

Bridgette Lyons:

Okay. So we talked a lot about visibility in this last panel discussion. And this next presenter I worked with closely. I worked with her team, I guess, a year and a half ago, two years ago for about a year. And her team helped me with my own visibility, and helped to match me with podcasts. So I could guest present on different podcasts. And this is actually where I met Mike Kim, because I was paired with his podcast, and I guested on his podcast and just hit it off with him. And I that's when I was like, "By the way, can you speak at our event?" And we became friends. And it wouldn't have happened if I didn't work with Brigitte Lyons and her team at Podcast Ally.

They booked so many podcasts for me that I just got so busy with shows going into maternity leave that I finally was like, "I have to hit pause because you are too good at your job. And I have too many bookings and I need to start to slow things down." And Rob and I are now working with them again for the Copywriter Club. And so if you're thinking about visibility, you'll want to definitely tune into this next presentation. So thank you, Brigitte.

That was a great introduction because I'm actually going to share some of the work I did with Kira and I never asked permission. So I take that as permission granted. Quick poll Who are my podcasters in this room? Oh my gosh we have so many podcasters in here. You are going to love and hate me by the end of this talk, because you might have a better understanding and awareness of the power that you have, and the people sitting next to you are probably going to ask you if they can be on your podcast. So my apologies, if you hate getting pitched, it's going to happen. It's pretty much inevitable when I talk about the power of leveraging other people's podcasts.

So what we're really going to be talking about today is how to guest onto other people's podcasts, not to start your own. Because frankly starting your own show is a ton of work, and you don't necessarily need to do that to get all of the different benefits. So this is going to be a really nuts and bolts kind of talk where I'm going to give you a high level overview about why podcasts, what is really so great about them, why we love them. I'm going to talk to you about when you give an interview, what it takes to get results. So what the difference is between people who get results and people who don't, and I'm actually going to give you our best tip for turning podcast listeners into actual paying clients.

Because for me, it's not just about awareness. We're here to build our businesses and grow and take to the next level. So I want to help you with that. Now, if I saw a couple phones up, anybody takes my photo today, I would love you to tag me because I live in a trailer. People often think I don't have a shower or access to clothing, but I do sometimes get out of athleisure and my staff would love to see it. Usually they only see me in a hoodie or a tank top when it's 94 degrees out. I run Podcast Ally, which is a podcast matchmaking service while living in this trailer and traveling the United States with my husband.

And so we might do a Skype call sitting outside of the Grand Canyon or the last month we were parked up in San Diego on the beach, really amazing. And the agency that I have working with podcasts has really enabled us to do this. And my job within that agency is mentorship. And that is a place that I just

love to be. So everything I'm talking about you today is what all of our clients here and what I drill into our staff. So they understand why we're doing, what we're doing. I always think it's important to start by laying the groundwork of what is it that makes podcast such an amazing venue for building up your platform. Because there's a lot of misconceptions out there about what podcasts can and can't do for you. And I got into this work after working in PR for, God it's been 20 years. So about 10 years when I started working with podcasts.

And I was working with a client and she had an online training business, like so many of you probably work with. She had Facebook ads, to a funnel, to a course the whole shebang, and she wanted a media logos to put on her website. So we were pitching her. We booked her on fast company, entrepreneur, Inc Forbes, all the major mainstream business press. And we also thought podcasts are starting up, let's try something out. We pitched her some podcasts and we booked her on a little show called Entrepreneurs on Fire. Yeah, this was about seven years ago now. A little harder to get on that show today than it was then. Janine emailed me after her episode came out and she said, "I can attribute 50K of revenue to that one podcast interview."

I've worked in major corporate PR my entire career, doing billings of like a hundred thousand a month for some of our corporate clients before I went on my own, never in my life in PR had I been able to attribute direct revenue to the media placements I was doing. That's just not really what PR is for. It's usually for brand awareness and name recognition. We don't get to measure our work in direct revenue. So of course I'm like, "Say what now, what happened?" And ever since that day, I have really dedicated myself to researching why, how did that happen, and how can we replicate that for more small business owners? And there's really three things about podcasts if you're going to go on them and leverage them that you need to know. First your copywriters, you know that hitting the right audience with the right message at the right time, is everything.

You want to speak deeply into the needs that your audience has. You don't want to be speaking to the crowd. We're always talking niche down, niche down, niche down, and that can be hard to do. But podcasts are communities that are popping up about real niche interests. I mean, that's why we're all here today. Everyone here at some point has interacted with the Copywriter Club the podcast, and every single industry group that you might want to reach out to has a group of podcasts talking specifically to them. So if you want to work with course creators or creative entrepreneurs, you might want to be on podcasts like Creative Minds Think Alike, where they are really talking about the desires, the pain points, the hopes and aspirations of that creative community. Or I know there's a lot of people here who work with SAS companies, or startups, or tech companies, or maybe even game developers.

So Indie Hackers is this really amazing podcast by Courtland Allen. And it came out of like a forum, an old school forum. And all they do is they talk to people who have boots, strap software companies about how they did it. So again, there's podcasts that reach deeply into every single kind of audience that you might want to be drawing into your business. The next thing is that podcasters are influencers in their own right. And this is something that I really wish that more people would pay attention to. So when we have clients come into work with us, they talk a lot about name recognition. And often they talk about

sales, because they've been on a podcast and they've made a sale from their podcast appearances. Very few of them come to me talking about relationship building.

But we know that relationship building is that rocket fuel that takes our businesses to the places that we didn't even imagine, where we get to explore new universes and new galaxies because we met that person who pulled us into an opportunity and it created something for us we couldn't have imagined possible before. And amazing thing is when you appear on a podcast, you are meeting that host as an equal. It's kind of different than when you meet your idol at a conference like this, which we love it. I love doing the conference circle, but with conference circuit. But when you at a conference and you meet somebody who might be a speaker who might want to talk to, there's a weird disparity, because you know who they are, but they don't know you.

When you go on that podcast, they've invited you into their space. They're actually hosting you, it levels the playing field. And that can be very powerful. So I don't need to tell you this story again. Kira already recounted it about how she and Mike actually met, because we pitched her onto his podcast. And I have so many client stories where they come back and they say, "We've had so many opportunities. I'm going to tell you another one of them that was just outstanding." And also people said, "I got invited to this Podcaster's birthday party. That was really cool." They made a brand new friend also having been on their podcast.

And the third point is where things get really interesting. And that's the listener engagement that you get on podcast. So I don't know about you, I'm a huge, huge TikTok consumer. I can sit in bed, scrolling TikTok, 20 minutes, 30 minutes, 40 minutes, sooner or later, the TikTok lady comes on and says, "Don't you think you should be going to bed now, I know you love scrolling." And I do. I love scrolling through TikTok, but a TikTok video might be 15 seconds, it might be a minute. The creator has a special enough account with followers, they might get three minutes. Maybe I watch that whole thing, but it's very rare that I'm going to take an action from just scrolling through TikTok. And it's because you have a lot of shallow content. I think this is also what happened with Janine when she was in fast company versus entrepreneurs on fire.

If you see an article like Fast Company, come through on your Facebook feed, you're going to read the headline, maybe read like the section headings, the headers you're going to skim it, you're not going to read the whole thing and spend a lot of time with it. That's not what we find with podcast audience. So first of all, we know that when people get sucked into podcasts, they consume a ton of content. About 30%, I think it's like 28% of Americans now listen to podcasts on a weekly basis. This is based on the most recent reporting that's been done into podcast audiences. I like to focus on those because those are the core contingent of podcast listeners. So what we know about that core contingent of podcast listeners is that they tune into eight episodes, eight episodes, every single week. On average you're listening to five different shows.

So five different podcasts and eight episodes across all of those podcasts. In fact, if you look at the chart, it's so wild how these numbers break down. So when people self-report and they say how many podcast

episodes do you listen to every week. Get about 11% saying I listen to one, about 15% saying I listen to two, 14% saying I listen to three, and then above that, the numbers just skyrocket off the chart. People who say, I listen to four or five it's 21%, six to 10 it's 19, and 11 or more 19%. Almost one of five people who listen to podcasts, listen to a dozen podcasts episodes every week. It's so wild, how people just get sucked into this content and they don't want to let it go.

They're also incredibly likely to finish every single episode they start. So they're not just starting an episode hitting play or downloading an episode, and then clicking away and doing the next thing. 93% of people are listening to the majority so that's half to all of every single podcast episode that they start. 93% of people are going to listen to the majority of every single podcast. So if I'm listening to eight episodes a week, I'm probably going to listen to the whole thing, start to finish. And your average podcast episode is 41 minutes long. And this is where I think we really see the results for people who appear on podcasts come to bear. Because we all know that when we do marketing, you have that whole no, like, and trust arc that you need people to go through.

So when you're on a podcast, you're being introduced to a new audience by somebody they trust, somebody that they're probably tuning into on a weekly basis, obsessed with their content, trusting them. It's like getting a referral from a friend, and then you have almost a full hour to tell stories, to get your message out there, to connect with that audience. And that's why we're finding that podcasts really move the needle for businesses in a way that traditional press she could never, she could never. I mean, I've had clients on today.com, on the bustle. I used to work with CNN and Bloomberg, we never saw anything like this from traditional media. So that kind of gives you a little preview on what it is that podcasts can do for you.

The first thing is drive direct revenue. So Jennie Nash is a longtime client of ours. She is a book coach, so she helps people finish their books. And she has a coaching company called Author Accelerator. We worked with Jennie when she was first transitioning from solo to launching her own coaching company where she had coaches. It had no name recognition whatsoever. And at the end of the first project we did together, she emailed me and said, "I tallied up the revenue that I got from our podcast appearances that you did for me, and it was \$50,000 of business." And the remarkable thing about this is that when you go to work with her company, the way she found this out is there's just a form. And it says, "How did you hear about us?"

You probably have one of those. I have one of those on my website. How did you hear about us? And people were actually writing in the names of the podcast that they'd heard her on. So this was podcast that people had recalled. Not only did they find her on this podcast and this brand new company where they couldn't have heard of it before, but they remembered enough when they signed up to actually put the name of the podcast in. And I think that's just like another testament to how you're able to have that full customer development process all through one interview.

We also say podcasts are amazing for building new relationships. So I want to give you another story. You already know Kira's. But one of the podcasts that we put Jennie on was the show called Self Publishing

Show. And this is the number one podcast for people who are looking to self-publish their own books. So we pitched Jennie to this podcast and booked her on there, which was kind of a feat because they just said, we'd never had a book coach on before. We usually not such a fan, but they really like Jenny's message, they booked her on. There's two hosts, one of the hosts, so the co-host of that show was in the process of writing his own book, working through his manuscript. He was so taken by Jennie in that episode, he said, "I'm going to hire you." So he hired her company, Author Accelerator then he blog about it two times his experience working with a company on their website, all positive, by the way, because we always worry about that a little bit, [inaudible 00:14:45] honest reviews.

Two positive blog posts. And then a year later, Mark Dawson, who's the figurehead of the brand came back to Jennie and said, "We've had such a good experience with you, we want you to teach a course on our platform." Now again, this is about a year into Jennie's new business. She didn't have any kind of brand recognition for Author Accelerator. She didn't have a big audience. So she was able to do a revenue sharing agreement with Self Publishing Show and Mark all because we cold pitched. She didn't know them, the person on our team pitching didn't know them. All came out of just an initial pitch. And this is the sort of thing that you can definitely have happened because your meeting is equals when you're a guest on a podcast. And the last thing I want to say to you is that you can also use your interviews to close leads.

So my biggest pet peeve in the world is when people say, "Well, yeah, but podcasts are just for lead generation. So I'm going to go on the show and I'm not going to share it on my Instagram, I'm not going to email my people." You will not believe how many clients we have that refuse to share their interviews. And it just drives me bonkers because we know when you share your press with the people who are already in your orbit, it closes deals. So another client of ours is a Facebook ads manager, Rita Barry. She has no Instagram, no personal Facebook page that she uses. She had a really great referral business. I'm sure a lot of people here have really great referral businesses, and maybe small to know social media. I sure do.

So she did something really smart. She put a press page with all her podcast appearances on her website. And what she found out is that people were because she didn't have a social media platform going in listening to those and getting to know her on a more personal level than they ever did before. So she said she had four clients who all told her, "I have been looking at your work. I was referred to you, but I was on the fence. And then I heard you on this podcast and I decided to sign up." She filled out all of her client spot, because she's one of those people, I only worked for like five people a year, really high end. So fill that up and then had a wait list just because she was appearing on these podcasts.

But of course there's a catch. Isn't there always a catch. There's got to be a catch. Like no marketing platform is this good. And I would be full of it if I told you there wasn't a catch with podcasts. And to think about that is I want you to think about what are your own listening habits. So if you're anything like me, you listen to podcasts while you're doing other things, me and everybody else. I listen to podcasts when I'm doing the dishes and when I'm out for a walk. So what you know about podcast audiences is that they're multitasking. They will take an action that you ask them to, but you have to give them a

really strong reason to take their hands out of the soapy water, probably with food residue on them rinse them off, dry them off, pull out their phone and type in your website.

And if you do not have a compelling enough reason to have them come along with you, you're not going to get any of those results that I just talked about. And this is what we see with about 90% of business owners who appear on podcasts. So that's the last thing I want to talk to you is how do you avoid that. So I know we've got some people who've appeared on podcast before. And anybody have a podcast interview coming up? Okay, awesome. This is for you because this is really where the rubber hits the road. So there's two things you really need to do to get the results. And I have analyzed every client who's told me, a client and prospect like what podcasts have worked for? You gotten the transcripts and analyzed what happened in those interviews. And there's really two things that if you make these happen, you're going to get results for the interview.

First, you have to wow that audience. A non-negotiable. I'm going to help you do that. And then you have to lay out the red carpet and let them know exactly where they need to go next. Wowing the audience is all about selecting the right interview topic from the very beginning. If you can nail your interview topic, before you go on the podcast, the rest is going to flow so, so naturally for you. So the best topics really speak to that problem that the audience is having. It speaks to something they want to achieve. I feel like you all know how to do this. I do not need to teach you how to figure out the pain point of your audience and help solve something. That is what you do in copywriting every single day. But you want to go past that a little bit because you also need to bring the podcast and their audience something they haven't heard before.

Some of the best ways to do this are to be a touch controversial or to offer a new take on an old problem. So you want to go to them and say, "you're having this problem all the time, I'm going to blow your mind. I'm going to help you approach this in a way that no one else has before." And I've actually got a couple of examples, real life examples of how we've done this. And then you also want to think about how can you bring in lots and lots of examples in case studies into your interview. So it could be if you're starting out and you haven't worked with a lot of clients, it could absolutely be your own example. You can put yourself in the role of the audience there with a transformation. But if you're working with clients, you want to think about what have I done with my clients? What has really wowed them.

And I'm actually trying to model that for you while I'm up here, because I really believe that you should practice what you teach, by telling you what we've done for our clients specifically because when you share stories, first of all humans connect to stories. We're emotional, kind of pack animals. But the other thing is that they will see themselves, the audience in the transformation you made for your clients. And you want them to see themselves in that transformation because that will help them take that next action that you want them to take. So I've got two examples for you here. One, Kira thank you for volunteering this tribute, even though you didn't know I was going to do this. So when we worked with Kira Hug, we were working with her own brand. We weren't working with a Copywriter Club. And you all probably know that Kira works with a lot of big names in the online marketing spaces and they all have really strong personal brands.

So that's kind of what we're doing, promoting these ideas around personal branding and we needed to go to podcasts and wow them with something they hadn't heard before about personal branding. Not always the easiest task, but when you have genius clients, it makes it easier. So we ended up working within Kira's weird trifecta framework. And when we pitched Mike who at the time, his podcast was called Brand You. So of course he's covered everything to do with personal and branding, so now you are the brand. We pitched him a topic on how you can embrace your inner weird. How do you bring forward those things about yourself that are a little weird and use those to connect with your audience. And it wasn't something that other people were talking about. And so that really became the linchpin of the campaign that we did for Kira.

Because personal branding boring, heard that a million times. How being your weird self can drive business and connect with audiences and land big name clients, okay now we're onto something, you've got to dig deeper. Or we worked with Jennie, her big thing is how do you actually finish that book that you've always wanted to write? So Jennie talks about authors having almost like a soul level calling to write a book, and that most authors feel like I have got to get this book out of me, but they start and stop their book maybe a dozen times before they ever complete a manuscript. And Jennie has some really unconventional advice that she gives to her writers in that circumstance, which is walk away. Because if you say I'm going to put my book in a drawer, metaphorically, or literally, and walk away from it and actually do so you'll be able to look back and say, "Okay, how did I feel? Do I feel relieved or do I feel regret?" And that will tell you whether or not you should enlist support to actually get your book done.

And so taking that unconventional spin, on a topic that writers have heard a million times of how to finally finish your book is how we were able to get Jennie those podcasts that led to all that revenue we talked about. And then from there you want to think about the next step, which is how do you lay out the red carpet? So the Oscars just happened. We all know the red carpet is symbolic, but it actually just also tells you where you would need to go. So I want you to imagine you've just given a podcast interview, you've made it all the way to the end. You're about 40 minutes in and the host asks, "So where can we find you?" This is where you blow it. Yeah, I'm really sorry to tell you, but if you don't practice or if you've haven't heard me talk, you're going to blow this moment.

You're going to give a very vague invitation that doesn't give any obvious benefit to the audience. You're going to rattle off way too many websites, way too quickly. So you're going to do something like, "so Brigitte where can my audience find you?" "Oh, well, you can find me at Podcast Ally, and I'm at Podcast Ally Instagram and Facebook and everywhere you want to find it and thank you so much. Bye." People tend to just rush right through that ending. They don't give any kind of obvious call to action. And you've just, you are leaving the audience like what the heck am I supposed to be doing?

So what you want to do instead is you want to take the audience by the hand and say here is exactly what you need to do next. I have been talking about how you need to walk away from your book, feel into how you feel. And you know what, if you still want to write your book after that, here's what you

want to do next. And ideally you want to make the audience feel like you created something special for them. So if it works, I'm actually going to try to play an invitation that Jennie gave. The host, read this for her, which was amazing. So you can kind of see how that works.

Speaker 3:

You have a special free challenge that you're sharing with our listeners and I'll give the listeners the link right now. It's authoraccelerator.com/diymfa. We will also put it in the show notes. But just in a nutshell Jennie, can you tell us a little bit what this challenge is and what listeners can get out of it?

Brigitte Lyons:

So what Jennie did for her interviews is, she took this challenge that she had run on Instagram, made it evergreen, and then we shared it with all of the podcast hosts before the interviews. Now having the host promote it for you like this, and give you that lead in is the gold standard. That doesn't always happen, but you want to be prepared to say, okay, what is that next logical step, create something ahead of time, and again, draw people by the hand. So after this Jennie went on for about a minute to describe her challenge and give the website, and invite people to come over.

The strongest called action, you can bring your podcast can be something like that. It can be a challenge, can absolutely be a lead magnet or a freebie. So if you have scripts or tactics that you give to people. All the stuff that we already learn in lead generation that all works. But I also want you to think about if the next step is actually work with me. It can be incredibly effective to go on a podcast and say, "If you've really been loving everything I've been talking about today, you can actually come over my website and book a consult." Because you do not have to further market to podcast audiences to sell to them.

You've already been introduced to them by somebody they trust, you've gotten a referral, you've gotten them to like you to know you heard all your case studies. You could absolutely go on a podcast and just sell your heart out in that moment, ask for this sale. And we have seen so many people including me do that on podcasts and actually be able to attribute direct revenue back to it. So if you don't want to create a bunch of freebies, you don't have to. Another thing I really like is when people just say, you know what, I've put together a page of all the resources we've covered today. And this works really well because there's a lag time between when you give the interview and when it comes out. It's a minimum of about two weeks, but on average, it's two months from when you do the interview to when the podcast airs.

So you have time to put that page together, think about what you might want to be put on it. And if you don't know ahead of time, what should that be, you can think back to the major things of the interview. It also is cool because you can use a special URL for those pages and then evolve it as your business evolves. So if you're testing out different lead magnets and one is really working, you can absolutely switch it up because you've just promised resources on this page. So our client, Christina Scalera was on Gold Digger and this is exactly what she did.

Speaker 4:

So where can everybody connect with you, and find you and work with you?

Speaker 5:

Yeah. So I'm at thecontractshop.com. And if it's okay, we want to give your listeners a couple different resources. And so if you are having questions about how to get legit, or what your contract needs to have in it, I'm going to give you all the freebies that we actually give away right now. So you won't have to hunt them down on Facebook or anything. That's at thecontractshop.com/golddigger. Like the podcast.

Speaker 4:

I love it.

Brigitte Lyons:

So what Christina did that was so smart is she gave her URL and the slug. The part after your main URL was the name of the podcast. And that's a really nice way to make the podcast audience feel like you created something special for them, even honestly, if you haven't. Even if you're directing all of those audiences to the same thing, it's just such a nice moment to be able to say, "I've created these resources, Jenna, just for you come grab them." And then the audience is not confused. They know where to go. And then also in that clip, I don't know if you caught it, but she repeated her URL twice. Because again, you've got audiences who are multitasking. So if you want them to take an action, you have to give them time to process what you're asking them to do.

So if somebody is of course doing the dishes or out walking their dog, you need to be able to queue up for them that you're asking them to do something, that you're making it an invitation and then give them time to actually kind of get out a pad of paper, or their computer or whatever they're going to do to write it down. Because they're not going to click through the show notes. They're going to type it directly into the search bar. So you need to give them time to pull it out, process it and then be able to type it in. So you want to give your URL twice for sure. Every time.

So to wrap it up, what I want to leave you with here is that it can be a lot to start putting yourself out there in this way. Absolutely. And whenever people are going in a podcast for the first time, we always really just encourage them to start with a friendly voice. Somebody you know, somebody you trust and who trusts you. So if you want to take out your phone right now, in fact, and text somebody and say, "I'm at this event and this woman Brigitte just told me how badass your podcast is. I'm going to pitch you when I get home if that's okay." I would love for you to do that. But definitely reach out to a friend, somebody you know, who hosts a podcast and see if you can just make that first one happen. Just make that first one happen.

You will feel nervous, you won't know how to start. It's okay. It's okay. They are there to make you look good to serve the audience. And as long as that's what you're focused on, it will all be good. And to give you some steps to prep, I just want you to remember do your research. Look into that podcast in its audience and think, how can you wow them? What is one thing that you can help them with? Don't try to help them solve all of their marketing problems, all their copywriting problems. What's one thing you can bring to that audience that will make a transformation in their life for their business. You want to think through what that best next step is for them to take after the interview, practice this call to action.

If you haven't done something like this before it is going to feel so awkward to sell yourself in this way. Trust me, I know. So practice, practice, practice. And then when you show up, just trust that all that preparation will have paid off and have fun. Podcast interviews are so fun because you're able to talk to people who are just as passionate about the work that you do as you are. And that's why we find that so many of our podcast clients and the hosts end up becoming friends, because they really have an amazing connection by the end of the hour. All right. Well thank you so much. If you have any questions, I'll be around.