I could guess. But you can definitely click on you can't click on it, but you can copy it and go look and check out the playlist. One thing I will say about my approach to guesting is that many of you who are on this presentation live, many of you probably have a show of your own.

And because of that, you've likely been invited to be a guest on someone else's podcast, and we are celebrating that because that does count as you being a guest, a podcast guest on someone's show. But where I really think the benefit to business comes in is when you are proactively pitching yourself to be a guest on someone's show.

Who you don't really know, right? The way to expand your network and to grow your business is to step into spaces and get in front of new audiences that have never heard of you before. So while. We get credit for being a guest on someone's show if they invite us on. Where the real benefit comes is when we are proactively pitching ourselves in a very strategic way to achieve business goals, and that's really what we're gonna be focused on today, is being intentional with our guesting.

So high level, why should you be a guest on other people's podcasts? If you host a show of your own, what better place to find podcast listeners than when they are listening to a podcast? So just by default in the way that podcast listening works, if you show up as a guest on someone else's show, And if it's an aligned audience, people who would be inclined to follow you back to your own show, you're hitting them right at the point that they are actively listening.

They're in a podcast player and they can quickly pop over and listen to your show. So that's a win-win. In addition to that, you're actually creating content. So one, you are being ushered into the conversation

by an influencer. I do not mean Kim Kardashian level influence or what I mean is just by the nature of being a host of a podcast and having an audience that host influences their audience.

If they bring someone on and they highlight them as an expert, the audience is likely to envision. That person and perceive them to be a leader and an expert. So you're getting a check mark by your name of, oh, this person already vetted this guest. I'm gonna listen to them and I'm gonna give credence to what it is that they share with me.

In addition, the type of content that you are creating is very beneficial for a business owner. It is long form content. Most interviews go anywhere from 20 to 40 minutes, so the no and trust factor is definitely increased when a listener is able to get to know you. Often there are some personal questions that get asked when you are a podcast guest.

Really go to help that listener feel like they are developing a relationship with you and getting to know you beyond your expertise or the industry that you're. The content is ever green unless that host purposefully shuts down their podcast and removes it from their host. That content stays out there in a searchable fashion, in a discoverable fashion On.

Until the end of time, we would like to hope so. As that show is growing and they are attracting new listeners, those new listeners are finding you and discovering you without you really having to do much of anything. After you have recorded the interview and it's gone live. The content is also repurposeable, which means you can use it as the basis for SEO powered blog content on your website.

You can use it as social media content. You can create audiograms email newsletters, all based on the content from within that interview, which is pretty incredible. And then lastly, And to me, this is one of the most important pieces of it, but you can develop a really strong connection with the host.

So the beauty for me, I was interviewed recently, and the host is a podcast producer and talked about guesting as a PR strategy. And I'm like, I don't even like that because I feel like PR. Is very transactional in how people perceive it. We are actually connecting with humans, which as podcasters is something I think attracts us all to the medium, but being interviewed on someone else's show.

You can't underscore that impact enough. So these are all great reasons why you should guess on other shows. And candidly, it doesn't matter if you have a podcast or not, right? We have clients all the time who end up going on to launch their own show, but they don't come to us. Having a show of their own, they just know the business benefits of guesting.

So if you've launched a show or if you haven't, all of what I'm talking about today is going to be relevant to you inside of your business. So spoiler, what are the three ways to leverage Podcast guesting as a business owner? The first is growing your authority. Second is expanding your network, and third, growing your revenue.

So we're gonna touch on each of these and take you through a bit of a framework for each of them so you know how to position yourself and how to leverage that strategy. So before you ever send a pitch, These are the things that you really need to kind establish and define to make this strategy work.

First, define your objectives. So of those three strategies that we just listed, what's your primary goal? Are you building authority, growing your network, or growing revenue? And we'll talk about it. You can definitely accomplish all three at once, but at least define what your primary objective is going into your podcast guesting as a business strategy.

Number two, you wanna define the audience or the host that's gonna help you achieve that objective, right? What type of show should you be guessing on? And I'll share with you how. Uncover some of these ideas. As we go through this, you need to know the type of topic to pitch. I'm a big advocate that we don't send a podcast pitch that has five different options for the host to choose what topic is the best for their show, right?

They don't have time to figure out how to best position you, especially if they don't know you. So what's the best type of topic to pitch to reach that objective? And then finally, how do we measure the impact? We're all business owners, right? We wanna know, is this working, is it not? And how do we actually define.

So first building authority through podcast guesting. Couple of things about this. Again, we go back to that whole idea of an influencer, and I really like the idea of making the influencer be a regular person who hosts a podcast. They are inviting you on basically saying, this person is an expert. So this is the The situation of building authority that you wanna be in.

It's like when you speak on stages, right? Whoever's hosting the event decided to choose you as a speaker. So just by stepping up on that stage, there's authority in that space. You're demonstrating that you are a respected leader. You're showing up on a podcast, you're talking within your industry, and really showcasing to others that you are an expert.

You're a leader. And this is the important thing about the Building authority piece. If you're using guesting to do this, to build authority and thought leadership, it's actually far less about the actions that the listener is going to take at the end of the interview and more about the perceived value of that earned opportunity.

So even if the podcast that you're guesting on has very few listeners, but it is a. It is produced by a respected leader in your industry. You can still build authority by guesting on that show. And I'm gonna share a little bit about it with you. So that then begs the question, what types of shows should you guest on?

And these are some of the questions that will be helpful in you deciding the types of shows to search for and how to find some of these different opportunities. The first is, who are the other thought leaders in your. Think about the people that are go-tos that are influencers on LinkedIn.

Within your sphere of the industry, if there's people on Instagram or wherever it is that you interact the most, who are the people that kind of carry weight and are leading the charge in your industry? Do they host a podcast? Because if so, that's a podcast that should go on your two pitch list at some point, depending on how big it is for you to guest on or have these thought leaders guested on other shows.

If so, then just follow suit for some of those shows and you can build up your guesting resume to get to some of the really giant shows in your industry and you can search for them. We do this all the time with our clients. We go into Apple Podcast if we know there's a thought leader in one of our client spaces.

We search to see where they have guested on shows, and then we'll come up with a separate topic that's different, maybe complimentary to the one that the other thought leader shared, and we'll pitch our client to be a guest on that same show. So you can do a little bit of recon that way by identifying the thought leaders in your industry.

Number two, similar to number one, but who's speaking on industry stages? Who is hosting events within your industry and who is showing up there? Those are people to see where are they guesting? Are they hosting shows? Do the people that host the events that you love to attend, host a show of their own?

What a great way to network with them and get to know them by pitching to be a guest on their show and to pitch with real value, right? But it's a way for you to have this conversation with them. And if people are looking at these conferences that these industry leaders are hosting, they are likely also looking at the podcast.

They're produc. Lastly, a great question is are there industry shows that highlight leaders in your space? So are there well known associations? Are there organizations that bring together people within your niche? A lot of times there, I'm thinking locally, we have a chapter of nabo, which is the National Association of Women Business Owners, and there are chapters throughout our state, throughout the us.

Are there shows hosted by some of these organizations that it would make a sense for you to pitch and be a guest to? So those are some ways to identify the types of shows. If you're looking to build authority and to build your thought leadership, then what the heck am I gonna pitch? What is the topic that I am going to suggest?

So interestingly, in order to build authority, It's less how to topics and more focused on higher level thought leadership conversations. That's how you ideally want to position yourself. It doesn't always work that way. If a thought leader in your industry has a podcast and they are really highlighting how to conversations, then.

You follow suit and we'll have a how to conversation. But if there is flexibility in the types of content that these hosts are offering, I would always recommend you veer towards conversations around thought leadership and. Higher level thoughts. Think about today. If I would have suggested that I came on and show, I could show you exactly how to write a pitch.

I could even deconstruct a pitch that my team and I has sent and got accepted. But that really places me in a bit of a how to space and less in a thought leadership space. So I chose, Hey, how can you use this incredible strategy to grow a business That's a higher level conversation than the how. Now you can focus if it is a how to conversation on a really specific area of expertise, right?

So you wanna demonstrate a depth of knowledge, that's an option. I could share a conversation on how to really crush a podcast interview, right? What are the things that you need to do in order to create a relationship with a host and then convert listeners to come back to your own digital home?

Those are some more authority building convers. You can share your proven process or a framework if there's something that you take clients through or members of your program through, that allows you to demonstrate to listeners that, Hey, I've done this before. We get really great results, and we can rinse and repeat those results.

So it really brings confidence to what you are able to do within your industry. And then lastly, this is a really fun one and I love it because, it tends to help you have conversations that are a bit more exciting that listeners really do to listen to and share is what drives you crazy about your industry.

Are there things that some of those thought leaders are advocating for? That you think are bananas and that you really have a different approach. What is something that you do differently that can really help you shine and it actually can help you create content that is very shareable, where people are really intrigued and they want to hear what's your different take?

And then finally, how will you measure the impact of some of these authority building podcasts? You can definitely measure the number of shows that go live, incoming interview requests. A lot of times once you start to gain momentum and people see you as a guest on other people's shows, they start inviting you onto theirs.

Incoming speaking for requests. If you are networking and canoodling with people who are filling up stages at industry events. I like to measure it sometimes from the length of a sales cycle because if people come to me and they're brand new and then they see that I've guessed on a gazillion shows, likely, some of them are people that they respect, they don't need to get to know and trust me as much because that box is checked because they have someone that they already know and trust endorsing me.

And then you can even track organic search, is there an increase of traffic coming to your site? So these are all different ways to really measure. Are you growing your authority? So an example of what this looks like is myself and my goal at the beginning of 2022 was to increase our company's authority position, our thought leadership within the podcasting industry.

A lot of times I've guessed a. In service based conversations. So podcasts that talk to people that are running agencies or service based businesses. But I really wanted to cement our reputation in podcasting. And in order to do that, I thought I should connect with podcast producers, people who are coaching podcasters to grow their show, people who are well known in this industry as podcasting experts.

So I pitched myself and developed relat. With a lot of the people that you might already turn to in the podcasting industry and have been guests on their show. One of them hasn't gone live yet, but is coming. So this is just a small sampling of shows that I've guested on. In the middle right there is Jeremy Ends who spoke earlier today.

I came inside of his podcast Marketing Academy and did a training to the members of that group. So you can see I really. Was able to gain some traction in the podcasting space. So when people come to me and they have some wherewithal with who some of the thought leaders are in that industry, they recognize that Angie is now included in that.

The impact? First and foremost, I'm speaking to you today. Megan was one of the people that I actually reached out to to develop a relationship with you. I've gotten invitations to speak inside of private communities at different conferences and summits definitely have decreased the length of our sales cycle.

I just was introduced to someone on LinkedIn. Two days ago today, we had a discovery call and have agreed to work together moving forward, and that's because she found my show, saw that I had guested on other shows, and then saw a common connection of hours as a guest on my show. And she felt like she knew me and trusted me.

And then producers, we have podcast producers that we connect with and network with who share our services with their clients, which is incredible that they would be advocating for their clients to sign on to work with us. So that is the authority building approach and how you can leverage podcast guesting to do that.

The second. Way that you can leverage guesting is to grow your network. So this would be when you're connecting with hosts who serve similar audiences to yours, but in a complimentary way. So I would not be pitching myself to be a guest on a show that's hosted by someone who owns a podcast pitching and guesting agency that is not complimentary, that is identical to what I do.

What I would be doing is connecting with hosts who. Potentially working with people who are growing their bookkeeping agency because what I do as helping them grow their visibility can help them grow their business. So you're connecting with hosts who will work with some of the same types of people that you work with, but they're serving them differently.

You're actually using the interview as I get to know you opportunity rather than necessarily having to Convert the audience into clients or students or members, right? You are identifying who are the people that are leading groups of the types of people I like to work with. Since we love to work with people in the professional service business space.

I can pull out some of the niche groups of people that we love to work with, and I can connect with the host of the show if they are teaching, again, a specific group of these service providers, then I can share with them how guesting on other people's shows could help support them in growing their business.

So it's less about the audience, although. By the nature of it, you're gonna get in front of people who are ideal clients, but you're really using it as a way to increase the win-win relationships that you have with other people. Excuse me. So you're gonna curate, ideally, win-win relationships with both of you.

And that's why it's important to find people who serve the same type of client as you, but in a complimentary way. Because then what you do can help them and what they do can help you. And then the goal is after the interview, you identify collaborative opportunities that you all can have moving forward.

Even with, I gave the example of some of these podcast producers and we think about my relationship with Megan. I've been a guest on her podcast. She's gonna be a guest on my podcast. She has come into my private community. I have come on her virtual conference. So there are all types of collaborative opportunities that get almost Unfolded or revealed once you are connecting with the right types of people.

And the podcast is really just that pivotal moment to be able to have a discussion and see if you all align enough. And then another is you become great referral partners. So these are all things that you can benefit from when you expand your network. Now for this question, which types of shows should you guess on?

You should guess on the types of shows. That are hosted by people who talk to groups of your ideal clients. So it's that complimentary piece that's so important. Find people who serve the same types of people that you, but that they do different things to support them. That's why the work that I do as a podcast pitcher.

Whatever you wanna call it. Podcast strategist is really helpful because typically podcast producers aren't pitching their clients, but they see the value in it, right? So find those people who also host podcasts. And the last bullet, there's whose client success? Could be increased by the services or the product you offer.

Again, I go back to us positioning ourselves and really starting to collaborate with podcast producers. A producer wants to keep producing their client's podcast forever. The best way for that client to continue

having a podcast is to see that it is growing over time. And a great way to help that podcast grow over time is to guest on other people's shows.

So of course, producers are really open to the idea of sharing the work that we do with their clients because they know if they're guessing, they are likely going to grow. And if they grow, they're likely gonna stick with them for longer than if not. Then what are the topics that we are pitching? In this instance, the topic is actually less important than getting the yes.

So you wanna make sure you're pitching a really relevant topic, one that will get that host to say yes to you so that you can start to develop that relationship. A lot of times we will. Segment. We curate different types of topics for our clients. One of them is often a journey topic where you are just detailing how you got to where you are in business, or something you're doing behind the scenes in your business.

Now, sometimes that story is not really gonna attract your ideal client back to work with you. But if the person that you really wanna connect with is hosting a show that's just sharing behind the scenes conversations of other business owners, then you pull that journey topic out of your back pocket and you pitch it.

And then when y'all are recording, and then before you hit record and after you hit record, you start to develop a relationship. In that pitch, you clearly define the synergy that the two of you can have. So it's. You say, I see that you work with this type of client. I also work with them and I'm assuming that if they guested on more podcasts, they would grow their show.

So you very much in that pitch spell out why this topic is super relevant to their specific show. You align your pitch topic with the host and the listener's needs and more important. Especially for this type of pitch, when you're looking to network, be yourself, share your personality, because ultimately it's that human relationship that is going to breed some of these collaborations and impact moving forward.

So in that pitch, don't let it be a stale pitch, show up as you so they get a real sense of who the human is behind that pitch. How do you measure the impact when you're looking to grow your network? Who's referring people to you for your services? How many people came to you and inquired about the work that you do after having been referred from someone else?

So keep a note of that. We should all be tracking that. How are people coming to you? How are they finding you? Also, if you have a program or a product and you have an affiliate, Program that goes along

with it. How many people are signing up to be affiliates for those programs? How many of those are converting?

Those are all things to measure, to get insight into, am I growing my network and is this network actually helping grow my business? You can definitely track the collaborations that you have. And then also don't ignore the opportunity for the people that you meet. So the podcast host that you meet, you become great friends with them, great collaborators.

They also are probably well connected and can introduce you. To other people that could be great collaborators for you. So it's not just that they're gonna introduce you to potential clients, but they're likely to have the ability to introduce you to other influencers, other potential collaborators. So all of those ways are opportunities to measure impact.

So an example. This is Nikki Rouse. She is a former client of ours and a dear friend of mine. She runs a company called The Sales Maven, where she provides coaching and training in sales in how to sell and how to close deals. She's incredible. Her goal when she, oh, That goal is my goal. That is incorrect.

That was not her goal when she came to us. When she came to us, she had just launched her third book and she was looking to have more book sales and to lead more people back to working with her. She does one-on-one coaching and training and also has a membership community, so that's what she really wanted to achieve.

This is one example of a podcast interview that resulted in her growing her network that ultimately, Lead led to her actually growing her membership and booking more one-on-one clients. So we pitched her to a show hosted by Ed Kandia high income business writing. Again, this is a very niche space in terms of who Nikki works with.

She helps people close discovery calls do really consistent follow up. Much bigger things, but at the basis of it, she really helps people who have sales conversations learn how to make them more effective. Does she only work with copywriters or freelance writers? No, but obviously those people who are freelance writers are having sales conversations and it really helps Ed's business if she's able to come in and help those people close more of those high.

Income or high value deals, it helps his clients have success, so it made sense for her to be a guest on his show to talk about sales and discovery calls and how to close deals. That was back in 2020 when we first pitched her and she first appeared on Ed's show. Since then, she's definitely gotten referrals back to her own podcast.

Joining her membership and hiring her for private coaching on a consistent basis. So this is where that evergreen benefit of guessing comes into play. She has seen this since the interview went live in 2020. Now, this year Ed has just guessed on Nikki's show she's gonna be on his show again, and she also presented inside of his high level group mastermind.

So the relationship that was formed when the two of them first met, when she was a guest on his show. Has paid itself back both in clients, but also the relationship and the collaboration moving forward. So that's a great example of growing your network through a podcast interview. And lastly, we are business owners, right?

Increasing your revenue is probably a goal of some of us. And with this, you are looking to get in front of audiences of your ideal client with a goal of moving them along a path that leads them to ultimately, Having the option to work with you. So the podcast interview serves to deepen that, no and trust factor.

And your goal is to not pull those people away from the host because they can still continue to listen to the podcast host, but you really wanna attract them back to your digital home. The types of shows that you should guess on for these types of opportunities, they are your ideal clients. They are podcasts that are talking to the people that you love to work with.

But again, they need to be talking to them about something that is complimentary to what you offer, not the exact thing that you offer. So think about it. Who is speaking to a niche group of your ideal clients? Another niche group for me are speakers. So there's a lot of speaking coaches, public speaking coaches out there.

That's a great place for me to guess, because podcast guesting and speaking on stages are very complimentary to one another. So start to think about that. What are some of these more niche groups of ideal clients? What types of podcasts are your ideal clients listening to? If you have clients that you love, which I hope we all do, find out, what are the types of shows they're listening to in the business space?

Find out what they're tuning into, find out what other types of information they are looking for. They are listening to what other types of businesses are they paying for services for around the same time that they hire you and get in front of them at that moment. So I call it the tipping point.

You really understand. You really want to understand why clients come to you, why they sign up for you and your services, and then you need to show up. In the spaces when they are really starting to get close to hiring you. Okay. Interview topics. It's really aligning how the work that you do supports the host's bigger mission.

That's why sometimes guesting on shows that are in this niche space. If we go back to the bookkeeping type of podcast, so me guesting on shows that are speaking on how to grow a bookkeeping. I can share that you can grow your audience and you can grow the number of discovery calls that you can book by guesting on a podcast, and that will help the host of that show if they're talking about scaling your bookkeeping agency.

It makes sense. I am helping support their bigger mission. And then the topic also doesn't need to be the main point of the topic, but throughout the interview, one of your goals in order to convert listeners to come back to you is you need to overcome the objections that your ideal client needs to hear.

So if you already know that, especially for me, sometimes people wonder when am I expert enough to be able to guest on shows? I can tackle that in my interviews. That can be one of my responses to an answer. If I know that sometimes people don't recognize the benefit that podcast guesting could have on their business, I could present a conversation on the Three Ways to Leverage Podcast Guesting to grow your business.

So think about what it is that those listeners need to hear from you to be able to take that next step forward. And then how will you measure the impact? Any way that you normally measure leading up to sales conversations and actually booking clients. So if email subscribers, if you're selling via email, then you want to measure how many people are joining your list.

If you sell on discovery calls, how many people are booking calls? Revenue, you can absolutely track your revenue on a monthly. And if you host a show and your show is optimized for conversions so that people listen to your show and then they likely start moving down a path of working with you, then you want to make sure that you're tracking listenership, right?

Are you growing your podcast downloads as a result of you having guested on a number of podcasts? So a great example of growing your revenue is my friend Danielle Hayden. She was a client of ours for three years. She owns a company, bookkeeping agency called Kickstart Accounting. She came to us after she had launched a book called Profit Planner, which is almost like a DIY book for figuring out your financials and really understanding your numbers.

She also owns the bookkeeping agency where they do bookkeeping for clients. She wanted to increase her visibility and the sales, so her book sales and her bookkeeping services. So for this one, we positioned. On target in front of audiences of her ideal client, the types of businesses they love to work with, but initially, We were leading the listener to buy her book to buy this more DIY financial book and journal ish, and the thought was that them buying the book would eventually lead them to hiring them.

That didn't really happen because the people that wanted to DIY their financials were likely not going to outsource them, and the people who wanted to outsource them had no interest in buying the book. So we played around and we changed the call to action at the end of her interviews, and we thought, okay, let's offer the listeners a financial dashboard to where they can sign up, we can grow the email list, and then, Have this spreadsheet where they can plug numbers in and likely they might see that they're gonna need help.

That also didn't result in the impact that we were hoping, so we went straight to a book, a discovery call. At the end of her interviews, she shared exactly how listeners could get on a call with her or her team to talk about how to outsource services with Kickstart accounting. And I will say we landed very nicely in this space.

It converted very well. And we even hosted Danielle back on the Gopi Yourself Podcast couple of months ago to chat about how we navigated these different calls to action and the fact that in 2021, she was able to account 30% of her company's revenue from podcast interviews, from people who heard her on a show, scheduled a discovery call, and then booked their services.

So I would say that is a win-win in the revenue growth. Okay. Spoiler. You can do all of these during one interview. You just need to pick your primary goal on the front end. So for the authority piece, if that's what you're really looking to build, make sure you're choosing respected hosts that you're reaching out to and that you're pitching.

If you're looking to grow your network, make sure you're prepping for the interview and have a couple of ideas about how you and the host might be able to collaborate afterwards. And then be sure to keep in touch with them, have that relationship revenue. If you wanna grow that, make sure you're offering listeners a very clear next best step where they can connect with you and potentially work with you.

All right, that's what I have for you today. This picture is not showing up. It's just a smartphone being held. Ways that we can connect the Go Pitch Yourself podcast, which I know Tom mentioned. You can go over to our website, the [pod wise group.com/hi](https://podwise.com/hi) there. It's a page. You can see everything you need to know.

And then I am most active on LinkedIn at Angie. True. And that is what I have for you. And I would love to answer questions if we have time, and if anyone has them. Oh, we've got some time. And I've got some questions. Definitely. And if any, and if anybody else does please type them into the chat or the questions box or wherever you like, and we'll make sure I won't selfishly hug all of Angie's time to myself but first I do wanna say thank you on behalf of every podcast host who has ever received a canned pitch that sucked the work you're doing. So important. And just the approach of it being so win-win, and systematized is always amazing to see. Thank you. And on that note I wanted to talk about, I'm glad you reviewed that at the beginning, the different goals you can have for your podcast guesting.

In your opinion, should your goal for podcast guesting be the same as the goal you might have for your own podcast that you host? Or should they be the same? Can they be different? What's what's sort of your opinion on that? Yeah, they can be different really depending on what your business is. I had a call with someone in.

They. Are a part of a healthcare consultancy company where they have consultants that work with pharmaceutical companies, and what we uncovered was that they could really be using their podcast for networking to get in front of the key stakeholders that might ultimately decide to hire them, but then they could use guesting for thought leadership, right?

They could get on industry level shows to highlight. The physicians and the consultants, but it just, it didn't quite make sense for them to put out content that like patients would be interested in consuming. So yeah, you can definitely split up the approach. I love that. And I also, I love that something you pointed out was the value of reducing the length of your sales cycle.

I think that's one of the biggest and least talked about benefits of podcasting usually for business owners, professional service providers. Do you have any ideas on how someone can make that decision? If they're running a business, how do they determine what is gonna be the best goal for me?

Should it be authorities to be like, what's yeah. How do you advise people on making that choice? I think it comes from a higher level business discussion, right? So first of all, recognizing as you're planning your 2023 or your next year, like where are the gaps in our business and where do we know that we need to grow?

Do we need more leads coming in? If so, then you really focus on the revenue. , right? If you're doing business development, if you feel like you really need some people out there doing the work on your behalf, when you're not in front of people, then that's where the networking comes from. Authority

building, I was talking to a comms leader of a biotech company, and they have a couple of products in development that are gonna come out in the next year and a half.

They really just wanna build their authority and the technology that they're using so that it warms people up to the idea of what's coming out. Very cool. And thank you so much for sharing this. This was amazing. I took a bunch of notes as I usually do anytime that we speak everyone listening, thank you for joining us on this call.