

Daniel Hall Presents



## Episode 41

# Generate Massive Traffic by Being a GREAT Podcast Guest with Heather Havenwood

**The promise is that if you're an expert in your field, at any level, the best way to get people to become attracted to you is by leveraging other people's lists.** We've heard this before. Now, in the real estate world, we call that using other people's money, but in the information and the marketing space, we call it leveraging other people's lists. Then, in the podcast world, you leverage the list of the podcast that you're guest speaking on. What you want to do is start learning the art of podcasting and being a guest. So that is what we're going to talk about today, being a guest on other people's shows.

## Benefits of Being a Podcast Guest

Why you should bother is traffic. It's basically getting in front of someone else's compadres or people, or tribe, whatever you want to call it, and talking about your expertise and saying, "Hey, this is who I am. Hopefully, you like me. Come over here," and exposure. **Think about magazines, and how many times you read a magazine that you love and you learn about something new.** It's the same conversation. The challenge is that most people don't know how to do that.

One of my focuses, back in August of 2015, was that I started doing podcasts. However, I focused on being a guest first, and my goal was to be an amazing guest so that people go, "Oh my God, that was awesome! Can you come back in like a

few months because I want to do that again?” I want to be amazing for you as a host. You’re doing all of the heavy lifting, and this is like fun for me. So, I focused on that, and between August of 2015 and January of 2016, and we’re talking actually in September of 2016, I did over 130 shows. I’m now at about 150. I am busy, but I absolutely love the medium. Think about that. **I’m about 130 or 140 hours of free publicity, on those lists.** That’s 140 lists, you know, if you think about that. So, that’s the power of being on other people’s shows.

## Overview of 3 Steps to Being a Great Podcast Guest

**There are basically three main steps:**

1. Structure
2. Setup
3. Promotion

Okay, just to give you the world of “structure”. What structure is for me, what I think that is, is that you want to make it easy for people to say “yes” to you. Now, what does that look like as a host? **When my people reach out to a host, I have things like a media page ready to go, with all my images ready to go, my bio ready to go.** It was clear what my message to market was, including who I am, what I do, and what’s going on with me. It was clear, and I gave them high-resolution images. It sounds so simple to even say that, but I can’t tell you how many times I get, “Oh, and here’s my image in a drop box, and here’s my bio in a Google Drive.” No. You want to have it in one place on a website.

Here’s what I say to people. “Go steal from me. [HeatherHavenwood/media](#). Literally, rip me off.” **The reason I say that is because I make it easy for people to say “yes” to me because I want to do all of the heavy lifting for them.** That’s the first part of the structure.

The other part of the structure is making sure it’s clear what you do versus, “I do 1,000 things. Like, I own a settlement company, and oh by the way I run marathons...” You’ve got to be really clear about what you’re bringing to the table. You might do 10 things in the background, but you want to be clear on what you’re bringing to the table in the world of podcasting. “I want to talk about this world.” I talk about marketing, or I talk about sales.

**The second one is set up.** Setup is having this thing called a microphone, and having a dedicated line, not on a Wi-Fi. Again, I feel like this should be common sense, but there are times when you get on the phone with someone, to interview them and they're on a Wi-Fi. You can't do that when you're dealing with audio and visual. You have to upgrade your AT&T, or Google Fiber, or whatever.

Spend that extra money and have a dedicated line. So, right now, I'm on a mic, on a microphone that I paid good money for. I have a mixer; I took it to another level, but I remember that I interviewed someone recently who was like...I'm talking a top speaker...And, the guy called me on his cell phone and said, "I'm ready for the interview." And, I was like, "Where's your mic and all of your other equipment." He said, "Oh, I don't have that."

I'm thinking, "It's \$129. You literally charge \$3,000 for people to talk to you, and you can't spend \$129 on Amazon." So, we did the interview on the cell phone, which I was just really irritated with. I can't believe he didn't just step it up a little bit. It's simple guys. This is not a \$10,000 mic. It's like \$100, okay. So, that's another thing. **Set yourself up for success.**

**Number 3 is promotion.** Now, think about this. None of us like to promote ourselves because we are taught at a very young age not to be narcissistic. It's very counter-intuitive when it comes to podcasting because your host already has a party going on, and then you have to go and invite yourself to the party. It feels very weird because we all like to be invited to the party, not invite ourselves to the party. Since it's very counter-intuitive, we get all weird about it emotionally. Again, if you're like, "Hey, I see you have a party going on. I'd like to add a lot of value to your party. Here's my stuff. What do you think?" They will be like, "Dude, you're cool. Come into the party!"

## Step 1 - Structure

**Inside of structure, the biggest thing I find is "message to market". What are you focusing on, and what's the market?** What's cool about podcasting to me is that I talk about marketing and sales, and that can go across a lot of levels. I was just on a podcast where the people who were listening were lawyers. So, that was a fun one. I got to get in front of, listened to by, and downloaded by a ton of lawyers that are looking to promote themselves and market themselves.

**When you're looking at your "message to market," you don't want to go super-niched, but you do want to have a framework.** It's a mass-media angle,

so you want to be able to have it set up to where anyone who is listening can enjoy and take in what you have to say. I do believe in niches and going deep, but in podcasting and in mass-media, you've got to open up a little bit, right? So, you want to get clear on your "message to market".

One of the businesses I have allows me to reach out to fitness lists or bodybuilding lists. Then, I'll see what their market is. Are they focused just on males or on females? Sometimes I will move the message for them. **You don't want to do a blanket email when you're promoting yourself.** Just this weekend, I was on a podcast. It was called "[24/7](#)". What that means is, it's about couples who work together every day. They build businesses together, and my boyfriend and I had built our [YouTubeLab.com](#) site. So, we got to be on this random podcast with couples, and it was like four of us talking like we're having dinner together. I mean, you talk about very different, but they were saying "yes" to me because I set it up like, "Hey, this is who we are. This is what the business is. We want to be on here."

Why did we want to be on that podcast? We wanted to because we wanted other couples to say, "Oh, that's really cool. Let's see what they're doing." Right? So, sometimes they go really niched. It's called "[24/7 Together](#)," or something like that. So, I loved the idea. I was also on another one because my boyfriend and I just got engaged, and we were invited to go on a podcast about love. It was really kind of strange and fun. That's not our expertise, but it was real. Now, why would we do that? Again, it's a traffic source. **You never know when someone is listening and going, "Wow, they seem like cool people. They seem real. Let's do business with them."** You just don't know. That's one thing about mass-media.

**What I do is I send people to different opt-in pages, depending on who I'm speaking to.** I have one where I send people to download three chapters of my audio book *Sexy Boss*, at [SexyBossInc.com](#). Feel free to check that out. You can download three chapters of my book, and it's really more about female empowerment. That's a specific website, and I have other ones as well. Your media page is important, but it's also about social media. If someone goes to my media page, and then they go to my Twitter and there's nothing there, or if they go to my Facebook and the brand isn't consistent; it's called brand consistency.

When you go to my LinkedIn page, you see me and all of my images. When you go to my Twitter, it's the same. When you go to my Facebook, it's the same. When you go to my Instagram, it's the same. Why? **It's called brand**

**consistency.** McDonald's does it, right? You don't go to different McDonald's restaurants and it all looks weird with different logos, right? You want to have that brand consistency, and you want to be building up at least two social media platforms.

I get that there is a lot, but you've got to like own like, "Okay, I focus my time on Facebook or LinkedIn. On LinkedIn I have almost 5,000 followers, and Facebook isn't as big for me, but I can always say that I'm willing to share on social media." You want to have that brand consistency and say, "Hey host, I'm going to promote this." Why? That's because this is an audio business card. Guys, people get to hear me!

For me, I always promote when I'm on other people's shows. The reason I do that is because I might be saying the same thing on two different shows. Maybe, maybe not, but I usually don't. I might. However, someone may be attracted to one person's show versus the other. You know? Everyone's got different flavors of coffee. Everyone likes different stuff. Why not? I like Fox News over CNN. I might listen to someone on CNN, and then I switch it back to Fox News. That's how I am. The beauty of it is that I want to share that I was on this particular show because it is my audio business card. I look at podcasting as audio business cards. It used to be a business card, and then it was a book, and now it's a podcast.

It's like, "Hey, I'm not going to give you a book. I'm going to throw you a link because I was on this awesome podcast." This gives people the chance to listen to you for half an hour, and they can become way more intimate with you that way. So, it's a huge "Yes". You have to promote.

## Step # 2 - Setup

I have a mic, and it's called a [Yeti](#). It's is just so simple, and it's only \$129 on Amazon. [Go grab it](#). It plugs right into your computer via USB. That's what I started on, and I had that for months and months. I think that I did 150 podcasts on that one alone. Then, I decided to step up a little bit, and I got myself a mixer. I also got a scissor boom and a little mic.

The cool thing about podcasting is that you don't have to go anywhere. Let me give you my background. I started in 2001 in the speaking business. I started traveling the country and did so for seven years. I went to a seminar a week. No kidding. Sometimes we would be in a different city twice in a week. When we spoke, we would speak for an hour or 90 minutes, or whatever, and we had to get

to the airport. Well, first we had to pack, then get to the airport, lug the stuff around, get on the plane, go through security, and all of that. It's so horrible. I had Gold status, though, so you know, I got the peanuts.

I just had a walk with my dog. I was just, you know, hanging out with my dog and having coffee. I'm now in my office, and I'm going to be doing about three interviews today alone, leveraging other people's lists. That was not possible in 2001. Not possible. You had to literally sleep in hotel rooms, so that's the leverage of this. Your setup is so low-entry.

Even if you know that you're not going to do 100 podcasts like me, if you're going to do one it's worth \$129. **That's because (here's one other thing) human beings hate bad sound.** Have you ever looked on YouTube, and there's this cool video, but the sound is bad, like you can't hear the person? Most people would turn it off. We, as human beings, want clear, precise, strong sound. It's one of the key elements of podcasting.

**The cool thing about podcasting is that people could be listening to us anywhere in the world and it's evergreen.** In many cases, your podcast will still be valid two or three years from now because human beings haven't changed. The technology might have altered, but we as human beings, and why we connect and why we buy wouldn't have altered, right? Just take \$129 and go out there and get your own setup. That's my only like, "Please do that, for the love of God..."

I live in Austin, and Austin is a big music town, but I'm really not that great at audio. Like, I don't know what I'm doing in the world of mixers. So, I went down South, here in Austin, and went to this big music place. It's like designed for Willie Nelson to walk in. And, I go to the guy, and I start talking to him. I'm like clueless, and he's trying to talk to me in audio world [language], so I throw him \$25 and say, "Will you come to my house and set it up for me," and he's like, "Sure". So, he came to my house and set it up for me, and I'm happy as a clam. I was ecstatic. It doesn't take a lot.

I still use my [Blue Yeti](#) microphone, and but what I mainly use now is an [Audio-Technica](#). It's a condenser mic. My boyfriend and I did a podcast together, and I went to the dining room table, had my computers, stuck this USB in, and because of how the [Blue Yeti](#) is, it can do more of a surround sound type of recording. So, he and I could both talk together on it. We were sitting at the kitchen table, and we could both talk from different sides of the mic, and it picked us both up. So, that's the beauty of the Yeti.

**Headphones are also something that you'll want to have.** I've been in situations where I've been on a great interview, but I'm getting all this feedback. Audio is very sensitive. You've got to have ear buds. It just makes it so much easier. And, go direct. Like, right now I'm connected directly. I pay the most money that I possibly can for bandwidth. I never do WiFi. When you're doing audio, you just can't rely on that. Even if they are sitting right next to the person, you can't do it. You've got to go direct.

## Step 3 - Promotion

There are a lot of elements here. **Part of this is reaching out and connecting with the podcasting world.** There are different ways to do this. You can pay to play, which there are agencies for. After doing all of those shows, I have flipped the coin, and am now doing my own show, called "[The Win](#)". There's only been a couple of times where it went really bad where I knew the content would be amazing, based on who they were, but when they got on the podcast, it was like pulling teeth.

When I promote myself, I always have two of the podcasts. I've been on a lot, but I always pick two that were a lot of fun, and I say, "Hey, by the way, here's two I've been on. Go check me out." If they listen to me for just a couple of minutes, they get my energy. They get the feeling that, "She's not going to be a dud on the horse. She seems like a lot of fun." It doesn't matter what the subject matter is. **It's more about the energy.**

Another thing to think about, with the promotion... And, this is what I've learned... People that have been trained in TV promotion. I mean, like the ones who have actually been trained in how to be on TV...TV is a 3-minute deal, max. Maybe 2 minutes. Maybe 4 minutes. With podcasting, you don't do that. If I say, "What are you about?" You're not going to talk in sound bites, like you would for TV.

**In podcasting, you've got to learn to tell a story, and explain, and teach, and engage, and entertain all at the same time because it's a 30-35 minute conversation.** I've been on some that have been an hour. You've got to learn about how to educate more and have a true conversation. That's another thing that I have learned and experienced. Again, maybe someone is awesome on TV, but they are not good in podcasting, or as a podcast guest.

**Sometimes people think that they can give you a list of questions, and you can just follow them one by one, but it never works out that way.** Even when people do give me questions ahead of time, it never really goes that well. To me, it's like, if I said to you, "Come have coffee with me. Let's meet in South Austin, and by the way, I'm going to ask you 10 questions when we get there." You're going to be like, "Why would I want to go to coffee with you..." You want to connect. **Podcasting is not speaking at you, it's speaking with you.** It's a conversation. You converse together and play off each other. That's the interesting part.

I've had this experience before where people are like, "You need to give me all 10 questions ahead of time," and I'm like, "I don't know what I'm going to ask you." I play off of the moment. It's okay to have an overall structure that gives you a place to start, but I prefer to just talk. That's more my style. **What I'm saying is that if you're a guest, don't expect them to give you questions.** Sometimes they do. Sometimes they don't. At the end of the day, it's their show. They have their way.

I had one recently where we had sort of an argument at the beginning because it was my show, and he was my guest, and he sends me this email 10 minutes prior to the show saying, "Here are the questions I want you to ask me." I was like, "I'm not going to ask you this. It's my show." He said that he was used to PR agencies asking for it. This is podcasting. I might want to ask you what your favorite flavor of ice cream is. I don't know what I want to ask you. Maybe it's something off this particular channel. So, we moved through it, we got on the line, and he was very open to just talking. It was great because that's how I like to do it.

You have to keep this in mind because there are people that are really closed-minded about that. They're like, "I'm the guest. You need to ask me these questions." I'm like, "Oh no! I'm the owner here. You get to follow my lead." Alternatively, sometimes podcast owners are very rigid and you have to go along with them if you wish to appear on their show. I've had that too. They'll say, "I'm going to ask you these 10 questions," and I'm like, "Okay, got it! It's your show. This is your show, and I'm here to serve you. I'm here to serve your community. I'm here for you." When you're the guest, you're here for them, to serve them. I know that might sound odd because in the TV world, it looks opposite, that when you're on someone's show you're the talent. You're the star. You're the Tom Cruise. No, I'm here to serve the community of the podcast owner. I'm here to give value, 100%.

# A Few More Tips

I just wanted to point out one more thing. I was using a company, [RadioGuestList.com](http://RadioGuestList.com), and I actually promote myself to other shows out there. Whenever I pitch myself to the people on that particular list, I'm like a 9 out of 10, and the reason I am is because I take my time and I don't pitch everyone, number one. I find shows that I know I can add value to. Like, I know there's a match there. On the site it might say, "You're a hard-core Christian and you believe in UFOs." I could go that route, but it's not what I want to promote. It's not what I want to be out there talking about.

The ones that I want to help though, it's a 9 out of 10 out of the park. It's rare that they say "no" to me because I make it so easy for them. "Here's my media page. Here's what I'm about. Here's 2 or 3 podcasts that I've already been on. Here are topics I can talk about." They are so ecstatic because they don't get that kind of communication most of the time. Make it easy for people to say "yes" to you. That's my final thing. Make it easy for people to invite you to their party.

## Connecting with Heather

[HeatherHavenwood.com](http://HeatherHavenwood.com). If you're interested in working with me, I do help set up their structure and learn how to be a good guest. I work with their message and their marketing. If that's what you'd be interested in, visit my site and click on the link up at the upper-right that says "Work with Heather". Get on the phone with me, and let's have a chat. Let me look at your stuff and see if I can help you be a guest on shows.

## Resources

**Heather's Media Page:**

[HeatherHavenwood/media](http://HeatherHavenwood.com/media)

**Recommended Mics:**

[Blue Yeti](#)

[Audio-Technica](#)

[iRig](#)

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