

Daniel Hall Presents



Episode 61

How to Get Yourself on Podcasts that Your Ideal Customers are Already Listening to

With Tom Schwab

Welcome to the episode of the Real Fast Results podcast! Mr. Tom Schwab is today's guest speaker. He'll be chatting about a super-smart thing to do, and that is to appear more as a podcast guest. He's going to outline how to become a podcast guest in the first place, and then he'll move on to explain the best ways to take that time and leverage its leads, and new business ultimately. Tom is definitely an expert at doing this.

Tom knows how to build online businesses, and he helps small business owners and entrepreneurs get featured on leading podcasts. Furthermore, he helps them to find podcasts that their prospects are actually listening to. Most importantly, he teaches how to go about turning those listeners into customers. Tom is also the author of *Podcast Guest Profits: Grow Your Business with a Targeted Interview Strategy*. He's also the founder of [Interview Valet](#), which is a concierge booking service for podcast guests. Welcome to the show, Tom...

Promise: How to Get on Podcasts that your Ideal Customers are Listening to

My promise is to teach you how to get yourself on a podcast that your ideal customers are already listening to.

Marketing, at its heart, is starting a conversation with somebody who could be an ideal customer. We buy from people that we know, like, and trust. So, this is a proven system where you could turn listeners, into visitors, into leads, and then into your ideal customers.

One of the cool things about this is that a podcast actually lives, and breathes, and continues to be downloaded months, and maybe even years, later. It's evergreen content, and love I it when people say, "How do I break through the noise today?" Well, if you look around, there's no breaking through the noise, right? We've all filtered it out. It struck me, when I was flying out to California, and the gentleman next to me could have been my ideal customer, but I never had a chance to talk to him because he had headphones on the entire time.

The only way to get in on a conversation is to get in on one that they are already listening to. As anyone who is listening to this podcast knows, more and more people are listening to podcasts. It has an effect on people. So, break through the noise by getting onto a podcast that they are already listening to.

I feel guilty at this point because anyone that says doing a podcast is easy has either never done it or never done it well. The great ones make it look easy, and people say, "Why don't you start your own podcast?" I tell them it's because that's hard work. I can go onto established podcasts, talk right to the audience, you know, and it's like, "Do you want to start your own network, or do you just want to be on the *Oprah* show."

I'm definitely dating myself on that one, but it's the same way with blogs. If you start your own blog, you're starting with not a lot of an audience, or your own podcast, but if you could get on the *Huffington Post* [with a blog](#), you've got an audience. If you could get on the *Real Fast Results* show, you're talking to a great audience right there.

6 Steps to Being on the Podcasts Your Ideal Clients Listen to

I always say that my first job, out of college, was running a nuclear power plant and a small business, and one of them was easier because it came with an instruction manual. So, I always look at that and say, "What's the process? How can we teach this so that it's not magic every time? Now we've done over 3,000 different interviews with 100 different clients, and we've started to look and say, "What is that process?" **And, it really breaks down to six steps.**

Step 1 - Prospecting

They all start with “P”, so even I can remember them. The first one is “Prospecting”. You know, there are 350,000 podcasts. You just want to be on the ones that your ideal customers are listening to. Target those down. You don’t need to talk to everybody. You just need to talk to the people who would be your ideal customers.

Step 2 - Pitching

Second is the “Pitching”. Pitching is putting yourself in the host’s place and asking, “What value could I bring to this?” Your goal for being on a podcast is to make the host look like a genius for having you there. **So, before you even start pitching, listen to some of the shows.**

Leave a comment, or a rating and review, for any podcaster, and they will know who you are. Retweet, comment, share on Facebook some of these episodes, and then after a couple of weeks, reach out and say, “Hey, here’s who I am. Here’s what I think I could bring to your audience. So, that’s the second thing. We’ve got “Prospecting,” and “Pitching”. The next one is “Preperation”.

Step 3 - Preparation

You wouldn’t show up to speak if you didn’t know who you were speaking to and they didn’t know something about you. So, think about it. The other day I spoke to 75 people in a live room, and I started scratching my head, going, “I don’t think I’ve ever been on a podcast that only had 75 listeners.” **If you are on a podcast, prepare for it.** Listen to a few of the episodes, and don’t be surprised when they ask a question and you say, “Ah, well, I never thought about that.” It’s like, “That’s how they always start the interview...” So, prepare. Also, in the preparation, make it easy for the host. We did this just before, with the bio. Give them your bio so that they know something about you. Make sure both you and the host are comfortable going into there.

Step 4 - Performance

Now, the fourth “P,” that’s the “Performance”. That’s when you get there and you talk. You wouldn’t go on television with your hair a mess. Well, don’t go onto a podcast not sounding your best. **Don’t try talking with a built-in microphone because you won’t sound like an expert, you’ll sound like, maybe an expert that’s in the bathroom.** So, invest in some equipment. I mean, you can get ear buds now that sound better than your built-in microphone. You can get, like, a [ATR-2100 microphone](#), which is like \$79 [on Amazon](#), and it will sound almost as good as a \$400 microphone.

So, now we’ve got “Prospecting, Pitching, Preparing, and Performance”. The next one is “Progression”.

Step 5 - Progression

I'm going to show you a little a bit of what goes on behind the scenes here. When you are on a podcast, give them a reason to go from being a listener, to a visitor, to a lead. Don't just say, "If you would like to sign up for my newsletter, go here..." Nobody wants another newsletter. **Offer some things that could be of value.**

I'll give you an example. "If you want to know the six secrets of hitting it big on your first podcast, I've got an infographic for that." I'll just make a page, and everything we talk about during the podcast will be on it. The infographic will be there.

Give people three ways to say "yes": A small yes, a medium yes, and a "heck yes!" So, further on in that interview, you might say, "You know, I've got a 30-minute training that talks to you about how to use this strategy," and you'd want to put this on the page also. Then, of course, you'd want to give the address again.

Maybe, at the end, you'll give them the big "yes". This could be, "work with me," or "buy a product," or something like that. "If you want to get the Podcast Guests Profits book, we'll put that on the page with a special coupon." So, this entire time, you're trying to help them and move them from just being listeners, to visitors to your site, to leads to your site.

Step 6 - Promotion

Then, the final "P" is the promotion, and I'm amazed how many people leave this part out. This is gold. Content is the fuel that drives our online engines, so why would you take this fuel and not use it? **I'll be promoting this episode because I want to show that I got invited on this great podcast, so I'm going to share that and promote it on my social media.** Also, I'm not a natural writer by heart, but I'll tell you, I can talk. So, I may take this interview and I'll transcribe it. You know, Rev.com for \$1 a minute, we'll transcribe this interview. And, there's probably a couple of blog posts that I can get out of this, at least rough ones. You know, I could go through with a highlighter and probably come up with some Word Swags.

You know, if I talk long enough, I can probably come up with 140 characters of genius that I could tweet. It's all of these things. People say, "Well, how do I get on podcasts?" That's easy. The real question is, "How do I get on podcasts and turn those listeners?" We already talked about the six steps, so remember, they are:

- Prospecting
- Pitching
- Preparation
- Performance
- Progression
- Promotion

3 Ways for Customers to Say “Yes” to You

Why three? Because the testing proved that was the best way to do it. It goes against what most people will tell you. They’ll say, “A landing page is supposed to have one call to action. Don’t confuse them.” Well, this isn’t a landing page that we’re sending them to. So, I’ll tell you what this page is going to look like. [InterviewValet.com/RealFast](https://interviewvalet.com/RealFast). You have no idea, on an audio podcast, of what I look like. So, when you get there, the first thing that you should see is some trust seals, right? You’re going to see the podcast artwork from this podcast too. So, you’re going to get there and say, “Ah, I’m in the right place.”

There will be those trust seals, and then going through there, there’s going to be some verbiage, and then there’s going to be those three different ways to say “yes”. Not everyone is going to listen to this and say, “Oh yeah, I want to spend 30 minutes in a training.” That’s a big commitment. Or, “I want to buy a product.” That’s a big commitment. So, with that, you want to have ways for people to say “yes”. The small, the medium, and the large. In the same way, if they want to work with you. We’ve worked with coaches before, and it has just been amazing. People will listen to them for 30 or 45 minutes, and they come, ready to sign up for one-on-one coaching.

You don’t want to slow them down by saying, “You’ve got to go through our sales funnel first.” So, give them ways to do that. Our testing has already shown... We had one that was five, and that was way over. It always seemed like “three” was the best way to do it. **Also, during the interview, you can use it just naturally in conversation. Then, at the end, you can summarize it too, because you can’t assume that everyone listens to the end to get your contact information.**

I love this because we’ve worked with so many different clients. When we first did this, we were like, “Well, is this just a personality? Did this just work for this one person, or in this one industry?” And, we tried this on all different ones. Sometimes, the more visual the context, or the content, the better it is. So, for example, I worked with one guy who wrote a book, and he was a freelance photographer. Every story that he had, he had a picture for it. So, he’d be in this story, and he’d say, “Ah man, there’s a great picture that goes along with that. Just come back here to do that.”

There was another lady that made these quilts. You know, they would cut up things and make a quilt out of it. She could go on a sports podcast... And, once again, content with context... She would say, “Yeah, Wayne Gretzky sent us a box of his jerseys, and we cut them up and made a quilt out of them. You know, if you want to see Wayne Gretzky’s quilt, just go to this page.” What red blooded American male, or Canadian, doesn’t want to see Wayne Gretzky’s quilt?

But, if she were on a mommy podcast, she might say something more like, “You know, we’ve got this box of baby clothes, and this mother sent them to us once her daughter

outgrew them, and we cut them up and made a quilt for her. She's going to give it to her daughter when she has her first child. If you want to see that, just come back here..." All of the sudden, people are like, "Yeah! I want to see that." So, you're giving them a reason to move from being listeners to visitors.

It's not all about lead bait. You know, we always think about, "Well, what's the lead bait?" **On a podcast interview, you better think about, "What's the visitor bait?"** The visitor bait is not, "Come to my website and sign up for another newsletter." I think people get plenty of newsletters, and that's not going to get them to go to your site. And, whatever you offer should be a natural next step for them. An example would be that infographic on the six steps to get on your first podcast. I've tried it before, where I would list those off and everything, and it's hard enough for people.

I know that when you are listening to this podcast, you may be running or you may be working out. You may be driving. You may be listening to it at 2x speed. You're not going to be taking notes. But, if there's something like an easy infographic, that you can print out and you can use, that's a quick win. **What we have found, too, is that people don't want homework.** Giving them an eighty-page eBook is homework. That's not an offer.

How to Develop 3 Yeses

Really, it's just thinking about what you have that entails different levels of commitment, or even different levels of where they may be in the buyer's journey. So, how far along are they? And, a lot of times, it's testing. Put different offers up there and see which ones work. I guarantee, everybody out there already has the three offers, you know? You've got some blog that you wrote and that you can feature on there. You've probably got a PDF or a download, or if not, you can get one made on [Fiverr](#). Within 24 hours, is basic on that.

The big "yes" could be something to sell, if you have something on there. You know, it could be a link to your book on Amazon, or a course. It could even be a 15-minute consult. That sort of "try before you buy". People say, "Well, that's not a big 'yes'," but it is. If you're a coach, for somebody to talk with you for 15 minutes... Other ones are webinars, especially for audio interviews... If you think about taking the relationship to the next level... You've already heard my voice, you've already heard what I've had to say, you liked it, so what more teaching can we do? That's especially true if the teaching is face to face, or on video. It, sort of, takes that relationship to the next level.

That's what sales is about. **It's the transfer of enthusiasm, but to get a lifetime of sales and a customer, you just want to keep building that relationship.** All of those things are important. The one thing that I would warn you about is that you don't want lots of leads. I was at a conference, talking, last year, and somebody got up there and said, "You need to get 75 new leads a day," and I just looked at her and said, "I

couldn't deal with 75 new customers a day." She said, "No, not customers, just leads," and I'm like, "Why would I want them as leads if they wouldn't be good customers?"

I think what you'll see, with podcast interviews... And, I know that there are lots of people listening to this right now, and the vast majority are thinking, "Okay, Tom's interesting, but it's not resonating with me." Well, that's fine. Take whatever you need from here. Hopefully, I was entertaining, if nothing else. If you want something that's entertaining, go to the website and look at my picture... That's another visitor magnet. But, there's going to be some people that it resonates with, right? Those are the people that you want to work with. You don't need loads and loads of leads, you need great leads.

One of the things that we've seen is that leads from podcast interviews convert at a higher rate, and they also close faster. For example, a good blog will convert at about 1-2% visitors to leads. That's decent. With podcast interviews, we see, typically, a visitor to lead ratio of about 25-50%. If you get the right audience, and really give them the right content, we've seen conversion rates up to 75%. The thing, too, is that they normally close faster. That makes sense, right? Because, if they've already heard you talk for 30-45 minutes, it's almost like they know your heart, they know what you can do, and they've, sort of, pre-sold themselves on that.

You've got to be very clear about what you do and who you work with during your interview. I think too many of us, and I'm guilty of this too... I want to appeal to everybody, but the thing is that you really want to appeal to your ideal customers. So, when we first started out, I wouldn't openly say, "Well, these are verticals we work in. We work in 'Business,' 'Faith & Christianity,' and 'Health, Nutrition & Wellness'." And, it's not necessarily where you are, but where your customers are. So, if you aren't in those verticals, the book might help you, the free blogs, and all of the rest of that could help you, but you're not a good customer for [Interview Valet](#).

That being said, we had a comedian that came to us and said, "Could you work with us?" And, I'm like, "Well, what do you want to do?" He's like, "Well, I want to have more people to follow me and listen to my shows." And, I said, "Well, that's where those people are." You know, we figured out where they were in the Business podcasts, and where they were in the Faith & Christianity ones, and where they were in the Health, Nutrition, & Wellness ones. Most of those podcasts didn't get comedians, so when he came in there, he was a fresh voice, and it really worked out well for him. There's a lot of people that come to us, and I'm like, "That sounds great, and I know that would work with podcast interviews, but that's not a focus that we have with Interview Valet."

Progression

We've got podcasting. We've got pitching, preparing, the performance, the progression, and then finally, the promotion. Don't leave any of those six out. **When I say "Progression," I'm trying to say that it's not good enough just to have a great**

interview. You need to give them reasons to go from being a visitor, to a listener, to a lead.

A lot of our clients have come to us and said, “I was on a dozen podcasts and I never got any results from it.” I listen to the podcast, and I’m like, “That’s a great interview, but why would they go to your site afterwards? What did you offer them?” You know, they were so excited about getting interviewed as an expert that they forgot to tell people, “Here’s how I can help you more.” They really did a disservice to those people also. You know, the interview is almost like chumming the water, right? You can get people interested, but if there’s no “next step,” then the listeners are just as frustrated as you are. It actually does them a disservice to not having that next step available to them.

One of the great things about the Internet today and inbound marketing, which is really what this is, right? It’s just a different form of content. People go to the Internet to solve their problems. Nobody wants to be sold. Nobody goes to Google and says, “What shall I buy today?” No, they type in, “How do I solve my problem?” They are looking for content that will help them, and you’re not going to be able to help them just with one quick interview. They might need other things there too.

So, if you can be that person that goes out there and is helpful, like if you can help people know how to build their business as a podcast guest, you’ll attract the right type of customers, you’ll earn the know, like, and trust, and you’ll get that sale, but even more importantly, you’ll get the lifetime value also. That’s because you’re not just chasing the transaction, you’re trying to help people.

How Often Should I Appear as a Podcast Guest?

Really, it depends on your time and what your goal is. Sometimes we’ll work with an author that is launching a book. They may want a dozen, or two dozen, podcast interviews just around the time that the book launches. It’s almost like a virtual book tour, so what they are trying to get is a lot of talk about their book, and a lot of sales, just to bump them up. Other times, people do like a “Go fund me,” which is essentially the same thing. You’re just trying to do it within a very targeted time frame.

Most people, they just want a continual flow of leads. Most of the time, the limiting factor is the time that you have to do it. So, if you’re doing all of this yourself... You know, the prospecting, the pitching, and the preparation, the performance, and the progression, and the promotion... You’re probably looking at 5-6 hours per interview, right? That’s because you’re going to have to listen to the interview a couple of times beforehand, you’re going to have to build your own welcome page, and all of the rest of that. So, it’s really, how much time do you have to do that?

That’s really where [Interview Valet](#) came out of. I would say that our smartest people are our customers, and if you listen to them, they will give you the answer. We had one

of our clients that I had actually taught how to do this. I taught him the system, and he said, “I understand it, but Sinatra only sang.” And, I’m like, “Okay? What does that mean?” He said, “Sinatra could have done all of those other things, but he had other people do those so that he could do the performance that only he could.” He finally looked at me and said, “I want to be the guest, and you take care of all of the rest.”

I understood that, and I’m like, “That is wonderful copy. Can we use that for our tag line?” He’s like, “Fine.” So, that’s really what we’re doing. If you’re doing it yourself, doing as many interviews as you have time for is helpful. If you can outsource some of it, or all of it... It really depends on what your goals are. You’re getting so much more than being on a podcast interview. There are other things too. You’ve got the evergreen content, and you’ve got a way to re-purpose that, and one of the things that is overlooked too is the SEO value.

I’ve been on over 400 podcasts now, and if you Google my name, my site will come up, but shortly after that, there will be all of the podcast interviews. That’s because everybody, in the show notes, has put my name and the good backlinks, then, to my site. So, the SEO value keeps going up with that also. To me, I always say, “Do as many as you can.” And, it’s amazing because it’s not always the biggest podcasts that will give you the best conversion.

You know, I’ve been on one podcast that got 50,000 downloads, and I loved doing it. It was very fun, and it was a great podcast. From that, I got about two dozen leads. Shortly after, I was on a podcast, and the host told me that she had 300 downloads per episode, and I was like, “If I knew that, I might not have come,” but it was a great audience. I got 150 leads from that and sold \$25,000 worth of product. So, the example that I always use is, “Just don’t always look to the ocean.” There’s more fish in the ocean, but if you can find a podcast that’s like fish in a barrel, that’s where you need to go to. That’s part of the first step, prospecting. Don’t think that it’s always the biggest podcasts that are the best.

Would you like to have five minutes to talk at the Superbowl? Most people would be like, “Yes!” And, I’m like, “It would just tick people off. They don’t want to hear you for five minutes at the Superbowl. You’d do much better to sit down in a room with 100 ideal clients that would follow every word of yours.” So, really, it’s focus. It’s focus and knowing who your ideal customer is.

Connecting with Tom

If you’re interested in this, you know the power of podcasts. Either get on as a guest or get on as a host, and if there is any way that we can help you, just go to InterviewValet.com/RealFast. I’ll have those three offers in there. You know, the six steps to get on your first podcast, the 30-minute training, and there will be stuff for the book there. I’ll even throw in my checklist. It has all of the mistakes that I have made and said that I’ll never make again. All of that will be there, and my contact information will be there as well. I won’t even try to tell you my Twitter address and my email

address. Just go to that one page, InterviewValet.com/RealFast, and we can connect there.

Resources

InterviewValet.com/RealFast

Tom's Book:

Podcast Guest Profits: Grow Your Business with a Targeted Interview Strategy

Microphone Recommendation:

[ATR-2100 microphone](#)

Rev.com

Fiverr.com

[Write for Entrepreneur.com, Fortune.com, Inc.com & Huffington Post to Establish Credibility & Build Your Email List With Lain Ehmman](#)

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As always, go make results happen!