

Episode 80: Secrets to Launching a Profitable Podcast for your Business with Courtney Elmer

[00:00:00] Hello, everyone with me today is honestly one of the most impressive people. I know Courtney Elmer, Courtney has an [00:01:00] amazing background in Herb's of being just a crazy smart business owner, a cancer survivor, and, James Webb Moore award winner. but stepping back, got to know our, I, was seeing Courtney success years ago, was lucky enough to have become friends with her over the years.

And. Courtney is one of those business owners, visionaries entrepreneurs, who is smart enough and talented enough to really build a business in any direction that can help people. And I know that she's. Such a heart for helping people that she's picked great way of helping people build systems in their businesses, helping up business owners, but, Courtney correct me if I'm wrong with a timeline here about a year or so ago, you also went down this direction of helping people with podcasts.

Yes. It's actually been almost two years, Joey, almost two years. Wow. Since COVID times nobody knows how long [00:02:00] it is anymore. Yeah. Yeah. Let's pray for everybody. I feel like that's just a really great. Initial rabbit hole that we can go down. out of all of the ways that you could help business owners, can you give us the story and the background of, how the topic of podcasts kind of fell into your lap and while you're still running with it?

Yes, totally. But first, do I have to thank you for letting me be here today with you and your community. This is just such a treat for me. And I always just look forward to the times when I get to connect with you, because I think. All the same things about you and your team and the work that you guys are doing.

So thank you for this. And yeah, you know, it's been an interesting journey. Like most of us as entrepreneurs, I would say interesting is probably an understatement to describe our journey in the business world. But for me back when we launched our company, we really were focused on life coaching. That was kind of where we got our start and through the years, as we've learned, as we've grown and [00:03:00] as we've learned.

Uncover our unique zone of genius. As a team, as a company, we've recognized our ability to really help business owners. As you said, with systems, with helping them build a well-oiled machine that can run without them so that they can do what they do best and just be the visionary of their business. And so a couple of years ago, we launched a podcast of our own because I was at the time of my son was really young.

He was home with me full time. And there were so many days where like the only time that I could get just a little reprieve was to strap him in his stroller. We'd go for like five mile walks around the neighborhood. I'd pop in my AirPods. And I would just listen to podcasts because I was just trying to learn and grow as quickly as I could.

And it dawned on me. I said, gosh, instead of sitting here listening to all these amazing people, share their knowledge every week. What if I can do the same thing? What if I could essentially build my own stage and create that deeper connection with my community that I just [00:04:00] wasn't getting on social media.

And so I decided, okay, I'm going to go all in. I'm going to launch a podcast. I had no idea what I was doing, but I was fortunate enough to be connected with some different people who were also podcasters in the business space, who gave me some tips along the way. And I kind of just compiled all of these ideas, all the research that I had done and put together this plan to launch a show.

And so we launched that show. Never in my wildest dreams that I expect what happened next, but we got over 60, I think it was 65 global five-star reviews within the first few days of launching, we shot to the top of the charts. People left and right, were reaching out saying, oh my gosh, I heard your podcast.

This is amazing. This is the show I've been looking for. Where have you been, you know, in all of this incredible feedback. And that was a little bit over two years ago. And I haven't looked back. So what was interesting was that after we launched that show, different people started reaching out to me. You were one of them, Joey, I'll never forget.

You sent me this message, like Courtney [00:05:00] thinking of launching a show, really excited about this, but what did you do to get those results? And can you teach me? So we were getting messages like this and I'm like, look, let me just be a smart business owner here. And instead of teaching all these people, one by one, what to do.

Let me put together a small focus group. And let me see if I can help them launch their shows and figure out how to do the same thing we did and get those same results. So we did that. I taught them over the course of six weeks. What's now the effortless podcasting formula and they got better results than we did.

I know Joe, you like crushed it. You were like, we got over a hundred, five star reviews and we did this and that is the best sales month ever. And I'm like, well, dang. I think I'm onto something. You guys so, so good. And, I love it. Whenever something like this is able to happen on the show where I bring someone on and it helps reveal like some of our own story and the success that we've had.

there have been countless people who have reached out to me and [00:06:00] said great podcast. I don't know how you did it. I don't know how you did whatever. you're looking at her. Or listening to her if you're listening to the podcast. so I'm really, really excited. I know that this is a really, really in demand topic right now.

but, back to the story, so that was all still two or so. Yes. And so what has developed since then has become a full blown coaching experience really is what it is, where we've created a world-class program, where we help business owners, launch podcasts, and truthfully, for the longest time in my business, I'll be completely honest with you.

I was like, this is not something I ever saw myself teaching. It kind of came out of left field. How does. Link this with what we do on the system side, right? We're known for systems and helping people streamline and creating an effortless business and working smarter, not harder as cliché as that is, but that's truthfully what we do.

And then it clicked one day and I said, you know what? Podcasting fits beautifully because all we're teaching people how to [00:07:00] do is how to install a podcast in their marketing funnel as a marketing system for their business. And then I was like, okay, this guy's parted the angels sing. And I'm like, nah, this is what we do.

This is how we can help you. You know? So yeah, that's really, where we're focused right now because there's so many business owners, particularly now, since COVID post pandemic who are operating online. And maybe more than they were pre pandemic. Maybe they've just entered the online space.

They're looking to get more visible. My point, being that there's more competition than ever, and it's harder to get people's attention. It's harder to grab people's eyeballs. You know, people scroll so quickly and it's really tough if you're an expert in your industry to distill all that, you know, into a 15, second Instagram real.

And it's like, gosh, how do I impart all that? I know to really help people in these quick little video clips and [00:08:00] things and mediums that most of us have learned to rely on for visibility in our business. And so that's one of the reasons why I'm so passionate about podcasting is because even though it's been around since 2004, Only recently has it really started to become a trend.

People are starting to recognize how powerful it is. I saw this statistic the other day, and this was before Netflix lost all of its Cisco subscribers. Okay. So what I'm about to say was like dating this like Exodus from Netflix. Okay. But what they said was that in the U S alone, there were. People who've listened to podcasts than subscribers to Netflix.

Wow. And I was like, wow, that's pretty amazing. And then there's another statistic I just saw that said that there is going to be, I think there's about 120 million listeners in the us right now. But by the end of 2022, it's going to be 160 million us. We're not even talking globally. [00:09:00] So this is a new medium where people are learning and consuming information.

And it is a platform where when you can position yourself as an expert within that platform, you're suddenly an instantly elevate your credibility and you're able to be seen truly as that thought leader and imagine what that can do for your business, versus being on social media or Instagram and competing with everyone.

Yeah. For the, your audience's attention, right? That's a different game altogether. Absolutely. And speaking of social media, you and I were talking before we went live about how I work with a lot of service-based business owners and how have so many conversations with, clients or does colleagues who were saying, you know, everyone's telling.

To be as present as I can be on social media. And I'm trying as hard as I can to, be visible, to stand out. but either it, just seems like [00:10:00] it's not working or, you know, when I really look at my numbers and where my like sales calls and intake calls and things are coming from it's all from referrals.

So can you, speak to how, because again, we talked about this before we went live there. There can be this like overlapping benefit to podcasts especially if, your business is already relying or depending, on referrals to an extent. Yeah. And to do that, Joey, let me paint a picture too, of social media and how difficult it is truly to utilize social media.

To stand out and to grow a business. And so for a minute, I want you listening to just think of your social media right now, and think of the efforts that you're putting forth on social media. And like you said, Joe, you might, maybe you're showing up every day, you know, you're in your Instagram stories, you're doing lives.

You might be doing real. You're trying to put out high quality posts. You're trying to figure out hashtags. You're trying to [00:11:00] do all of these things while running your business. And one of the. Frustrations that I hear from business owners is that I didn't get into. To be a marketer yet. Yes. That's a skill we have to learn.

And at the same time, sometimes it can become all consuming and take us away from the thing. We're really good at the thing we got into business for in the first place. And that can become such a point of frustration because we feel this tug of war between needing to be visible. We know that we need to be visible in order to get leads, to get customers, but then at the same time, Not having the time thing and with the mental capacity or frankly, even the desire to be spending all of that time on social media and to make matters worse.

Social media is a one hit wonder marketing strategy in order to stay continually relevant, you have to continually [00:12:00] produce good content. But who judges that content as good it's in the eye of the Boulder. Right? And when you're competing with everyone else for other, for their attention, then quickly you become a commodity.

Your content becomes commoditized. And so you're simply just competing in a game that quite honestly is extremely difficult to win. And for as business owners, we're often told, well, you need to have a presence on social media. You need to be visible, right? That's the future social media is like your resume nowadays.

You know, people are going to look you up there first. And while that may be true, You don't need to have as big a following as you think, or even be as active as you think on social media for people to simply look you up and say, okay, this person's legit. They got a couple of thousand followers. Maybe, they're out

there doing something they've posted fairly recently, but not having to always be pumping out content.

And so what I always invite people to consider is to look at your social [00:13:00] media strategy right now. What are you doing for marketing? Whether it's paid or organic or a combination of both, Facebook ads, organic posts on Facebook or Instagram, for example, how effective is that in terms of bringing you leads in sales right now?

Are you making money from your social. And if the answer is no or not much, or not as much as I'd like to be, then why are you spending your time there? And what if there were a far more effective way to reach those people, to build deeper connections with them, to create know like, and trust for free and shorten the time collapse the window of time that it normally takes a cold lead to go from cold lead to ready to buy for.

Hot and warm and ready to buy. And so this is the power of podcasting because unlike social media, when you put out a podcast episode, suddenly that person who looks at you with. Who's [00:14:00] interested in learning from you and they see that you have a podcast, they can go down that rabbit hole with you and they can learn from you and Joey.

I don't know if you're like this, but I have done this more times than I can count when I find a podcast that I really like. And I just kind of feel like this is a cool host. Like I want to get to know this person there. I want to learn from them. I go back and I go. Episode one. Sometimes I don't care if this person's been podcasting for years and years and years, I go as far back as I can and start listening because I just want to learn.

I want to absorb. And so when you imagine, if you now are the host and you have a show where you were suddenly that person for someone. Someone who might be a little further back than you in business. Right. And they find you and they're like, this person has exactly what I need to learn. I want to learn from them.

I want to get to know them. I'm going to start listening. I'm going to go back to their episode one and start binging. But let's say you created episode one, two years ago, that content is evergreen. It is out there working for you [00:15:00] 24 7 building know like trust and being kind of your virtual 24 7 salesperson essentially.

Attracting people to you shortening that window of time because they get to know you so well through an episode, and then becoming part of your community in a way that social media just can't do. And so that's just one way that podcasting can essentially replace some of the ineffective marketing strategies that you might be doing in your business right now.

And I always say that I'm like, look, it's not a matter of, sitting here and looking at what you're doing and trying to do more. We're trying to do. Let's just okay. Posts on social media, aren't working. So let's try reels, right. Or let's switch to doing carousel. Let's switch like continually switching, but keeping within social media.

What if it's about just playing a different game altogether? And so that's really what you have to consider because as a visionary leader and as a business owner, Yes, you might be working in the business right now, but you were also the leader [00:16:00] of that business. And so it's your responsibility to step back and take a look at what actually is effective and what's not.

And what do I stand to lose by shifting gears? If shifting gears to something else could prove to be that much more effective.

if you have a pulse and you listen to Courtney, talk about this stuff, you really quickly get some like, heck yes, I want to do this fives. And more and more business owners, whether they know of Courtney's great strategies or not are saying yes to podcasting. so let's go there now, Courtney, when people are saying, yes, I want to do this.

And either I've kind of started to do something, but I want to really level it up or more commonly. I haven't done it yet. It seemed really overwhelming, but I'm really committed to making this work. Can you share some of the insider secrets that you've unpacked and are now sharing with your students, with the people inside your programs, that you were kind enough to let me in on?

what are the things that people. Tend to not think about, or [00:17:00] don't even realize it's so important when they take these first steps getting the podcast launched. Yes. Oh, I love this question and I'm really glad you bring this up because this is important because like you said, often in business, we feel these impulses, right?

Podcasts. Okay. That sounds great. I want to do a podcast. Okay. LA, this is like the sign I've been looking for. Right. We kind of get this energy and we get this spark and we feel this excitement and we're like, maybe that could be the golden

ticket that I've been looking for. And so what happens is, and this has happened to me more times than I'd like to admit in business, but what happens based on experience is that, you know, we often get these ideas.

We go for it without a whole lot of understanding of how. It particularly works or how we can potentially leverage it to the best of our ability with our unique angle and what we teach, what we do to provide for the market that we provide it for. And we fail to consider all of these ramifications, right.

We fail to consider all of these different variables. And we just go for it. And this is the mistake that I see so many [00:18:00] business owners making when they, launch a podcast and use the word launch very loosely, because really what they're doing is they're recording something. They're uploading it.

They're hitting publish on apple and they're calling it a podcast launch. And that's the furthest thing from a launch. And that is going to send your show to the apple grief. And it breaks my heart because what happens is these people who do that, they get excited. They just go for it. You know, as entrepreneurs, we usually just start to take action type of people.

So we're just going to take the action and figure it out later, they hit publish. They wait for people to listen. They wonder why nobody's finding them. They wonder why this podcast, this was supposed to be this great thing. Why. Am I just talking to crickets. Goodness. I'm not going to spend my time recording episodes for people every week.

That's tough, too time consuming. I'm just going to quit. And this is why statistically, most podcasters quit by episode six

Z. Isn't that crazy? But it breaks my heart joy because what happens is, and you know, our brains are meaning [00:19:00] making machines, right? So what typically will think is, well, gosh, maybe. Maybe it has something to do with me. Maybe I'm just not as good of a speaker as I thought, or maybe my message isn't as powerful as it is, as it are.

Maybe people just didn't care or whatever it is, and that rejection can cut so deep and it can really undermine our ability to show up in other areas of our life of our business. It kind of affects us on a very deep and psychological level, but the truth is it had nothing to do with that podcast hose.

It had absolutely nothing to do with their content or their messaging, and it had everything to do with the simple fact that they. Properly position, their show.

They didn't launch their show and they didn't create their content with the intention of taking those listeners and converting them to list subscribers or to part of their community.

want to slow down, back up and like underline everything that you just said, because. Chances are, if you thought about podcasting before, or maybe you even taken some to do it yourself, [00:20:00] all of your attention is how in the heck am I going to actually set this up? How can I make the tech work? How can I find the right microphone?

So that this works correctly. The people that are knocking on your door, getting in your inbox, saying I can help you are highlighting things. Let's make sure that your audio is really clean. We can make sure that the podcast is, being shown on iTunes and the, other iTunes options.

And let's make sure that we have the transcriptions available. There's so much achievement to setting it up that like, if we were back in school and you set up a podcast, you would get the A, but like business, It's not enough just to build it and have it successfully work. It also has to attract people.

And Courtney might be the only person that I know, which is why I'm so excited to be bringing her onto the show today, who actually says, okay, how can we make sure that you don't just have a podcast that works and sounds good, but attracts [00:21:00] people and is good for your. Yeah. And you know why? Because I don't care how good your podcasts sounds.

I don't care how beautiful your cover art is. I don't care how pretty your picture is on the, cover of the art or whatever it is. All of those things are amazing. And of course, we want to make you look good and sound good and to sound professional. And that's important when it comes to people, hearing you and perceiving you as an expert.

Right. But all of those things don't matter. If your listeners can't find you. If you're not properly positioned to be able to have those people out there who are waiting a promise, you, there are waiting for what you have to offer, but if they can't find you, then it doesn't matter how much one you paid on your microphone.

How much time you spent recording, how great of a job your editor did, or how long you spent editing your episodes. None of that matters. If those people can never find you to listen in the first. Yeah. So this is why the positioning piece

and the launch piece is so important. And you know, our [00:22:00] company is the effortless life.

So we really strive to make sure. Easy for people, particularly business owners, because you're busy. You don't need to sit there and Google and try to figure out all of these different components for yourself and try. It's like, that's like trying to piece together a puzzle without the box. And it's like, you know, those thousand piece jigsaw puzzles.

And you're like, oh my gosh, where do I even begin? And so, yeah, podcasting can feel like quite a steep learning curve in the beginning. If you don't have that box, that NPS of that picture to know. This is where we're headed and this is how we put those pieces together. So that the way that I typically break it down is into three phases.

There's a create phase of your show. There's the launch phase. And then there's the leverage phase. And so what I see happening in the industry most often, and I, believe, you know, I've really just give everyone the benefit that it, I believe people are well-intentioned. Yeah. And the podcasters that I see teaching podcasts.

Are only teaching you how to create, [00:23:00] right. They don't teach you how to launch and they don't teach you how to leverage particularly for business. And so this is where we come in and we say, yeah, okay, we're going to help you with choosing a microphone. That's going to fit your needs. We're going to help you figure out the editing piece of it.

We're going to help you with your cover art and what to say in your intro and your description and all of those things. And we're also going to help you structure your episode so that every minute of time that you spend recording. You are increasing your chances of taking that listener and bringing them into your community on your email list, converting them to a customer, creating that high converting content.

That's going to turn your listener base. Into your customer base. We're also going to show you how to position your show and how to choose the best name and talking about keywords and how all of these things tie in to help those people out there who are waiting for you to actually find you, you know, example I often give is, you know, if you type weight loss into apple, uh, hundreds of podcasts pull up, [00:24:00] apple only shows you the top two.

And you can look and immediately see there's podcasts on keto. There's podcasts on mindset for weight loss, there's podcasts for weight loss for people over 50, or for women or for men or for whatever it might be. There's all these different angles. So what we do is we come in and we help you figure out, okay, what is my unique offering against what's already out there in the marketplace?

And now how can we strategically position you? So that when someone types, what you do into apple, that you will always pop up in that top 200 and that they will find you and that they will be attracted to you because you're speaking to them and you're like, oh gosh, this is the podcast for me. And this is what I've been looking for.

And they click, they see your cover or they open, they read, they go down that rabbit hole with you. Like, that's what we want. So that's where we really spend, a good solid three to four weeks. And this create phase, this is so important. Cause again, a lot of people say, and I think we'd all agree.

there's really no point in [00:25:00] creating a podcast if nobody listens, but it's not a matter of knowing, you know, okay. How am I going to get people to listen? It's simply a matter of knowing how to create a show worth listening to and visible ones that people can find. Right. So then once you've got those foundational elements in place, Awesome.

So then we can move on to actually launching that show. And this is the next piece of the equation where, like I said, a lot of mistake, a lot of people make is just hitting that publish button and saying, okay, it's live guys.

I just started a podcast. Like, go, listen, it's here. It's there. And then they might get like two likes on that post. And they're like, oh my gosh, did I just make a big mistake? You know, whatever. And so the launch phase is where we look at. Who's already in your community, who loves you, who supports you, even if it's your grandma.

I don't care if it's your grandma who is there, that is always there for you, who is backing you and who wants to see you succeed? This might be friends, colleagues, family members, people in your existing community, people on your email list, people on your social media. We go out [00:26:00] to all of those people and help them.

Get them involved in your launch process, help them see behind the scenes of what you're creating, get them invested, get them excited so that when your show launches, you already have the support they're backing you to really help

boost you within the algorithm. Because unfortunately there's an algorithm to, for, for podcasts, just like social media, but it's easy when you know how to navigate it.

It's easy when you know how to live. And so really this simply boils down to a few simple steps to getting your existing community involved in your launch. Publishing your show with a very strategic approach to the day and time that you're publishing it. And then watching your show rise up the ranks and up the charts.

And so when that happens, you're suddenly not on this level playing field with everybody else. Who's just hitting publish. You are like stories above them and you are starting your show from a [00:27:00] much higher playing field or much higher positioning. That's going to help your longterm. Yeah. And w I also want to say too, once you have done that successful launch, not only does that obviously help you with the launch, but just speaking business owner to business owner, to all of you that also can turn into amazing social proof that you can use.

Everywhere. The fact that you have, this many reviews on your podcast, the fact that, that's something that you can put on your homepage or about page something that you can refer to. It's something that, if you're going in the direction of wanting to on certain stages, you can highlight that and in the bio or what you send them.

it has so many benefits beyond. Just shorter term. Yeah, it's an instant credibility building. Yeah. And then from there, once you launch, I mean, the pathway is wide open in terms of monetization. So that's where we really just shift gears a bit. Now that your show is up, you're finding [00:28:00] your rhythm.

You're like, all right, this is kind of fun. I could see myself doing this for a while. This is great. Then we really help you with the monetization piece. And as a business owner, you have such an incredible opportunity to monetize because a lot of people think monetization is about ads and sponsorships.

And the truth is you have to have a certain number of downloads before advertisers respond. Those sponsors will even look at you. Right. And so, yeah, and so that's discouraging for people because they think, gosh, I'm going to have the podcast for forever before I can even make money from this. And that's not true at all.

Especially as a business owner, When you, and this ties back to knowing how to create high converting content and that create peace. But when you know how to do that, and when you know how to lead your listener to a specific call to action that you want them to take, you are going to be amazed how much business your podcast will bring you.

We have a student, she just hopped on a call with me a few weeks ago. And I was chatting with her about a couple other things in her business. She was like Courtney, but I have to tell you this. She said we have been getting. [00:29:00] All of our referrals now for our high ticket \$10,000 program from the podcast, every single person who sits down on a call with me says, well, I heard your podcast and I love what you're teaching.

And I've wanted to just learn more from you and schedule this call. And she's like, it's blowing my mind. She said, I haven't spent a cent on advertising this year. Like, she's not paying for Facebook ads to get people or anything like that. She said all of this has been organic because they're finding me because of what you've taught me.

And it's like, it's blowing my mind how this is impacting my business. And so you can monetize a show from day one. And you know how to lead your listener on that journey and to that call to action with you. And so that's something that, that really gets me excited to teach, you know, because I mean, think about it and going back to what you said earlier for, most of your audience who service based businesses and how you're getting a lot of your referrals right now from people, right.

It's coming as a warm referral. It's not necessarily coming as a lead from your [00:30:00] website or something or social media, the reason why those people are running. Is because they've had someone else that they know refer to you, right? They built that, that connection is there. That relationship is there and your podcast operates much the same way instead of a person referring to you, your podcast becomes that referral partner because you teach and those people are listening.

They're learning from you. They're getting value from you and. Honestly, you know, this is something that I don't think a lot of people consider with podcasting, but it is the most intimate relationship you can have with a prospective client before they become your client. They're inviting you into their personal space.

You're literally in their ears building that relationship with them and why I love it with what we've seen with our business is that when people come to us from the podcast, The foundational work for that relationship is already in place.

[00:31:00] They're already familiar with who we are, what we do, why we do it, they share the same values.

They come to us ready to get started. And so all of that time that that normally takes, you know, to build that rapport with someone, when you first start working with a new. Gone. You don't have to even spend that time. You can just start your relationship off on the right foot right away and just get going with them and start helping them.

So it's powerful in that way as well. God, I love that. I love that. And, I'm curious because as you said, you know, I have an audience of mostly service-based business owners, a lot of service. Businesses, do have some type of a call before someone buys, you mentioned having calls to action, a podcast.

Have you seen, or do you recommend a certain type of call to action? what do you think about a call to action on a podcast? That's can be just as simple as like here's a link to book a call with us. If you [00:32:00] want to learn more or whatever you should, every episode should have a call to. One very specific call to action.

And it's amazing how many podcasts I've listened to that their episodes don't have this. I listened to an episode the other day, my personal trainer said to me, he was like, here, listen to this about macros and this and that. I'm like, all right, well, this will be good research for me to go listen to a podcast.

You know, I don't listen to that many fitness podcasts. I'm listening, I'm listening. Like this is all great information, but at the end of it, I was like, what do you want to do? There was no next step to take, even though I was curious, I would've probably booked a call or to learn more or go check out whatever freebie you're offering me or whatever it is.

So as a business owner, you do not want to miss those opportunities to capture those people while they're warm, they just finished listening. They are ready for the next step. You just have to tell them what that is. So depending on your business model, maybe it's to book a call. Maybe you want to get them on your email list because your goal is listed.

Maybe you have a really great welcome offer sequence. You have some kind of low ticket item or template bundle or [00:33:00] something that they can

purchase, right? You just want to get them to that sale and then get on a call with them. Right. So you just have to think of it in that way. Where do I want to lead people in my business, into my funnels, into, you know, to welcome them into our community?

What is that action. I want them to take and then just match up your call to action. With that objective. So think of your objective first and then match your call to action with it. So we've played around with ours and we changed them frequently. And this is a cool feature. Now that a lot of podcast hosts allow you to do is where you can just record like a 30 minute clip, a 30 minute 32nd clip.

Don't put the action for 30 minutes. Okay. You'll probably lose people. There is, I think clip. And you can just tack that onto the front or the back end of your episode to drive. To that call to action. So this is great if you're about to launch something, right. And it's a limited time. And then after that launch is done, you want to change that because that link is no longer valid, right?

Then that link, you know, you don't have people going back to old episodes going to broken link. So great. Right. [00:34:00] And so, you know, right now we have one that leads directly to our podcasting mini course. that's our call to action, right? Sometimes I share my strategy calling, you know, if I'm feeling really generous and I'm like, look, guys, I'm opening up my calendar.

If you want to talk podcasting with me, book a call. So it just kind of depends on your objective and with what that objective is for your business for that month, that quarter at season, but you should absolutely always have a call to action. Okay. Well, love that tip. and I also love how you're allowing people to experiment with that, to, go with something simple.

it's great. If you have things set up and already have an email funnel set up and can tell people to download something and there's that list building benefit. but I'm picking up that we don't need that. And that's okay. Yeah.

I love that. I love that. let's see what we're starting to wrap up the interview. I also wanted to talk just briefly about, [00:35:00] for everybody who might be listening, who has taken steps to build a podcast. And is now a little or a lot disappointed and frustrated with where it's at and they're hearing this and they're like, Courtney, where were you?

Months or years ago when I first launched this thing, I know that you also help people. Relaunch, so to speak there podcast, can you speak to what that's like? Yeah, absolutely. We have so many students in our community who have come

to us with that exact question. They're like, Courtney, I needed you like a year ago.

Where were you? And can you help me? And the answer is yes, because everything that I teach when it comes to podcasting is applicable both for new people. People who want to start new podcasts as well as if you have an existing podcast. Didn't have the impact that you hoped that it did or that it would, we had a student once who came to us and she had two failed podcasts.[00:36:00]

Before coming to us and seeking help. And I just admire her cause I'm like, ah, Lee, I don't think I would've continued going after failed podcast. Number one, but yet here she was with two wanting to launch a third, you know, and her business had changed and evolved. She had rebranded a little bit and kind of tweaked things, but she was like, I get that podcasting is an effective strategy.

I just haven't figured out how to execute that strategy. Well, can you help me? Yes. So we taught her our system. We taught her the framework. She went out there and executed. She landed number eight in the marketing category, in apple, right? In between Brendon Burchard and Angie Lee. Those are like two podcasts.

And like the 0.01% of global podcasts rank, like they're always in the top 10, top 20, you know, and she landed right there. And the impact that, that gave her, her the confidence that it gave her, how it built her business, you know, it just, there were so many levels how it impacted her business and she, and she recognized.

Well, maybe it wasn't about me after all, [00:37:00] you know, that the reasons that he shows didn't fail before, and I was like, no, it wasn't, it wasn't you, it wasn't your message. It wasn't any of that. It was simply your positioning launching it, really helping you get that momentum. So you can really truly build and leverage a show long-term and so good.

So good. before we get to potential next steps that people can take, if they want to learn more Courtney, any. Any last words of wisdom or secrets that you just don't want to leave on said before we start to wrap up, I mean, I can talk about this all day, but I do have something, you know, kind of circling back to what we said initially about social media and really evaluating that as how effective is that as a marketing strategy for you right now, social media is not an asset for your business.

A podcast is an asset for your business. With social media, it's actually a liability. You spending your time there every day, trying to stay consistent, trying to stay relevant, trying to stay visible. Why? Because you're [00:38:00] spending your time. You're investing your time and you're not getting a return, but with a podcast, it truly is a wise investment of your time as a business.

Because you're building your own content library. You're creating your own platform. You're no longer relying on Instagram to provide the platform for you to put the eyeballs in front of you. You're building your own platform, your own stage, your own content library that people will be able to refer to for years and years to come.

So just think, just think six months out from now. If you were to launch a podcast tomorrow, And you were to stop what you were doing on social media. Maybe just show up when you wanted to wouldn't that be nice when you actually felt like it? Not because you had to, and if six months from now, you are the host of a top ranked podcast and you were getting leads and referrals from your podcast coming into your business on a consistent basis.

And you were finally being recognized as a thought leader that you are in your niche, on the topic that you care about and that you're passionate [00:39:00] about. What would change for you? How would that impact your business? What would be different? What would that make possible for you? And so, again, I could talk about this all day, Joey, like we could sit here for three hours if you had three of them, I know.

And we'll have to do something to bring you back. Cause there's, there's so much that we haven't even tapped into from a specific tips on kind of rebranding a podcast. would love for you to help me make even more sense out of the shift that we made with our podcast several months ago, the something that I know you and I are both very passionate about is the voice side of all of this and how, when you say yes to a podcast, In a lot of ways you're stripping out so many other things that you can kind of rely on, or, when it's just you and a microphone, there can be some real vulnerabilities there too.

So there are so many topics for SQL here. but the main thing here is if you're. [00:40:00] Yet doing a podcast and you want to move forward. Courtney's here for you. If you've tried it in the past and it didn't work the way you wanted it to Courtney is here for you and Courtney, can you just give a sense of some specific next steps?

People can take any programs or certain lists that you might have running any. Programs or our resources that you have available for people? Absolutely. We've got so many resources. The best place to go is systems.made.simple.co that's. Our podcast. You can go check out the episodes. There is a library, a wealth of information for you, both on podcasting and business.

And if you want to hop on a call with me and just talk about your specific business and how a podcast can potentially. Be a bit for you, whether it is a fit, you know, if you have some questions, you know, I'm not really sure is this the move I need to make. You want to hash it out with someone and just talk about that first and just get, you know, a very, just objective look at whether this is a good fit.

It's not a fit for everyone. I'll be honest with you. It's not a fit for everyone. It is a commitment, but if it is something that you [00:41:00] want to explore, I'd love to hop on a call with you and chat about it. So I just want to open up my calendar to your community, Joey. And if you want to book that call, just go to [systems.made.simple.co/strategy calls](https://systems.made.simple.co/strategy-calls).

Awesome. And we'll make sure that we link that up in the comments, in the show notes and everything for everyone as well. Courtney, you are just such a treat. Thank you for coming on. And again, you guys, I also just, I love following what Courtney is doing, thinking about just the strategy behind the way that she's showing up in various ways.

So by all means book a call with her and. Listen to her podcast, follow her on social. See the way that she's doing things, because it will help you with your business. Amazing. Joey. Thanks for having me. This has been so fun. It has been a lot of fun. Thank you, Courtney. Thanks to everybody who tend lot on live replay on the podcast.

I'll see you all next week on the business growth advantage by everyone.[00:42:00]