



Episode #259

How To Build a Big List and a Big Business Fast

Ray Edward: Ray Edwards Show, Episode 259. How to build a big list and a big business fast.

Voice-over: The Ray Edwards Show. Live Your Destiny by Design. Start, run and grow your own internet based business and create the life of your dreams. You can do it. This is The Ray Edwards Show.

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Ray: This is a special edition of the Ray Edward show. It's an interview edition, Sean has the week off. We are going to get right to my interview with Tom Schwab. Tom has a unique plan for building a system that will help you create a big list of prospects and a big business quickly. This is not a get rich quick scheme, and it's not something about getting something for nothing. I think you'll understand that by the time you hear what Tom has to say. Let's get right to the interview.

Voice-over: And now our feature presentation.

Ray: My guest is Tom Schwab. Tom knows how to build an online business. He's got what I consider to be the 'go to answer' now when people ask me, "How do I build a list?" Because that's at the heart of every online business, or every online marketing part of any business. How do you build that list? I believe that Tom has a really great answer, possibly the best answer to that question.

He has helped small business owners, entrepreneurs, solo-preneurs. He's helped them to get featured on leading podcasts that their prospects are already listening to. Then he shows them how to turn those listeners who heard their interview into customers. It's probably not surprised that he's the author of a book called *Podcast guest profits. Grow your business with the targeted interview strategy*. Tom welcome.

Tom Schwab: Ray I am thrilled to be here, great to talk with you. The only way would be better is if we were live together like we were at Tennessee a few months back at the Copywriting Academy live.

Ray: It was a pleasure to spend some time with you and with Aron there. I should have also mentioned that you're the founder of Interview Valley, which is a-- we'll talk more about Interview Valley and about the book. But I want to just dig right in because you've got the goods, what people are looking for. I can't tell you because I haven't kept track of how many people have asked me a question that used to vex me.

I used to have to give them a complicated answer or I would have to give them a short answer that I knew would not satisfy. But now when people ask me, "Well, how do I build a list? How do I start getting customers for my coaching business or for my online business or for my online marketing efforts?" I tell them all the same thing, "You get interviewed on podcasts."

Tom: That's so true. To me it seems fundamental when you look at what is marketing at its heart? Marketing is starting a conversation with somebody that could be an ideal customer. There's a lot of ways that I have done that over time. You could buy a billboard, you could do an interruption like in a television show, or buy some media.

But really, as people say, "Well, how do I break the noise?" If you look around, there's no noise to be broken through anymore. People are filtering things out, they are filtering out ads, they don't look at them anymore. The best thing to do is, just get in part and the conversation is already going on. Really there is no better way to do that, no easier way or more fun way to do that than just getting interviewed on the podcast that they're already listening to.

Ray: I used to be in the radio business, I did that for over 30 years. For a long time, getting interviewed on radio and TV was the way to get your message out to a large mass number of people. That has begun to shift, it's already shifted.

In 2001, I knew that I was going to have to get out of the radio business because it was dying. That business has progressively every year since then, the revenues have gone down for radio and the listenership has gone down every single year since then. The reason is, all the best parts of radio are now available on demand on the internet in the form of podcasts.

Tom: You know Ray, you hit on a word there that is so right, revenue. The revenue has gone down. I've heard people ask me, "Wouldn't this strategy work on radio or television?" I'm like, "Sure it would work, but if I called right now the local television stations and said, "Hey, I've got this great information for your audience and this is how I could help," I'm sure it'd be the sales department that calls me back.

They would say, "If you want to buy this much advertising we'd to have you on at 5 AM and if you buy this much it could be at 5 PM." With podcasts now, it's amazing that sometimes you can be on a podcast and that content could be picked by a local radio station months later. It's merging and it's really the idea of, "How can you get in front of your ideal buyers?"

Ray: Well, that's exactly right. As somebody who was on the other side of that transaction, I can tell you that's exactly how interviews happened in radio and still do. You may think that the host just picked the most fascinating guests. That's not how it works, it who paid the money to get the spot, that's who gets the interview.

I want to be clear, there are a few people who are still radio stars who are doing quite well, but they have audiences made of up millions of people. Dave Ramsey comes to mind as one of those individuals. But he built that empire when radio was still thriving. His listeners are very loyal to him.

I think that underlines one of the principles why this works. I've got my own opinion, but I would love to hear from you, why you think that podcast interviews are so powerful at converting listeners into customers?

Tom: I think it goes to -- if you look at how it's built and if anybody has ever done guest blogging before, I think some of the same principles are with that. If you come in and nobody knows me, you don't know Tom Schwab, but you know that, if Ray Edwards, invited him on the show, that he introduced him, that he must have something to say.

There's almost that immediate authority, there's that credibility from the very beginning. The other thing too is that it's a very niched audience. Podcasts, the people that people listen to a host typically listen to him religiously. They trust him, they like him, they're that type of people. It's not that they're just listening to a show because it's the only thing on.

When we were growing up as kids, we might have listened to what Kaycee cased on Sunday night, the top 40 because it was the only thing on. But now people are intentionally listening in to podcasts. They are doing it when they want, how they want, at what speed they want and so really they're choosing that content.

Once you get out there and get to basically introduce yourself. You get to know, like and trust. When people hear your story for 30 or 45 minutes, they'll either resonate with you and say, "Yes, that's somebody that I like, that I respect, that I think could help me and then they move on to the next stage.

It's almost like a 30 min 45 minutes conversation where they've checked you beforehand, as opposed to where they've just clicked to your website through cold traffic like a Facebook ad. You know Ray, not everybody listens to you on a podcast and instantly goes to your website and starts to convert. I think that's a good thing because a lot of times people will say "Well, how do I grow my list?"

I remember being at a panel last year and somebody said, "You need to be adding 50 people a day to your list." I just looked and I said, "I couldn't deal with 50 new customers a day." The person said, "No, you just want names and leads." I'm like, "Well if they can't become a customer why would I want them?" I think with this, not only are you getting better leads, you're getting leads that are more educated, more ready to close on that. To me, you're serving better with that.

Ray: Yes, I totally agree with that, and all the best parts of local radio are transferred to podcasting. Only magnified because as you said, as you pointed out, people are searching out the shows they listen to intentionally. When they find the ones that they are attracted to, they become a fan, they're super royal and they will listen to a podcast that is an hour long once a week, and they'll listen to every word.

I've heard people -- I've 200 at the point, we are doing this interview, I've do 256 episodes of my podcast. I have people who have discovered me in the last year and have listened to every episode. I couldn't even do that, I couldn't stand hearing that much. But it just tells you how attached people become to the shows they listen to, and if you can get involved in that conversation and talk about your business, then it

just makes sense that you've certainly, you've bypassed all the gatekeepers and all the gates and safeguards we have in our life to

[Audio End 00:10:00] keep you from talking to people they've invited you in.

Tom: In some ways, you've even gone beyond the time barrier. Because they can listen to you when they want. Ray, talking to you, or when I talked with you live, it's always weird because when I listen to you on the podcast, I listen to one and a half to two point 0. Your voice sound a whole lot different on a podcast. But I think that amazing because if you don't want to listen to it in an hour, you can get it done in 45 minutes.

It's amazing that we've had clients now that have been using this strategy almost three years. They still get traffic from interviews they did three years ago because somebody, if they heard that interview for the first time, when they were binge listening or just stumbled across it, its new to them. You wouldn't see that same thing. If I was on television or radio three years ago, there is no way that somebody is going to just stumble through that and just listen to it again.

Ray: Yes, it's totally gone. We've kind of teased around this subject quite a bit now. Let's talk about a real world example of somebody who has taken your idea and decided, "Okay, I'm going to do podcast interviews and build my business." Who would a good example of that?

Tom: Well, I'm going to use the example of our friend Aaron Walker from *View from the Top*.

Ray: That's a good one.

Tom: He is a great man and a lot of people would say, "Yeah I've heard him on a podcast before," and really that how he grew his business. I was honored he wrote the foreward to the book. Gut when I first started to work with him, my background was in inbound marketing and he'd built businesses over the last 30 years brick and motor but he'd never done it online.

I have to admit, when he first came to me and said, "How do I do this, how can you help me do this?" My answer was, "Well content is king," you know, "You've to put content out there." He'd write a blog, it would take him three hours to write a blog. It was, I think, painful for him to do that and at the end of the day Ray, you know what, I'd read the blog, I'd be like, "Yap that's a blog," and, "It converts either 1% to 2%." It was hard to tell him, "Yes, just keep doing that for the next year or two and you'll get some traction." Because anybody that knows Aaron, he's got voice like Zig Ziglar.

He's got this southern charm he's got great stories but they just wouldn't translate in the blogs. We looked at bunch of different things and one of the answers was well, he could start his own podcast. At that point, we weren't really sure and anybody that tells you that doing a podcast is easy has either never done it or never done it well.

That's a whole lot of hard work. I looked at it and said, "Well, we could guest-blog but we still have the problem of writing blogs so why don't we try the same thing and be a guest on other people's podcasts," and Ray, I was amazed, the traffic that came from that, the conversions that came from that.

A good blog now will convert 1% to 2% visitors to leads what we were seeing from the traffic from blogs, excuse me from podcast interviews, it was converting at like 25%, 50%. We had some interviews that would convert at 75%. We were just amazed by it and the other thing too was that the sales cycle was so much quicker because people felt like they already knew him from listening to him.

He started off with just the idea of, "Hey I would like to fill up my one on one coaching spots," well that happened very quickly. He raised his prices and they filled up even more and he said, "I still want to help and serve these men." With that started mastermind groups and currently he's got seven mastermind groups with 10 men each in those. He still kept getting more and more people then started an online community with it.

Over the last three years, he's built his business just that way through podcast interviews and he was the guinea pig. My background, I'm an engineer by training and my first job out of college was running nuclear power plants. I've always said, "I've run nuclear power plants and I've run small business and one of them was easy because it came with an instruction manual." I was always trying to figure out what's the instruction manual for this? How can we test it?

Ray honestly, when we first started I was thrilled with the results but I was a bit worried because I thought, "Is this just a one time magic thing? Is it his personality? Is it his industry – the coaching industry? Or would it work for other people?" To me that's where the testing really started after that, to really define the system and to build that process and validate it. That it is something that can be reproduced.

Ray: That's really amazing to me that you just brought up what would be probably the number one question in the mind of sceptic about this. Because I had those thoughts. When I first heard Aaron's story I thought, "Well yes sure you've got this big personality, you walk into a room and you command the room suddenly so of course it's going to work for you and you did a huge number of podcasts."

I didn't know that there was an engineered system behind what he was doing at that point. Why don't you share a little bit about that. For the average person listening who says, "Okay I get it I can get interviewed on a podcast but how do I make it turn into leads?"

Tom: Right and that's the thing. It's just we've had clients that come to us one of our most successful ones had been on almost two dozen podcasts. Matt Miller from School Spirit Vending, he came to us and said, "Well, it doesn't work," you know, "I've been on two dozen of them and I've never gotten leads from it," When we started to talk through it, it was clear that he was missing parts of the recipe -

Ray: Now hold on hold on I've got to interrupt you. What's his business?

Tom: School Spirit Vending, it's a franchise and he's selling franchises. But they help schools with fund raising by putting stickers - machines in the school. For him he wants to get out there to people that are looking for a side business, for some passive income. He'd seen Aaron's results with it and he tried it himself and just really wasn't getting the same results.

Ray: I just wanted to point out that this is a very different kind of business than what Aaron does and I think that's important to understand this works in different industries. I'm sorry I interrupted you but I wanted to make that point.

Tom: Oh not at all. The way I look at this is that the podcast interview was fuel. Content is the fuel that drives our online sales and marketing engines. But if you have oil fuel and no engine, just think about it. If you have a gallon of gasoline and you light that, you'll get some heat, you'll get some light out of it but it's going to flash really quick and be gone. Then you'd go, "Well that didn't do much." If you just do a podcast interview, that's what will happen.

The other thing is that you know, right now there's 350000 podcasts out there, getting on a podcast is not hard. You could get on one today, the question is, is it the right one and will it drive your business? Really, what we look at is really a six-step framework really. The first one is prospecting. Making sure that you know exactly who you want to talk to and what podcast they are listening to. For me to spend five minutes talking at the super bowl in front of tens of millions of people will get me zero customers. Because they are not there to listen to me. I'll annoy them. But get me in front of a thousand, five thousand podcast listeners that want to know what I'm talking about, boy that's where you'll make your conversions. Prospecting is the first step, now the second one is pitching. How do you approach a podcast host so that they say, "Yes."?

Ray: I can tell you how to not do it. I have a dozen examples of that in my inbox right now.

Tom: Someday I am going to post those and I can tell you what those dozen examples are right now. Somebody that you've never heard before and he says, "Dear Ray, I would love to be on your podcast so that I can grow my real estate business," or anything. It's a business that has nothing to do with your industry.

Tell you what, a mutual friend one time forwarded a pitch on to me. Somebody was pitching his podcast and he doesn't have guests. You could just tell it was just a robot, it was a cold call. With that in the pitching, we talk about, "Nobody like a cold call. Nobody likes a spammy email," so do your homework. I tell you what, if you want to get on a podcast, listen to the podcast a few times make some comments, follow him on social media, leave them a rating and review, share the content then after you know what they are, the approach the host and say, "Hey, I've been listening to the podcast, I think I could add value to your listeners with this content." It's always about what's in it for them. Don't try getting on the biggest podcast from the very beginning. Work your way up and really master the craft there. There's an art to the pitching there so that it makes it easy for the host to say yes to you.

Ray: That's why Tim Ferriss hasn't had me on his podcast yet.

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Tim: He was one of the thousand emails that I sent. It's just the law of averages. If I just keep sending him emails, I'm sure he's going to say, "Yes."

Ray: I'm sure. I want everybody to know we're being sarcastic. Don't get confused. This is so important. For me, I don't know how this sits with you but I'll just tell you. The only way people become a guest on my show now, I've learned the hard way not to have strangers on my show is I either know you or somebody I trust recommended you to me.

Tim: Right. Because think about it, what's the downside for the host? Either they're going to waste their time and the episode will never go live.

Ray: Right, and I've got a few of those on the hard drive.

Tim: Or it would be insulting to their audience so why would they put it up there? You're asking for a big favor, really, to be on the show so you better really know that you're bringing things. When people say, "What's the goal of being on a podcast?" I said, "Your number one goal is to make the host look like a genius for introducing you."

Ray: Yes. We've got prospecting, figuring out who you want to talk to, pitching. We've talked about how not to do it and what the goal is, to make the host look like a genius. What's the next one?

Tim: The next one is preparation. You wouldn't talk to an audience unless you know who they were. Before you get on to that podcast, make sure that you listen to a few episodes so you know exactly who the host is, what the podcast is about, who the audience is, what typical questions they could ask you. There's nothing worse than hearing a podcast, there's the same questions they ask at the end, and they ask the guest that and he's like, "I never thought about that."

Basically, he's saying that I've never listened to your podcast before. You need to prepare but you also have to prepare the host for who you are. They're not going to read your entire book to get ready for it. They're busy too. Make sure that you give them a preparation sheet with some maybe questions to ask, some bullet points. Make it easy for them because the better prepared the host is, the better the interview will be.

Ray: Yes. Just to underline the importance of you preparing as the host, whenever I'm a guest on a podcast, I always make it a point to listen to half a dozen episodes because I want to know what kind of questions are going to be asked, what's the emotional tone and the atmosphere of the show. Is it jokey or is it really sombre and serious? I was on John Lee Dumas's show and I listened to half dozen episodes of his show and I was like, "I've got to crank up my energy level a little bit and speak to these people in a language they're going to understand. He's going to ask me all of these questions so I better be ready for them." You've got to serve your host really well and be ready to give them what their audience needs and wants.

Tim: Ray, you are so right on that. Picture yourself as a comedian going into a crowd, you better know whether or not you're going in to do a comedy act at *The Sunday Bingo* at the church or if you're going into a bachelor party.

Ray: Different audiences.

Tim: Totally different audiences. You may have great content but if you don't have the context right, it's not going to work. The next part is really the performance and that's being on the show. A lot of people have been on radio and television before or done public speaking and they're familiar with that. But we found that there's different things in podcasts that really can make or break an interview. Much of this is, there are video podcasts now but most of them is just audio and people when they listen to the podcast, they're multitasking. As you're giving them different tips, make sure that you give them a reason to come back to your site.

If somebody asks you the six secrets of getting booked on a podcast, well, don't list them all off. You might be able to say, "Hey, I've got an infographic. It's back on my website. If you're interested, just go to interviewvalet.com/ray and everything we talked about will be there. I just showed you totally behind the curtain because I'll put that page up. Anything we talked about is there. Your interview, you want to make it so the next step. Sometimes in blogs, people will say, "I've been blogging for years and never got any leads out of it," and you say, "What was your call to action? What was that next step that people could take?" They are like, "Well, sign up for my newsletter." No. That's not compelling. One of the things we teach all of our clients is to give three different ways for them to say, "Yes." A little yes, a medium yes and a heck yes.

Ray: What do you mean by that?

Tim: It's different levels of commitment. If I say, "If you'd like to come to my website, I've got a six hour training that you can do." That's a big commitment and most people would look at it like, "You jut gave me homework." Or if I said, "Come to the website and you can sign up for a one hour free consult." Man, that's a big commitment. I don't know you that well in order to do that. You can give different; a small yes, a medium and a larger yes. Maybe the small could be like I said, "Heres an infographic, there's six ways to get on your first podcast. Maybe the medium yes could be a free 30-minute training, just a recorded training there. People would be used to, "Okay, I've got to put my email address on to get the video." They're used to that.

The big yes could be, "Hey, here's a personal evaluation. Would podcast interviews work for you? There's some more questions that are asked there, follow up with that and there's a free 15-minute counsel with that, too." You could see that some people will just want to go there and kick around the tires while other people, after they hear you, they're like, "Heck yes. This is how I want to grow my book or grow my coaching practice or grow my speaking business." If they're ready to fully engage, don't slow them down but give them different ways to say, "Yes." That's a little bit different than most digital marketing or online marketing that says, "Send them to a squeeze page and only give them one option."

Ray: I just love the feel of that terminology, don't you? 'Squeeze page'.

Tim: Ray, I hate the idea of squeeze page or landing page or sales funnel. People are not objects that are supposed to be put through a machine. They're supposed to be helped through the buying process. Really, when we tell you or teach you to send them to a welcome page, that 's what it is. It's a custom welcome page. Because right now we're recording this in late 2016 and I guarantee you right now, there's somebody in 2020 that's listening to us, Ray, and they're like, "This is great." If they went to my website in 2020, I guarantee you, it's not going to be the same.

You want to make sure that they have the best experience possible. That really goes into the next step which is progression. How can you help somebody go from listener to visitor to lead? We've done a lot of testing on this and when we sent people just to the homepage, it didn't convert as well. When we sent them to a landing page, it didn't convert as well. From my experience with e-commerce, one of the things that I realized is that we need trust seals on the page. Here's another behind the curtain. When you go to interviewvalet.com/rayedwards, what do you think the first thing you're going to see is? It's going to be a picture of Ray.

Ray: I was going to guess. I haven't seen this page but I would guess you would see a picture of me and my name would be on there somewhere.

Tim: Yes. It's the artwork for your podcast. If your picture wasn't on the artwork, we'd put that up there, too. Because when somebody hears me on a podcast, they don't know what I look like, they don't know what my website looks like. When they're first getting there, they're thinking, "Is this the right spot?" If you have a couple of those trust seals, they're going to say, "I'm on the right spot and there's my friend, Ray. I trust him.

He's there," and then from there, if you're on his page, it's probably because you heard Ray and I talking on this podcast. I hope you had as much fun listening to it as I did talking with Ray. Then some more verbiage in there and at the bottom, there'll be a picture of me. If you're interested, for no other reason than to figure out, "I wonder what he looks like," go to the site and see. Unfortunately, it's a picture that's four years old. I got a little bit more grey hair than that. But it's a way for people to connect and really, that progression, too, of-- too often, people at the end of interviews will say, "How do you get in touch with them?" and they'll say, "You can email them at this address. You can find me here on Twitter. You can find me here on Facebook." People are listening as they're running, jogging, working out, cooking, multitasking. They're not going to write down all of these different contact things.

Ray: I'm hanging my head in shame because I've done so many interviews where people asked me that question at the end and I just say, "You just go to rayedwards.com." Now, I realise, I'm a big enough man to admit I have made a big mistake in the past that I'm not going to make ever again. There will always be a welcome page for me to send people to from now on.

Tim: You know the other reason to do that Ray? Is do you know what your best podcast interviews are? I mean definitively with the data? If you had a welcome page.

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Ray: I would know

Tim: You would know because you can track all the analytics there. Often you get on a show when you think it's going to be a home run and it turns out to be a base hit. With that you think what wasn't right? What can I learn from this? Was there something that we could change? But other times you could be on a podcast and it could be a homerun. With that you've got to say how can I find more find more podcasts like this? How can I be back on this podcast? Sometimes people say, "I want to be on the biggest podcast," and I'm like, "No you don't," really because I've been on a podcast one time and they had about 50,000 downloads.

I was thrilled to be on it. It was early on probably before I had my message down and the system down fully. But I was heard by 40,000 50,000 people and I got two dozen leads and I was thrilled with that. But then shortly afterwards, I was on a podcast and the host said before we recorded. She's like, "Yes, I get about 300 downloads an episode," and I'm like I probably wouldn't have been here right now if I'd known that, but you know what, I think it's a good show. I want to talk to him. So let's do that.

Ray do you know I was amazed, I got 150 leads from that and this is a while back I was selling a product I sold \$25,000 worth of product on that podcast alone. As I looked at that I'm like, yeah there's more fish in the ocean, but if I can find a barrel that's full of the fish that I want, I'm going to go there every time.

Ray: Yes that is beautiful. That is fantastic.

Tim: Now the final P, the final step is promotion. This is the one that I like the most because I said before. My first job out of college was run a nuclear power plant. I'm an engineer at heart. I joke around that English is my second language and I really don't have a first language. When I write blogs it can be painful. One of the things that I love to do is come up with ideas and I'll dictate a blog. That will get the majority of it down and then I'll have somebody else clean it up to make me look like I'm semi-educated before I actually publish it.

The promotion on a podcast interview is just amazing because think about it you've got audio content now. What can you do with that so that more people see it? When the interview comes out you're going to share it on your social media. You're going to put it on Twitter and Facebook and LinkedIn and not just one time but on a continual basis so that you're always promoting that interview. Because like I said somebody in 2020 just found this interview and it is valuable to them as it is to somebody that found it four years earlier.

Ray: Now I'm going to tell you something that you probably already know but this was a shock to me. Can you guess who is the only person I've ever interviewed and I've interviewed many people on this show. Who's the only person who continuously still promotes that interview?

Tim: I'm going to guess Aaron Walker.

Ray: You're absolutely right and not only has that made me smile every time I see it happen but it keeps him on my radar. It makes me remember that guy, I interviewed him on my show and he's given me back much more value than I gave him by giving an interview. He's really made me feel closer like I know him better. He's done more for me just through a simple action that really is in his best interest in the long run but I'm telling you that's a very effective technique.

Tim: I bet you if we looked back through the analytics, we could probably see bump ups every time you mentioned him on a podcast. Like right now, we've mentioned him a few times in here. There's people that are going to go back and look for that episode again and even though it was a year ago, boom that's traffic there that they'll get from that. It does it by continually putting that out there, it helps everyone. The truth is that it's probably an automated system. There's a social media jukebox out there, there's meat Edgar, there's all kinds of ones where you can set it and forget it.

Ray: Well I know that but it doesn't make any difference to me because he's doing it and I feel I feel a debt of gratitude to him because he didn't have to do that.

Tim: Exactly but he's doing that so that helps. Other ways to promote it too was just to re-purpose this content. Like I said before that I most of the time will dictate my blogs first. Well, when we talk it's about 150 words a minute. If a blog is 600 words every four minutes we're coming up with a different blog. You could take this content and put it through something like Rev.com for a dollar a minute and get the transcript. Now take that figure out how to get different blogs out of it maybe highlight it. If I talk long enough, I'll get 140 characters of genius that could be a tweet and so highlight those maybe there's some that you can make a word swag out of. You could even make some images out of that, you could take a small clip of that run some B-roll footage over the front of it and now put it up on YouTube or Facebook. There's so many ways that you can re-purpose this content that you just made and to me it's magic.

Ray: Well you're absolutely right about that. Now I've got a question as we're listening to this I'm sure there are people who are getting all excited all lathered up because they're I've I have found the pot of gold at the end of the rainbow. I'm going to get on a bunch of podcasts. Of course it's not that simple as we've already discussed. But who will this not work for? Surely there's some people that this just won't work for.

Tim: Yes, and with this we've worked with over 100 clients from different industries over 3,000 interviews and we went back and we looked and say okay, who got the great results and who didn't get who maybe had good results or fair results with it. We looked at it as there was three different foundational parts and Ray they sort of multiply on each other. If you've got a zero and one, they're all going to be zero. It's really the message, the market and the machine. The message is do, you have stories to tell and not just a product to sell? Are you engaging? Do you have something that would offer value to people? If you just want to do a quick transaction, there's better ways to do it. If you're selling certs or Tic-Tacs, this is not the medium for that. Maybe if you maybe if you want to if you the company owner and tell the story behind it, maybe that would work but you really want to be focusing

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on not just a transaction but how can I get a lifelong customer here. Really more of a long term lifetime value of a customer.

Message is the first part. Market is the second one. There's two parts to this first do you know who you want to talk with? Because I can remember we were talking with an author that wanted to work with us. Great guy and everything but I asked him, "So who who's your ideal buyer persona, who's that person that you want to talk to?" He says I want to be on every podcast, I want to be on any podcast where they've got somebody that wants to buy a book and has \$20 in their pocket. I just scratched my head and I'm like you're going to be annoying.99.9% point of the world.

You have to know who that person is that that you can thrill and be will be thrilled by you. The second part of that is, with the market you have to have something that can help them. We've had people that come to us and say, "I just want to do it for brand awareness." I have never known what that word means or how to measure it. But I just want to do it to get my name out there. To me that does disservice to the listener. If you don't have something that they can say, "Yes, he can help me" and then give them the next step, you're really doing them a disservice. Some customers we've told them if there's like yes I've got a book coming out next year. I'm like well great. when you've got that book out come to us three or four months beforehand and we can start working that. Or they may say I'm working on a product right now that's great. When that product is ready to launch come back to us and we can talk about that. We can help promote that but you've got to have something that you're marketing.

I love how Rabbi Daniel Lapin calls it Certificates of Appreciation is money. When you do something for someone that they appreciate, they'll give you certificates of appreciation. With that market there you need to have something that can help them. The final step we had message, we had market and now machine. Machine is really do you have an online presence? You have an online system that can move people from being listeners to visitors to Leads. After you get off this listen to me on this podcast you're like okay, Tom Schwab, Kalamazoo Michigan I need to figure out more about this guy. If you go to my LinkedIn profile you're going to see stuff that builds up my credibility. Same thing you'll find me on LinkedIn, you'll find me on Twitter and Facebook. People have to have that machine and then also you have to have a website that builds trust and can also help people move them from being a visitor, to a lead, to nurturing them.

The days of just saying, just email me at, people won't do that. If you got the message, the market and the machine, this will work for you.

Ray: Brilliant, you've given us really an outline of a system that will work. If somebody wants to go through all the steps and will take action on them, they could take what they heard on this interview and make a huge difference in their own business. You got a business where you help people do this, like one to one. You help them set up their system and get everything in place and get the interviews and so forth. My question to you is, Tom why in the world would you write a book and give away all your secrets?

Tom: To me it's like, it's not a secret. There is no magic. I'll pull the curtain back and show you exactly how it works. I honestly believe that we all work better together when we share ideas. That was ordinary to me is amazing to other people and what's ordinary to them is amazing to me. I think we need to cross pound it with ideas here. When I first started with this system, I would tell people, this is how you do it. If you listen to any of my interviews here, I'll tell you exactly how it goes. If you want to spend all the time to listen to the interviews, the blogs, everything, you can piece it together, it's not magic. It's a recipe.

Same way a chef could put out the recipe there and you could spend the time following that. I want to make this available to people so that they can grow their business. Because I think it serves everybody; the customer, the business owner, the coach, the author, the speaker and also the pod-caster. What we found is that, when we first started this I put the cost together. When I said before that I sold \$25,000 worth of product that was an online course that we had. We were teaching how to do this in a video course and people would come back and say, I understand it but I don't want have to do all of that.

Ray: Because that's exactly what I'm thinking, I have a confession to make. When I agreed to have you on the show. I know what you do, but I figured, well, I have been podcasting for a long time. I already know all this stuff but this will be great for the listeners. I will have Tom on, he can explain how people can do this and I have been taking notes and I have been thinking, there is a lot of stuff here am not doing myself, I should be doing it. He's taught me how to do it but good grief I don't want to do it, I should just have them do it for me.

Tom: That's the thing, it's because if you skip steps you are not going to get the same results and we have people-- I always say, Ray the best copywriters for me are my customers. If I just write the stuff down and we had one client that came to us and after he had gone through all of this and understood it, he said, "I understand it but you know Senna Cho only sang," and I'm like, okay what does that mean? He said, "Well, Senna Cho could have done all of it but he only performed, he had other people do all of that." He says, "I want to do what I can only do, I can share my story, I can perform." He says, "I want to be the guest you guys do all the rest," and I'm like that's a good tagline. You be the guest, will do the rest.

That's really what it is and so there is no magic here. It's like a recipe. If you've got a recipe for your favorite meal, you could try making it yourself and some people would do that or you could go to a restaurant, have your favorite chef make that. That's really what we are doing. There's all these steps, there is; the prospect in the pitch, in the preparation, the performance, the progression, the promotion the only one that you can't outsource is the performance. With that, we'll help with the performance as much as possible but we key you up for everything else. Really that's how am able to do all of these interviews. You said before that you listen to three or four podcast interviews before you ever go on it, for me I'll tell you straight out. I have listened to your podcast, I know you, I know the flow of it. But for a lot of podcast, if am not just familiar with them, 15 minutes before the show starts, I get the email reminder from my team, my concierge Interview Valet and it gives me the brief sheet that says here is the host, here is the audience, here is background, here is questions that they could ask you. I go through my checklist to make sure

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everything is set, then have the half hour-45 minute interview, give some feedback and boom am on to the next one and that's our best clients do that. So that all they want to do is come up for that performance, not get out of the park with that and then we take care of everything else.

Ray: I really believe that people who follow this strategy, whether they follow it and they follow the recipe exactly on their own, whether they have you do it. They are going to be successful in the coming year and this interview will publish on the 21st of November so that means your book will be out. Tell us about the book?

Tom: Yes, it's been a long time coming, it's called *Podcast Guest Profits*. It's the story of what we learnt and the system that we put in place. There is a lot of stories of different clients in there, our first clients everywhere from somebody trying to franchise their business to somebody trying to do a kick starter campaign, the coach, the author, the small business, software service companies. All these different ones we tried and really what we learnt from them. It's a step by step frame work that tells you how to use targeted interviews as a strategy to grow your business and tactics have an expiration date but strategy doesn't. With that, we try to teach you why it works not just, "Hey, this is what worked for us." At the end there is information and knowledge that is useless unless you put it into action. At the end of the 30 day plan that you can follow a long so that you can start doing this also. There is some online resources that didn't make it into the book but we got those there also so you can get the checklist. You can use the forms, everything that we use so that if you've got the time to do this, then you can do it on yourself, continue. I either got lots and lots of time or I don't. If you've have got lots of time, you can do it yourself, if you don't, you can hire us to do it or someone else to do that. It's really actionable book and we are really excited to have it out there. I say we because, I wrote it but I always say that it was my clients that provided the content and I was so thrilled and honored when Aaron Walker wrote the foreword for it.

Ray: [unintelligible 00: 47:04] so it's called *Podcast Guest Profits*. Where can people get it?

Tom: Sure, it will be on Amazon and it's also-- if you go to podcastguestprofits.com you can get it there and some of the extra materials that will be there also.

Ray: What was the address of that other welcome page that you mentioned earlier?

Tom: Sure. With that, everything that Ray and I talked about will be at interviewvalet.com/rayedwards. Ray we are all learning on this I just violated one of my rules. I just sent listeners to two different sites. Anybody that's listening and multi-tasking, I am sorry that I just made your life harder. I should have combined them in one but I will tell you what, Ray got great show notes if you go there, I'm sure that all the links will be there also.

Ray: That is absolutely correct. Tom, this has been a delightful conversation. Thank you so much.

Tom: Thank you Ray.

Ray: I told you, you're going to love Tom. Hey, if you found the show helpful, do us a favor, we would like to get the word out so more people can know about the program. How we do that is you subscribe to the show in iTunes and you use the apple podcast app to do it. That gives us higher rankings especially if you give us a rating and review in the iTunes podcast store. Make sure you put your real name and website in the texts review itself and we will mention you in the show at some point in the future. You can get the show notes and the transcript at rayedwards.com/259 until next time I pray that God will continue to bless you and do more for you than you can ask or even possibly imagine.

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[00:49:10] [END OF AUDIO]