

Desmond Dixon Transcript

Speaker 1 ([00:09](#)):

Hello everyone. Welcome to the on-demand content library in the Podcasting for Business Conference. I'm here with Desmond Dixon and we are going to be talking about his theory of guest obsession. Desmond, thank you so much for being here today.

Desmond ([00:22](#)):

So happy to be here. Let's go.

Speaker 1 ([00:24](#)):

Perfect. So this whole thing came up... I first heard the term guest obsession in the context of podcasting for a business. When you kindly joined me on the Business Podcast Blueprint Show for a conversation about something completely unrelated and you just happened to throw away, "Oh, guest obsession is the most important thing." And I was like, "Guest obsession? That sounds fascinating." What is it, and why is it so important?

Desmond ([00:45](#)):

Yeah, so it's literally looking at your guest as part of the most valuable asset for your podcast. Yes, sure, community, your audience, is really key, but having a deep rapport with your guests before they come on leads to a better conversation. Also, how you handle that interview and what happens after that interview can drive a deeper relationship. And usually people in the podcasting community have abundance mindsets, and it's just an easy network multiplier because usually these podcasts guests have access to more guests that you maybe like, or ideal customers; they might become customers. So it's just being obsessed with getting them and supporting them and really just following up with them. Yeah.

Speaker 1 ([01:28](#)):

Perfect. So let's talk about that in a little bit more detail. So let's go through the: inviting someone to your podcast journey, from the perspective of guest obsession. How does it start? Is it with the reach out? What does that look like?

Desmond ([01:40](#)):

Yeah, so I'm big on a value reach out. Like, "Hey, here's my intention of reaching out. Here's my authority, and I'm really curious to hear about what you have to say." So I don't reach out saying, "Hey, I want to talk about X, Y, Z with you." I allow them to, "What do you like? What fires you up? What can you share with the world relative to what this podcast is about?"

([02:04](#)):

So I pretty much give them the power to allow them to have some creative thought and get fired up for it. And then after... Because people are excited to talk about what they love, so it's easy to have this conversation. And then I'm a big fan of doing meet and greets before the actual podcast recording. I think it's important to sync energetically. Okay, great, we're going through chat either through LinkedIn or Twitter or Instagram or email and like, "Hey, let's move this conversation into a virtual meet or a

belly-to-belly just to see how well our chemistry is, and if we could come to terms on a final framework of what an episode could look like." So what my playbook looks like.

Speaker 1 ([02:48](#)):

Oh, it's a good playbook. I'm going to ask you even more details about it. So what kind of... Or is there any preparation that you do on your end before the actual interview? Say it's for a podcast; you've had your prep call, you know that it's going to be a good time, you've got a general idea of what you're talking about. What then do you do before having the actual conversation on your show?

Desmond ([03:07](#)):

So I like to review at least a little bit about the person. I try to not spoil my own curiosity because I still think that there's an art of curiosity to drive rapport deeper, like in your tone. It's almost like you're surprised a little bit on how specific a question can be. I believe that... My goal is for, at least my strategy for podcasting is, really to learn as much as I can. I pretend that I'm a person in the audience and I'm selfishly trying to understand new information. So I research to the point to understand, okay, what's this person's value to the world? But I try not to get too deep into their content, because I want to be able to ask the questions and keep the energy and that curiosity energy when I'm building rapport with them on the episode.

Speaker 1 ([03:57](#)):

I think that's really interesting. I'm not sure how hot of a debate there is, but there's definitely a debate on: do you prep your questions in advance for calls, or do you do them live and more off the cuff? I think that's an interesting take on it.

Desmond ([04:07](#)):

Yeah, yeah, yeah. I've done both. I've done the prepping, and I just found that I didn't use as much as I prep for. 'Cause I like... You're in the heat of the moment of the call, or the episode, and you're just, "Oh, that was really interesting. Let's unpack that a little bit more." That's just my style of podcasting, but there's no right or wrong, to be honest.

Speaker 1 ([04:31](#)):

Right. Well, let's talk about on the call itself now.

Desmond ([04:33](#)):

Yeah.

Speaker 1 ([04:34](#)):

So you get people on, and do you find you this, the guest obsession strategy or your personal strategy for podcasting, are you talking more often to people who have a lot of experience being a podcast guest, or are you talking to people who are much more new to the medium? And is there a difference in how you treat those conversations?

Desmond ([04:50](#)):

95% of the people I look to bring on the podcast have podcasts. And the reason for that is, one, they kind of understand how the podcast game works in terms of holding a conversation and just being

comfortable. They're very clear on it. And then also, I'm very strategic with that regard because I want to talk to people. At first, it was about, "Oh, they have an audience. They can help me grow my podcast because we can cross... I can crowdsource or growth hack this audience." But really it turned into the mindset, is another reason why I love interviewing podcasters. Because once again, I'm obsessed with guests and I'm like, "Okay, which are the best guests?" Hey guys, if you're not a podcaster and you get on podcasts as a guest, I'm not saying that you won't be a value.

[\(05:38\)](#):

But usually people who podcast, they think abundantly, because people are willing to give their time. I charge a lot of money for my time, but if someone reaches out to me and says, "Hey, do you want to be a guest on my podcast?" "Sure, why not?" Because other peoples helped me, who their time is worth so much money, to come on my show and give value. And then not only that, they also introduced me to other podcasters. And so when someone did... A guest podcaster came on my show and introduced me to someone voluntarily, didn't ask for it, just got a random three-way group message with someone. Now he's one of my really good friends, he's a client of mines now, from this introduction from a guest. I was like, "Man..." It sparked my mind of like, "Man, I just get to drive value to these people because they're giving me something really valuable, which is their time."

[\(06:27\)](#):

So I'm all about connections. And we met through a connection, right?

Speaker 1 [\(06:31\)](#):

We met through connection, yep.

Desmond [\(06:32\)](#):

So, yeah. So through podcasters, right?

[\(06:35\)](#):

So it's just this abundance mindset of, "How can I help this person outside of giving them exposure to my audience? How can I really serve them because I believe in them?" And then make that copy when I introduce them, "Here's why I believe in this person, and here's what I see of value for you in this connection." So I'm obsessed with it. I love it. I purposely, every day, look to make one connection a day. Well, if someone who's a guest on my podcast.

Speaker 1 [\(07:04\)](#):

That's a really good... Adding a little personal structure to the process of nurturing guest relationships. And I'd love to ask a little bit more about that, the follow up. So after a podcast interview, that it was a great conversation, everyone's excited to share it; but what happens on the backend maybe, for you, in terms of making those connections? Do you have a plan? Do you sit down and think, "Oh, I can introduce this person to this person and I could maybe ask for an introduction to this person"? Do you have a system in place for that or is it more, "This is what feels good in the moment"? How do you arrange it?

Desmond [\(07:35\)](#):

Yeah, so I do a lot of different things, really depending on the energy of the conversation. I hate to... I'm going to get real technical guys, but I'm just going to break it down into buckets, because people are still human. I still value humans. But I think it's important that I communicate that.

[\(07:49\)](#):

So people that I really vibe with and I'm like, there's some synergies. So maybe we serve some of our clients, or we're in the same ballpark. I put them in this bucket of, "Okay, these are my inner circle of people." And I'm like, "All right, I can grow with them." We're kind of in similar situations in terms of where we are in business and in life to a certain degree.

[\(08:11\)](#):

And then I have people in the middle bucket of, "Okay, we're in two different niches." Or, there's some commonality but we don't serve the same people. We may not have the same network. But, you know what they do, and I intentionally like, "Okay, well who do I know?" And I keep them top of mind. So I'm looking for opportunities for them.

[\(08:33\)](#):

And then there's the other people in another bucket, which I mean, I hate to say this, but this is part of the game, because it's a volume game. You're going to have people that just come on, give their thing. They're at a certain... Maybe they're super, super successful and they really don't need anything. They don't need introductions. I've interviewed some really amazing people and they didn't need anything from me really, other than, "Hey, thanks for letting me on the show." But for people in that regard though, what I'll try to do is like, "What other A-level people can I introduce them to?" Or what other podcasts would be great for them that might be bigger than my podcast. So that's what I do for those people that are really ultra successful. It's like, man, what... They already have teams and about to sell their company and they're just coming to give value and talk about their entrepreneurial journey.

[\(09:25\)](#):

So those are usually the three buckets. I'm a big fan of trying to make the connections within 48 hours of the recording, sometimes within the same day. Literally after you press the stop button on the record, we talk, we chat and I'm like, "Hey, what can I do to help you? Is there anyone I can make some connections for? What kind of clients are you looking for?" I just ask questions and let them say, "Oh, well I'm looking to get on more podcasts, or I'm looking for XYZ customers. I'm looking for conferences. I'm looking to solve this problem." And I try to connect them with problems literally right after the podcast, if I can. If I can't, then I try to do it within a day or two from that podcast.

[\(10:05\)](#):

So that's kind of my system, 'cause top of mind.

Speaker 1 [\(10:06\)](#):

Okay-

Desmond [\(10:07\)](#):

And then once again, the people in my inner circle, I keep doing it. I just...

Speaker 1 [\(10:11\)](#):

Yeah.

Desmond [\(10:13\)](#):

Every week, "What can I... Let me introduce to someone." Yeah.

Speaker 1 ([10:18](#)):

Oh, I love that. Taking that action on making the connection and nurturing the relationships immediately after recording; that's absolutely gold tip. That's a really nice way... That's something that can really easily be worked into a workflow, which I think is one of the things that makes it really excellent. So thank you for that. That is super interesting and super exciting.

([10:35](#)):

What about tools and technology? Do you bolster your efforts with any kind of project management system, tracking? How do you keep it all organized?

Desmond ([10:45](#)):

Well, CRM is everyone's best friend, hopefully, who's listening to the Business Podcasts Blueprint, or know about SOPs and workflows. So CRMs are pretty critical for any business function in my opinion. So I have everyone in pretty much my database or dashboard, and I have [inaudible 00:11:02] tags and labels. So I'll tackle by industry, sometimes I put people in terms of the lead like, "Yo, this is a dream client. I want to work with this guy."

([11:11](#)):

And when I have podcast guests I want to work with, I give them special, special attention. I give them special, special. So it's like I share their stuff, I comment on their things. I send people their way, like business; whatever I can do for them to be successful. I back up my desire for them to win with action. And that just drives relationship deeper. So there's some people who, yes, I want them to be a client of mine, and I'm fortunate enough to be fully-booked right now, but I'm like, "Man, I'm like, I'm about to release a startup." I'm like, "Yo, I'm going to go reach out to them and ask them to help me beta test out our software, while we're in stealth mode."

([11:51](#)):

And they'll say yes most likely, because we... You know what I mean? 'Cause the law of reciprocity. I've sent so much value their way that I have enough in the bank to ask for a favor, "Hey, can you introduce me to this person? Can you..." But you have to take that responsibility with care. You can't just be a taker. You have to be strategic with how you spend your social credit, so to speak.

Speaker 1 ([12:15](#)):

Well, I love that. And putting it in the frame of the social or the relationship bank account; put in value, put in value, put in value, before you extract. That's both good economic sense, and very, very good relationship sense.

Desmond ([12:27](#)):

Mm-hmm.

Speaker 1 ([12:29](#)):

Perfect. And so, for an example here, I'd love to hear a story or two. What are some of your favorite or most exciting connections that you've made using the guest obsession principle?

Desmond ([12:40](#)):

Man, I mean, let's just talk about how we're talking right now, just because it's really relative. I can go into how one of my favorite clients, I was going to invite her as a guest, and somehow we fell off

communication and we were still talking and she became a client. So a spoofed guest appearance, but ended up becoming a client. 'Cause it opens up the door to dialogue.

(13:04):

But I think the story I love the most relative to this show is, once again, someone introducing me to the person that we met, that introduced us, and he ended up turning into a client on something, and then I helped him get clients as well. So this abundance thing. And then he was like, "Hey, is there anything I could do for you?" I'm like, "Yo, I would love to get on more shows, meet more people who are doing... Like-minded people." He was like, "Oh, let me connect you with Megan."

(13:35):

So then he connects me with you and now we're here and it's our second thing and I get to give more value to your community, and who knows what the abundance chain will lead to. Someone might reach out and say, "Hey, I love this," and, "Let's do a podcast swapped," or whatever. So it's this constant flow that never stops.

Speaker 1 (13:53):

[inaudible 00:13:55].

Desmond (13:54):

And that was six months ago.

Speaker 1 (13:56):

It was. And I remember on the other side of it too, because I remember the person who introduced us, I met, and he's also going to be participating in the Podcasting for Business Conference. So I'm going to name names; look out for Karl Sona of Streamline Podcasting. He is fantastic.

(14:09):

Yeah, we met at the Podfest this past year, and he came also on the Business Podcast Blueprint Show. And then Ren hadn't been expecting it, but I got the introduction to you and then we had the prep call, which is of course part of your process to make sure that your conversations are high quality. And now look where we are. It's fantastic.

Desmond (14:26):

And who knows what this will lead to.

Speaker 1 (14:27):

[inaudible 00:14:28].

Desmond (14:28):

That's the best part about it. It's like an open ended story. We got to wrap this story up hopefully in a year or two, and can come back to it.

Speaker 1 (14:37):

No, I like that we can have the installments throughout the years, throughout the year. So for people who are watching this, of course they're attending the conference, they're getting all of this information.

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Hopefully not an overwhelming amount, but a lot to take on board and improve their business podcast. Do you have a single top piece of advice for people in terms of having these great guest relationships and nurturing them into something more? One takeaway they can walk home with?

Desmond ([15:00](#)):

There is no such thing as giving too much value to your guests. And once you do it once, it gets addicting. It is addicting. The amount of... I can't even explain it, but there's no such thing as too much value when you have amazing guests in your show. Show them some love. So that's my biggest piece of advice.

Speaker 1 ([15:24](#)):

Hey, perfect. Well, Desmond, thank you so much. Not only have you talked about how to come into podcasting with this open giving, value adding, abundance mindset, but to add some structure and workflow tips for it; what an amazing conversation. Thank you so much for your time.

Desmond ([15:39](#)):

Oh, thanks for having me. Had a blast.

Speaker 1 ([15:42](#)):

Perfect. And where can people find out more about you? Everything of course is going to be linked beneath this video, but where should people go?

Desmond ([15:48](#)):

Yeah, yeah. You can find me on LinkedIn. I'm pretty active on LinkedIn. And then if you're interested in a little bit of bore about my pod, it's Campfire Capitalism. You can check us out on all platforms. Then my company name is remotesalesmanager.io, so you can go check that out at remotesalesmanager.io.

Speaker 1 ([16:05](#)):

Perfect. Everyone, see you at the rest of the event.