# Marketing, Media & Money Magazine Media & Money Podcast 2025

## Al Meets the Mic:

How Artificial Intelligence is Transforming Podcasting for Hosts, Guests, and Producers

Branding Through the Mic:

How Podcasting Amplifies Visibility and Connection



## A Special Message from the Publisher



Dear Readers,

### Welcome to the Podcast Special Edition of Marketing, Media & Money—celebrating International Podcast Day!

At *Marketing, Media & Money*, we believe in the power of the voice, not just as a tool for expression, but as a catalyst for connection, credibility, and conversion. Podcasting isn't just having a conversation, it's building a brand, growing a business, and creating real impact with every episode.

That's why this issue is dedicated entirely to the art and business of podcasting.

Whether you're a seasoned host, a sought-after guest, or just now leaning into the mic for the first time, this edition is packed with insights, strategies, and stories that will help you harness the full potential of podcasting as a profitable business asset.

Inside, you'll discover how video podcasts can become powerful client-generating machines, how podcast guesting opens doors to million-dollar collaborations, and how to turn your episodes into movements that shift beliefs and spark transformation. We're talking about visibility, monetization, partnerships, branding, AI, and beyond.

This issue isn't about podcasting as a hobby—it's about podcasting as strategy. You'll hear from industry leaders and expertpreneurs who are using podcasts not just to speak, but to lead. They're building communities, launching products, securing corporate clients, repurposing content like pros, and redefining what it means to use your voice in the modern marketing landscape.

And yes—Al is in the mix, too.

Because in a world where content creation can feel overwhelming and the noise never stops, Al tools help smart podcasters streamline their process and scale their message without losing their human touch. But let me be clear: no technology will ever replace what makes podcasting so powerful, your voice, your story, your truth. That's the heartbeat of this medium. And that's what turns listeners into leads, episodes into empires, and conversations into collaborations.

My invitation to you is this: step up to the mic with purpose. Lead with your voice. Speak with intention. Collaborate courageously. And remember that your story isn't just worth telling, it's worth monetizing.

With purpose and appreciation,

## patty farmer

Patty "AI-driven insights, human-powered strategy" Farmer Editor-in-Chief, Marketing, Media & Money Founder/CEO, M3 Creative Marketing



















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# You know your offer is compelling, so why isn't your Marketing attracting ready-to-buy clients?



Take my **FREE** Marketing, Media & Money Business Assessment, and I'll personally walk you through your results in a **FREE** 30-minute strategy session.







Build a mini funnel around your most downloaded episode to turn casual listeners into loyal subscribers. ~ patty farmer



**Podcasting is one of the most personal forms of content we create. It's a voice. A story.** A conversation that meets someone right where they are (in the car, at the gym, on a walk, or during the quiet moments of a morning routine).

It builds trust in a way few other mediums can. And for many of us, it's not just content: it's connection, community, and calling.

But behind that microphone? There's a whole lot of work.

From prep to production to promotion, podcasting takes time. And in a world where visibility and velocity often compete for your energy, that's where AI steps in, not to replace the human connection, but to enhance it.

Whether you're a host, a guest, or producing magic behind the scenes, AI is transforming podcasting in ways that make the process smoother, smarter, and more strategic.

And throughout this article, you'll find examples of AI tools you can use to streamline your workflow, elevate your content, and expand your reach.

#### Let's explore how.



#### For Hosts:

#### **Amplify Your Impact, Not Your To-Do List**

Hosting a podcast means being a leader, a connector, and a content creator all in one. But it can also mean a mountain of tasks: researching guests, writing questions, editing, summarizing, promoting, it adds up fast.

It's easy to get buried in the behind-the-scenes work and lose touch with why you started your show in the first place. Al helps lighten that load without watering down your voice, so you can spend less time managing and more time meaningfully connecting.

#### **Smarter Guest Research and Outreach**

Need fresh, aligned guests? Al tools can analyze podcast databases and social platforms to identify voices that resonate with your message and your audience. You can filter by niche, reach, tone, or values, and even generate personalized outreach emails that sound like you, not a bot.

It also works the other way around. Want to grow your reach? Use AI to match with hosts whose audiences mirror your ideal clients. It's the new wave of smart, strategic podcast swaps.



#### **Thoughtful Questions, Deeper Interviews**

No more generic "tell us about yourself." Al tools like ChatGPT can help you build dynamic, personalized interview questions based on your guest's recent content, LinkedIn posts, or TEDx talk.

It's like having a digital researcher that ensures your guest feels seen, and your audience stays engaged.

#### **Discoverability Starts with Keywords**

Even the most powerful episodes fall flat if no one finds them. Al can help you identify high-impact keywords related to your topic, your guest, and your audience's search behavior.

Optimizing episode titles, descriptions, and even your website Metadata can dramatically boost your visibility on Google, Spotify, and even voice assistants like Alexa and Siri.

#### Show Notes in a Fraction of the Time

Writing detailed, engaging show notes used to be a post-interview hurdle. Now, AI tools like Castmagic, Capsho, and Podium can generate summaries, quotes, timestamps, and even pull-out social media captions from your raw audio. You record. AI does the rest.

#### **For Guests:**

#### Get Booked Smarter and Show Up Stronger

Being a podcast guest is one of the most powerful ways to grow your brand, build authority, and create genuine connections. But the challenge? Finding the right shows and showing up prepared.

In a sea of podcasts, it's not just about getting booked, it's about being intentional with where you show up and how you show up. Al helps you cut through the noise, refine your pitch, and deliver value that sticks with both the host and their audience.

#### **Find the Right Shows Faster**

Al-powered platforms can help you search by audience demographics, episode themes, engagement levels, or even the host's style. It's not just about being on any podcast, it's about being on the right podcast for your message and your mission.

#### **Pitch With Purpose**

Nobody wants another copy-pasted pitch. With AI, you can create personalized podcast outreach messages that highlight why your voice matters on their show, tying your expertise to what their audience needs most.

Need help summarizing your value? Al can turn your long-winded bio into a compelling hook that says, "Here's what I bring to the table, and here's why your listeners will care."

#### Prep Like a Pro

Want to show up with confidence? Al can review a show's past episodes, identify common interview patterns, and help you prepare thoughtful responses and signature stories that align with the host's style.

You walk in not just ready, but magnetic.

#### Behind the Scenes:

#### **Production Gets a Glow-Up**

The real magic often happens off-mic, and AI is making that process easier, cleaner, and faster than ever.

From editing and transcription to content repurposing and publishing, Al tools are stepping in as silent partners taking care of the heavy lifting, so you can focus on creativity and connection. Whether you're a one-person team or leading a full production crew, these tools help you save time without sacrificing quality.

#### **Transcription and Editing in Clicks**

Tools like **Descript** or **Adobe Podcast** let you edit your episodes like a Google Doc. Just highlight and delete filler words, long pauses, or tangents. And Al-enhanced audio tools can clean background noise, balance levels, and make your sound studio-quality even from your kitchen table.

#### **Content Repurposing at Scale**

One episode, ten content pieces? Absolutely. Al can instantly turn your audio into blog posts, pull quotes for social media, convert insights into reels or carousel posts, and even suggest email subject lines.

That means you get more traction from every conversation without starting from scratch each time.



#### **Data-Driven Topic Planning**

Stuck on what to record next? Al can analyze your past episodes' performance, trending keywords, or listener questions to suggest high-impact future topics. It's like having a producer who always knows what your audience wants to hear next.

#### Al Resources to Power Your Podcasting Workflow

Whether you're behind the mic or behind the scenes, the right tools can transform how you work. Below is a curated list of Al-powered tools that align with everything we've explored (from guest discovery and content creation to keyword optimization and episode prep).

These aren't just nice-to-haves, they're practical, time-saving solutions designed to help you stay consistent, sound professional, and scale your podcast with less stress.

Think of this as your shortcut to a smarter, smoother workflow, so you can focus on what you do best: sharing your voice.

#### For Hosts:

#### Smarter Planning & Production

- PodMatch Matches you with aligned podcast guests using Al-based criteria like audience overlap, tone, and topic.
- Castmagic Turns raw audio into summaries, timestamps, quotes, social posts, and full show notes in minutes.
- Capsho Another AI content assistant that transforms podcast audio into marketing assets like titles, SEO-friendly descriptions, and blogs.
- ChatGPT Ideal for generating interview questions, topic ideas, titles, SEO keywords, and guest outreach emails.
- Ubersuggest Helps you find trending keywords to boost your discoverability across search engines and voice platforms.
- **Smartwriter.ai** Craft personalized guest outreach messages with an AI that scans guest profiles, websites, and past content.

#### **For Guests:**

#### Get Booked & Show Up Prepare

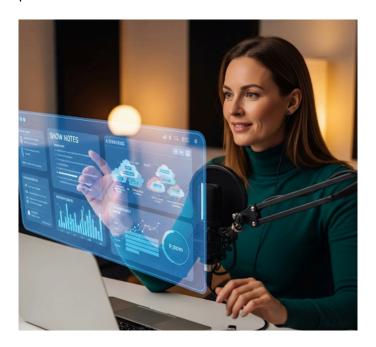
- Podcast Hawk Al-powered guest booking tool that finds shows to pitch based on your niche and automates outreach emails.
- MatchMaker.fm A searchable database of shows looking for guests; not fully AI-based but offers structured filters for visibility.
- ChatGPT or Perplexity.ai Analyze recent episodes, summarize host style, or refine your signature stories and pitch messaging.
- Smartwriter.ai Great for writing compelling, customized pitches that align with each host's recent topics and tone.

## For Producers & Teams: Post-Production Power

- Descript Al-driven transcription and audio editing tool that lets you edit podcasts like text documents.
- Adobe Podcast (formerly Project Shasta) Alenhanced audio editing for clearer sound quality and quick cleanup.
- Podium Transcribes and summarizes your podcast episodes, turning them into SEO-ready content assets.
- Castmagic Ideal for solo producers and small teams needing fast, consistent postproduction workflows.

Whether you're recording your very first episode or scaling your show across platforms, these tools help you reclaim your time, refine your message, and show up with more impact. The key is not using all of them but picking the ones that align with how you podcast best.

Start small, experiment with what fits your workflow, and build from there. The goal isn't perfection; it's momentum with intention.



#### **Use AI to Make Space for What Matters Most**

Let's be clear: Al won't replace the story you tell or the connection you create.

But it will help you show up more consistently, more strategically, and with far less burnout. Here's the truth:

The most successful podcasts aren't the ones with the fanciest gear or biggest teams. They're the ones that connect with the right people (at the right time) with the right message. And now, with Al as your partner, you can focus on doing just that.

Let AI handle the heavy lifting so you can stay in your zone-of-genius: building relationships, sharing stories, and sparking real transformation through your voice. Because when you combine your purpose with the right tools, your message becomes not just easier to share, but impossible to ignore.

So, whether you're behind the mic or behind the scenes, remember: **your voice is the asset.** Let Al be the **amplifier**.



Every page is a reminder of why you started podcasting in the first place, so your voice can be heard and your message can create impact.





## Branding Through the Mic: How Podcasting Amplifies Visibility and Connection

When most people think about branding, they picture logos, websites, and color palettes. But your brand voice isn't just a metaphor. It's literally your voice. And today, few tools carry that voice with more impact than podcasting.



As a brand and web designer, I've always focused on creating strategic, cohesive visuals. But over the past few years, I've also seen how podcasting can amplify your visibility, expand your network, and build real trust while staying true to your brand.

Whether you're introverted or extroverted, podcasting offers something incredibly special. It's an intimate experience, both for the host and the listener. Some of the biggest personal and professional shifts in my own journey have come from the podcasts I've listened to. They've shaped how I show up, how I speak, and how I lead.

#### From Listener to Leader

I co-host The Profitable Brand Designer Podcast with my boyfriend, Jeremy, and we're currently prepping to launch Season 2 later this fall. The show started as a way to support other creatives, but it quickly grew into something bigger.

Now, we're focused on helping entrepreneurs and entrepreneurial couples understand how to build brands and businesses that are both creatively fulfilling and financially sustainable. It's raw, real, and grounded in the lessons we've learned growing our own businesses together.

#### **Building Local Connections**

This year, I also took over as the host of the Charleston Women Podcast, which spotlights leaders, entrepreneurs, and change-makers in the Charleston community. It's been such a powerful way to deepen my local roots and connect with people I may not have otherwise crossed paths with.

As someone who thrives on meaningful conversations, podcasting has become more than just a platform. It's a space for aligned connections, growth, and visibility in ways that feel authentic.



#### **Your Brand Should Show Up Too**

What many people overlook is how visual branding plays a critical role in podcasting. Your cover art, episode graphics, audiograms, and thumbnails are more than just images. They are extensions of your brand. When those visuals are consistent and aligned with your brand identity, they make your show recognizable and trustworthy before a single word is spoken.

To support this, I created a free Podcast Branding Launch Guide featured in my sponsor ad in this issue. It outlines the exact graphic sizes and templates you'll need when launching or refreshing your podcast and is a helpful tool whether you're starting fresh or stepping things up visually.





#### Not My First Rodeo

Before stepping into these hosting roles, I had already been featured on several podcasts as a guest including one with Patty Farmer on her *Marketing, Media & Money podcast.* Our conversation, Scroll-Stopping Design: Strategic Branding to Captivate Your Audience (Season 9, Episode 163), was one of many that reflected how far I'd come and how podcasting continues to support my evolution as a designer, business owner, and brand strategist.

If you have something to say, you have everything you need to start a podcast. It's not about being loud or polished. It's about being consistent, intentional, and aligned with your message.

Because when your voice is supported by strong visuals and strategy, people don't just hear you. They remember you.

#### **About the Author**

Kim Russo is an award-winning Designer, branding expert, podcast host and best-selling author passionate about helping entrepreneurs bring their ideas to life and elevate their professional presence. As the founder of On Brand Designs, a boutique studio in Charleston, SC, Kim specializes in creating high-impact brand strategies, websites, and designs that help clients stand out and thrive. Through her transformative course, The Profitable Brand Designer, she empowers creatives to transition from freelancing to building successful businesses. Beyond work, Kim enjoys crafting, painting pet portraits, and spending sunny days with family and friends.

OnBrandDesigns.com



## A few words from our Sponsor



Dear Readers,

Il'm especially excited to sponsor this *Marketing, Media & Money* special edition celebrating World Podcast Day because podcasting has become such an important part of how I grow, connect, and show up in both my personal and professional life.

Over the past few years, I've shifted from just listening to podcasts to actively hosting them. From co-hosting *The Profitable Brand Designer Podcast* with my boyfriend Jeremy to recently stepping in as the new host of the *Charleston Women Podcast*, podcasting has given me space to explore meaningful conversations and create content that aligns perfectly with my brand and values.

It's also one of the most powerful ways to build a brand that people truly remember. A strong podcast presence paired with cohesive visuals and intentional design can reinforce your credibility, grow your audience, and create real connection. That's why this article is dedicated to helping business owners think about podcasting through a branding lens.

And none of this would be possible without Patty Farmer. Patty has built a platform that gives entrepreneurs the chance to be seen and heard in a way that feels authentic and powerful. She's a connector, a storyteller, and someone I'm honored to collaborate with both through this magazine and as a past guest on her podcast, *Marketing, Media & Money*.

Thanks for being part of this issue. I hope it inspires you to keep showing up, keep sharing your voice, and keep building a brand that truly reflects who you are.

Stay On Brand!

Kim Russo

CEO & Award-Winning Designer, On Brand Designs



## **Podcast Branding Launch Guide**

#### ON BRAND DESIGNS

Your podcast deserves visuals that stand out. From Spotify covers to YouTube thumbnails and Social posts, our Podcast Branding Launch Guide has everything you need to create polished, professional graphics — with all the right sizes, styles, and templates in one place.



#### THE LAUNCH GUIDE

Get your free guide today and start your podcast journey with a brand that's ready to shine.



Hey, I'm Kim!

I am an award-winning brand designer, Best-selling author, online educator and coach. I create scrollstopping designs for thriving female entrepreneurs that make you say out loud, "ooo, I love that!" My obsession is transforming ideas while keeping you 'On Brand'!









## The Mext Level of Podcasting: Beyond Downloads and Sponsors



So, you've hit 100 episodes—pop the champagne, flex on LinkedIn, and... now what? Welcome to the podcasting twilight zone: where downloads soar, sponsors line up eagerly, and your podcast consistently brings in clients and revenue. You've built a well-oiled machine, a powerhouse of influence, and your podcast is thriving.

#### But here's the real question: Is this it?

Because for experienced podcasters like you, the game isn't about survival anymore—it's about mastery. It's about pushing the boundaries of what's possible in podcasting and discovering untapped opportunities that most people aren't even aware of. Let's talk about the next level.

#### Beyond Video: Building a Multimedia Podcast Ecosystem

By now, you've probably explored video podcasting, and if you haven't—it's time you do! Platforms like YouTube, Spotify, and Instagram are prime real estate for expanding your reach. But video isn't just about uploading an episode with a camera pointed at your face.

For those who haven't transitioned yet, consider this your sign. Video podcasting isn't a trend; it's a strategic move to future-proof your show and dramatically increase your discoverability. But even if you've already started with video, are you truly maximizing its potential?

The next step is creating a multimedia podcast ecosystem. This means repurposing content across platforms in hyper-strategic ways:

- Turning podcast clips into shareable reels and TikToks.
- Creating webinars from your most impactful episodes.
- Packaging podcast content into premium digital products, evergreen courses, or hosting a Summit-Cast!
- Designing micro-content specifically for Instagram Stories or LinkedIn carousels.
- Hosting live Q&A sessions or virtual meetups around key podcast topics.



It's about seeing your podcast not just as a show, but as a content empire. Whether you're starting your video journey or scaling it to new heights, this transition isn't optional anymore—it's essential.

### Advanced Audience Segmentation & Personalization

Your audience isn't a monolith, and treating them as such means leaving opportunities on the table. The next level of podcasting involves deeply understanding audience segments and creating hyper-personalized content.

Have you thought about creating exclusive podcast feeds for your most loyal listeners? Or tailoring bonus content for specific audience avatars?

What about exploring dynamic ad content that speaks differently to various listener profiles? Advanced segmentation tools and analytics can tell you who your listeners are, what they want, and how they want it delivered.

You could even run listener focus groups or surveys to refine your content strategy based on real insights.

This isn't just optimization; it's transformation.

#### **Accessibility:**

#### Taking It from Compliance to Innovation

Let's move past the basics of accessibility.
Yes, transcripts are essential, and yes, optimized visuals are non-negotiable. But what if we viewed accessibility as an innovation frontier rather than a checkbox?

Think about interactive transcripts that allow users to click and jump to specific parts of an episode. Or Al-driven content summaries that cater to neurodiverse listeners. How about voice-assistant integrations that make it easier for listeners with disabilities to interact with your show?

Accessibility isn't just about widening your audience; it's about reshaping how people experience your podcast. Offering alternative listening speeds, language translations, or even descriptive video options can set you apart.

#### **Monetization 2.0: The Podcast Economy**

When was the last time you thought about monetization beyond ads and affiliate deals? The podcasting economy is evolving, and experienced podcasters have a golden ticket to lead the charge.

#### Have you considered:

- Offering premium episodes or ad-free feeds for paid subscribers?
- Selling podcast-backed digital products or workshops?
- Licensing your podcast content to other platforms or media outlets?
- Launching limited-run podcast series with premium access?
- Partnering with brands for exclusive podcast collaborations?

At this level, monetization isn't about selling ad slots —it's about building an entire revenue ecosystem.

#### **Leveraging Your Podcast as a Legacy Asset**

Here's a thought most podcasters overlook: Your podcast is an *intellectual property asset*.

How are you protecting it? Have you trademarked your podcast name? Are you exploring licensing opportunities for your content library? Have you thought about how your podcast could outlive you as an evergreen asset?

You could even consider creating a documentary or book based on your podcast's most impactful episodes.

High-level podcasters aren't just creating content—they're building legacy assets. It's time to start treating your podcast with the same care and intention as any other high-value intellectual property.

### SEO & Podcast Websites: Scaling to the Next Tier

If your podcast website is just a landing page with a player and some show notes, you're missing out. At this level, your podcast website should function as a content hub.

Are you optimizing every episode for SEO with detailed, keyword-rich show notes? Are you

building authority backlinks to boost your podcast's discoverability? Are you capturing high-value leads through irresistible offers tied to your episodes?

Your podcast website isn't just a digital brochure; it's a lead-generating engine. Consider adding an FAQ section based on common listener questions or a blog that dives deeper into episode topics.

### The Leadership Shift: From Podcaster to Industry Authority

You're no longer just a podcaster—you're a leader in your niche. The next level requires you to step into that role with intention.

## The next level of podcasting isn't about doing more of what you've already done. It's about asking harder questions:

- How can I turn my podcast into an intellectual property empire?
- How do I build deeper connections with segmented audiences?
- How do I innovate accessibility and inclusivity?
- How do I turn my podcast into a multi-tier revenue powerhouse?

Because at this stage, success isn't about downloads—it's about impact.

So, what's next for your podcast? The answers might just redefine the industry.



#### This means:

- Speaking on global stages about your expertise.
- Collaborating with industry thought leaders.
- Mentoring the next generation.
- Becoming the go-to authority on advanced strategies.
- Hosting exclusive mastermind sessions with industry peers.
- Creating leadership-focused bonus podcast episodes.

Your voice carries weight beyond your podcast. Use it.

#### Final Thoughts: The Next-Level Mindset

When you started your podcast, the goal was simple: get downloads, secure sponsors, grow your audience. But now? Now it's about legacy, leadership, and limitless growth.

#### **About the Author**

Kay Suthar is the bold Founder of Make Your Mark Podcast Agency and the only British-Indian woman in the world to own a video podcast agency. A former police officer turned global podcast strategist and dynamic host of the Make Your Mark Podcast, Kay helps ambitious entrepreneurs launch video podcasts, amplify their voices, and transform conversations into powerful, profitable opportunities.

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## Podcast Guesting That Converts: 5 Mistakes You're Making (And How to Fix Them)



Landing podcast guest spots is great—but are your interviews actually bringing in leads? Here's how to refine your approach to maximize impact and business growth.

Podcast guesting is one of the most powerful ways to build authority, expand your reach, and generate leads. But if you're walking away from interviews feeling like your message isn't landing, your calendar remains empty, and you're not seeing results, the issue isn't podcasting itself—it's strategy.

Many guests make the same 5 critical mistakes that cause their interviews to fall flat. Here are five key areas where podcast guests go wrong and what to do instead.

#### 1. No Clear Funnel

Many podcast guests talk about what they can discuss rather than what they should discuss to drive business results. Just because you're knowledgeable about a topic doesn't mean it will serve your goals. Your 'talk' should be the bridge between their problem and your offers.

#### Fix It: Reverse Engineer Your Talk

- Your podcast interview should be the first step in your funnel.
- Choose topics that directly address your ideal clients' pain points.
- Ensure the natural next step is your lead magnet, call, or program.

**Example:** If you're Facebook expert but only talk about marketing in general, you may get engagement but not leads. Instead, shift the conversation to strategies that tie into your core services, so listeners naturally want to take the next step with you.

#### 2. Dull, Generic Topics

The first thing a podcast host sees when reviewing pitches? Your topic. The first thing listeners see when choosing an episode? The title. If it's uninspiring, they'll move on.

#### Fix It: Make Your Topics Stand Out

- Be specific so listeners immediately see the value.
- Choose engaging, results-driven language.
- Use tools (like ChatGPT!) to refine your topic ideas.

#### **Example:**

**BORING:** "How Content Marketing Can Grow Your Business"

**BETTER:** "4 Ways to Repurpose Your Podcast to Attract, Nurture & Convert Clients" A compelling title makes it clear what listeners will gain and makes hosts excited to feature you.



#### 3. Unstructured Conversations

Leaving the flow of the interview completely up to the host can result in a scattered, unfocused discussion that doesn't highlight your expertise.

They don't know what questions would set you up to look like the expert, they may not know your offers or your perfect client and their pain points. In fact, if you gave them a one sheet, chances are, they are reading the list of 7-10 questions listed (and my guess is - they are a mix of your journey and a few topics). This makes the conversation random - and does NOT position you as an expert.

#### Fix It: Guide the Conversation

- Your one-sheet should include tailored questions per topic that steer the interview.
- Keep four strong interview questions per topic that showcase your expertise. \*Make sure the host has them!
- Structure your answers to offer actionable insights, seed your programs and results, and position you as a solution provider.

When you set the stage with a clear structure, the host finds it easier to keep the conversation focused, listeners walk away with clear takeaways and YOU became the clear solution to a specific problem.

#### 4. Missing Impactful Stories

Facts and tips are helpful, but stories make you memorable. If you aren't sharing compelling case studies or personal experiences, you're missing a chance to connect with listeners.

#### Fix It: Use Strategic Soundbites

- Share client success stories that illustrate transformation.
- Use data when possible (e.g., "My client grew their YouTube channel by 30% in one month after implementing my podcast guesting strategy.")
- Keep stories concise but impactful.

**Example:** If you're discussing how YouTube Shorts can boost a business, don't just explain the strategy—illustrate it with a real-world example:

"One of my clients had an 'okay' YouTube channel but didn't consider it a lead source. Once we started leveraging podcast guest appearances and repurposing them into YouTube shorts, her reach exploded. Her channel grew by 30% in a month, and she closed a new client who found her through a single short video."

That's a soundbite—a compelling, results-driven story that sticks with the audience and showcases your impact.

**Pro tip:** Before an interview, outline two or three short, powerful stories that reinforce your expertise. A strong story doesn't just tell—it shows the results you create, making listeners more likely to trust and work with you.





#### Pro tip:

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A strong story doesn't just tell—it shows the results you create, making listeners more likely to trust and work with you.

#### 5. Weak Calls to Action

Too many podcast guests drop the ball when it comes to their CTA. They either don't include one, give too many, or make it too complicated.

#### Fix It: Simplify & Align Your CTA

- Offer one clear next step that aligns with your topic.
- Make it easy to remember and act on (e.g., a free guide, a discovery call, or a webinar).
- Avoid high-ticket offers as a first ask—build trust first.

**Example:** If you're discussing repurposing podcast content, don't just say, "Visit my website."

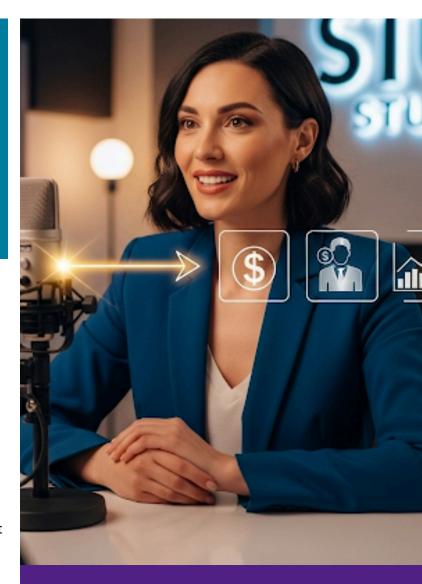
Instead, guide listeners toward a free checklist or resource that helps them take action immediately and relates to the topic of your talk.

"Grab my free Guide & Checklist for 3 easy ways to leverage and repurpose your podcast guest interviews to attract more leads, clients and opportunities—just head to https://www.leverageyourpodcast.com/guest."

#### Final Thoughts

If you use strategy in these 5 areas, you will have irresistible topics that get you booked, structured conversations to showcase your expertise, while motivating listeners to engage and take action.

You will have gained control back over the interviews and created conversations that convert. Refine your approach, take control of your interviews, and start seeing the results you deserve.



#### **About the Author**

Lyndsay Phillips – Podcast Repurposing Expert

Lyndsay Phillips, CEO of Smooth Business
Podcasting, is a podcast repurposing expert who
helps entrepreneurs maximize visibility and
authority. With her 3-Step Roadmap for
Conversations That Convert, she coaches guests
to structure messages for impact. Her team
repurposes interviews into multi-channel content,
ensuring lasting visibility, authority, and lead
generation—effortlessly.

Learn more at www.smoothbusinessgrowth.com/



## The Psychology of Persuasion in Podcasting:

### How to Build Authority, Shift Beliefs, and Ignite Movements with Every Episode



Most podcasts fade into the background, lost in a sea of noise. The exceptional ones wield transformative power. If your episodes don't challenge assumptions, spark desire, or elevate your listeners' sense of self, you're not building a brand, you're just filling airtime.

Great podcasting isn't about churning out content. It's about commanding attention, reshaping perspectives, and sparking action. Your voice is your stage, your signal, your silent force of influence. But what separates a podcast that gets skipped from one that changes lives? The answer lies in the psychology of persuasion not manipulation, not gimmicks, but authentic, intentional influence that leaves a lasting mark.

Here's how to craft episodes that don't just resonate. They rewire, episode by episode, listener by listener.

#### 1. Authority Starts in the First Five Seconds

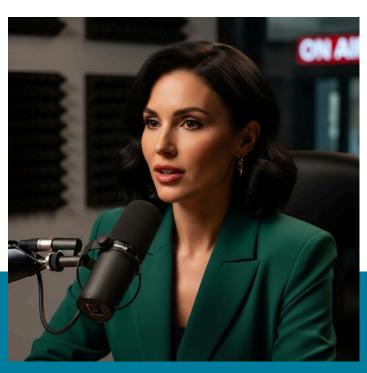
You don't have minutes to win your audience, you have seconds. Five, to be precise. That's the window to convince a listener you're worth their time. Your opening isn't just a hook; it's a psychological interrupt that jolts them out of their scrolling haze and positions you as a voice they can't ignore.

Forget generic intros or meandering welcomes. Start with a statement that shakes their worldview, names a truth they've felt but never voiced, or challenges their status quo.

#### For example:

- "Most podcasts chase attention. Mine demands it."
- "If your audience isn't thinking differently by the end of this episode, you're just background noise."
- "Let's unravel a belief you've held for years starting now."

A bold opener doesn't just grab attention; it rewires the listener's brain to lean in, trust you, and crave what comes next. It's not about being loud or flashy, it's about being incisive. In those first five seconds, you're not just a host, you're a guide who sees what others miss. You're the voice that cuts through the clutter and says, "This matters." And when you deliver that with clarity and conviction, your audience can't help but listen.



2. Micro-Agreements Build Unshakable Trust
Persuasion doesn't feel like being sold. It feels like
realizing you've always agreed. This is where
micro-agreement stacking comes in, a subtle but
powerful technique to guide listeners to your
perspective without triggering resistance.

Start with small, undeniable truths your audience already believes. Maybe it's a shared frustration, like the grind of creating content that doesn't convert. Maybe it's a quiet desire, like wanting to lead with authenticity instead of chasing trends. Each "yes" they nod to whether it's a reframed problem or a vision they secretly hold builds momentum.

#### For instance:

- "You've poured hours into your podcast, but it's not growing the way you envisioned."
- "You know your message matters, but something's missing in how it lands."
- "You're ready to stop mimicking others and start leading with conviction."

By stacking these micro-agreements, you create a path of alignment. By the time you introduce a bigger idea, a new mindset, a bold strategy, or a call to action, they're already on your side. This isn't about convincing them you're right; it's about revealing a truth they already feel. When listeners feel seen and understood, trust becomes loyalty, and loyalty becomes action.

## 3. Cold Framing Turns Curiosity into Captivation

The most influential podcasters don't just share ideas, they frame them. Cold framing is the art of presenting a raw, unfiltered truth with such clarity that it cuts through emotional noise and defensiveness. It's not about being provocative for shock value; it's about delivering insight with precision and authority.

#### Try opening an episode with:

- "This might unsettle you. That's how you know it's worth hearing."
- "If you're stuck despite doing all the 'right' things, it's not your strategy, it's the story you haven't questioned."
- "Most people think growth means more.
  It doesn't. It means less of what doesn't
  serve you."

Cold framing disarms skepticism by focusing on undeniable realities. It's like holding up a mirror to your listener's experience, not to judge, but to clarify. It positions you as a diagnostician, not a debater, someone who sees the root of their challenges and names it without apology. The right listeners, those ready for change will feel an instant pull.



#### 4. Belief Reversal Creates Lifelong Listeners

Loyalty isn't built on agreement it's forged through transformation. When you take a listener's deeply held belief, flip it, and show why the opposite is more empowering, you don't just inform you rewire. This is belief reversal, and it's where your podcast becomes unforgettable.

#### For example:

- "You've been told visibility is everything. It's not.
   True influence comes from depth, not exposure."
- "You don't need more episodes; you need more psychological weight in the ones you create."
- "Success isn't about adding more to your plate. It's about editing out what no longer fits your vision."

Belief reversal works because it challenges without attacking. You're not dismissing your listener's identity—you're inviting them to see it in a new light. When you guide them through this shift, you create a before-and-after moment, a line in the sand they can't unsee.

### 5. Your Podcast Is a Movement in t he Making

Let's be clear: you're not just podcasting. You're building a movement. A movement of listeners who don't just consume your content, they evolve because of it. Your episodes should feel like conversations with their highest selves, pulling them toward a bigger vision, a bolder version of who they can be.

### To do this, every episode needs intention. Ask yourself:

- What limiting belief am I dismantling today?
- What identity am I speaking to—and calling forward?
- What energy am I anchoring by the time the episode ends?

Your voice isn't just sound, it's a catalyst. Your words don't just inform—they ignite. Structure your episodes to guide listeners from where they are to where they could be. Start with a problem they recognize, reframe it to shift their perspective, and end with a clear, actionable vision they can step into.



#### The Final Word

Podcasting isn't about filling airtime; it's about claiming psychological space. When your audience hears your voice, they shouldn't just learn something new; they should feel their old story crumble and a new possibility take root. That's the power of persuasion. That's the art of influence.

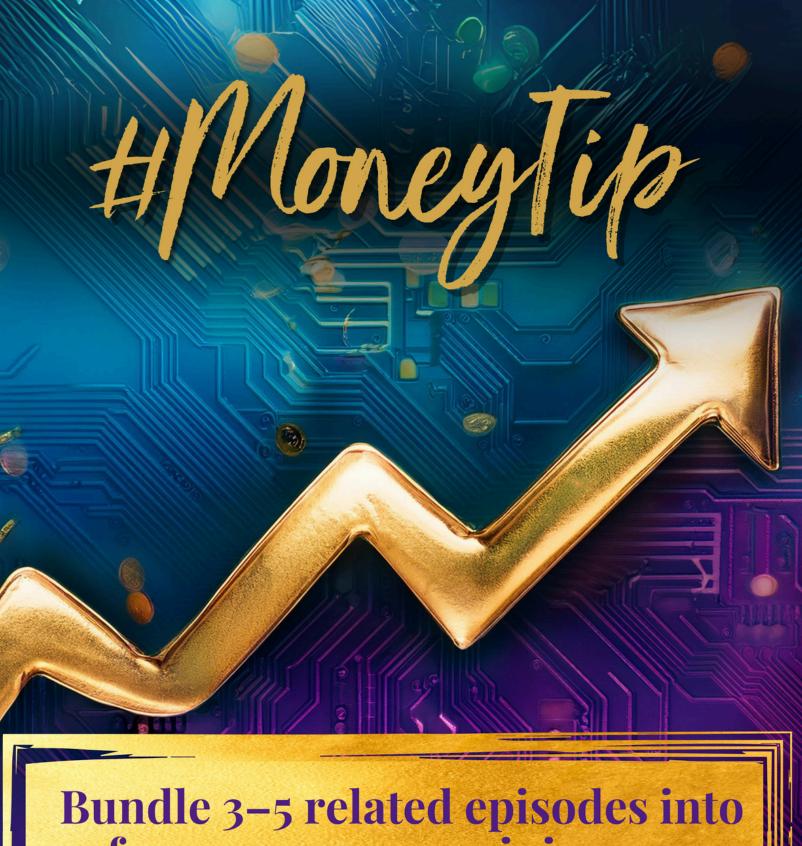
Your voice has the power to shift beliefs, build authority, and ignite movements. Use it.

#### **About the Author**

Madeline Ricci, a mindset and business strategist, is the host of Trustedpreneurs: The Podcast, available on Apple, Spotify, and YouTube. She mentors high-achieving leaders to amplify their voice, scale their vision, and build empires that redefine what's possible.

www.trustedpreneurs.com





Bundle 3-5 related episodes into a free resource or mini-course that leads into your paid offer.

~ patty farmer

### **Podcast as A Business Strategy**

Have you been sitting on a podcast idea for the last year or five, but are afraid to take the plunge?

Or maybe you've been looking at your current company show limping along and thinking that maybe you should just put the thing out of it's misery.

You're not alone in either scenario - but you don't have to stay there.

There is a way to podcast profitably, whether you're brand new to the medium, or you've been doing it for years.

And you should really consider it. According to the 2025 Infinite Dial report: "73% of Americans age 12+ have consumed a podcast in either audio or video..." (Source: Edison Research)

That is a big attention pie.

So smart business owners, rightfully, want a piece of it.

But there's a problem. It's really hard to connect a podcast and all of the different things that come as a result of podcasting, to the bottom line of your business.

And most of us can't afford to take on or continue a content marketing project without having some kind of metrics that indicate it's working.

Most advice out there, however, focuses on the importance of passion, consistency, content and audio quality, and a small handful of metrics: downloads, and 30-day trailing numbers, or maybe listen-through rates or new leads generated if you're lucky.

These things are all important, but none of them are enough to really guide your strategic decision making.

Businesses, especially smaller businesses without massive budgets, need better.

Getting it starts with your reason for podcasting at all.



Because if you don't start there, with what your company really needs, then you're likely to run into a few common pitfalls:

- Chasing downloads without knowing the impact they'll make.
- Having amazing conversations that go nowhere.
- Liking what you create... but spending way more money on it than you're making.

Eventually, this results in abandoning the show because the juice doesn't seem to be worth the squeeze.

And that is a real shame because often company shows ARE creating value, it's just going unnoticed. Or they COULD be creating abundant value with just a few tweaks.

Want to avoid that fate with your show? (Current or future!)



Then forget what every other podcaster in the world is doing and ask yourself:

"What does my business need in the next 6, 12, or 18 months?"

You don't need to be too precise here. Think along the lines of more traffic, lower costs, better retention, more leads, more backlinks, better company culture. Try to come up with 3 or 4.

Once you've got them, the question becomes "can a podcast help me achieve those things?"

And the answer is in what we at One Stone Creative call the Business Podcast Blueprints.

These are 5 podcast archetypes that each fulfill different purposes within a business and are particularly good at bringing about different outcomes. If what your business needs can be created by one of these Blueprints, there's a solid chance that a podcast can be profitable for you.

#### The Business Podcast Blueprints

Here are each of the blueprints and the types of goals they are the most effective at achieving.

#### **Relationship Building Podcasts**

A Relationship Building show is all about connecting you with people that are going to help you grow your business. This could mean referral partners, experts in your space, potential clients etc.

Goals it will help with: More referrals, more customers or clients, sales of higher-ticket products and services, speaking and other promotional opportunities, or guesting on other shows.

#### **Audience Engagement Podcasts**

An Audience Engagement show is going to be a way for you to serve and connect with people who know you one way or another, like your traffic from search engines or social media, your past and current clients, or your fans and followers.

**Goals it will help with:** Lead nurturing, training and onboarding (internal or client), labor cost savings, social media engagement, or revenue from sponsorship.



#### **Thought Leadership Podcasts**

Thought Leadership shows are mainly for sharing and promoting your own brand and ideas, so you become known as a source of information in your industry.

**Goals it will help with:** Mentions and backlinks, interview requests, invitations to speak and present, brand awareness and shortened sales cycles.



#### **Conversion Podcasts**

A Conversion Podcast is going to be part of a sales or opt-in funnel and usually involve some kind of gated content or access to you as the host, or to your guests.

Goals it will help with: Community and email list growth, low-ticket product and service sales, monthly recurring revenue, increased opt-in rates.

If you saw a few of the things you know your business needs in this list, then podcasting can be profitable for you.

Now, the blueprint will give you direction, but the real magic is in optimizing the show to create value that is measurable.

### Think about the goal you are using your podcast to achieve, then:

1. Figure out what parts of the podcast create that value. For example, if I am hosting a relationship building podcast to build referral partnerships, then it is my conversations and follow-ups with the guest that will create the value for me.

- **2.** Optimize those elements so they create more or do it more easily. For example, by adding a prep call to my workflow so I have more face time with guests and following up with guests quarterly so I stay top of mind.
- **3.** Track the specific outcomes you want from the show. For example, the number of referral partners I have, the frequency with which they send me referrals, and the number of referrals that convert into clients.

Do that, and your podcast stops being just a content machine – it's a driver of business growth.

#### **About the Author**

Megan Dougherty is the co-founder of One Stone Creative and author of Podcasting for Business: How to Create a Show That Makes a Bottom-Line Difference for Your Company. One Stone Creative Specializes in limited release practically done-for-you podcast seasons, and ongoing audio and video shows for expert business owners.

www.onestonecreative.com.



## Stop Leaving Money on the Mic: The Million-Dollar Collaboration Strategy Hidden in Podcast Guesting



When I first started guesting on podcasts over a decade ago, I was elated to discover an alternative to traveling to speak on stages all over the world. With a microphone and my trusty Lighthouse Message™, I racked up guest interviews quickly.

I figured it was pretty straight-forward: share my best tips, mention my freebie, and watch the client leads roll in. The first few years of podcast guesting generated a significant surge of leads, not to mention a buzz factor that boosted my social media and generated more visibility opportunities.

But, something else emerged that surprised me. The conversations with the hosts were the true goldmine. I stopped seeing podcast guesting as just exposure and a helpful lead-generation tactic and started treating it as a **collaboration gateway**.

Instead of my filter being, "How many clients will this bring me?" I began exploring, "What doors could this relationship open?"

One interview didn't just bring in leads – **it became my Visibility Multiplier.** A host invited me to deliver a workshop. That workshop opened the door to a mastermind speaking engagement. Several podcast hosts would hear my episode and invite me to their show, where the cycle would start over again. One podcast interview could turn into multiple strategic alliances that unlocked hundreds of thousands of dollars in client enrollments.

Because I was collaborating.

#### The Real Missed Opportunity

Most experts approach podcast guesting with one outcome in mind: they want visibility. They want clients. And yes, those things matter – but they're only part of the picture.

The truth is, podcast hosts are often more valuable than the audience you think you're reaching. They're connectors, influencers, and trusted leaders who are plugged into opportunities you'd never find on your own.

Even more importantly, in today's market, having a powerful message or a "big online presence" isn't enough to get you booked on popular shows. Hosts are burned out on guests who pitch with a "one and done" mindset – they've invested years

cultivating trust with their audience and they don't want to squander it.

What hosts are craving are collaborators: people who don't just take, but bring value, share generously, and focus on a long-term, win-win-win approach. If you're not showing up that way, you're leaving money, connections, and opportunities on the table.

Why Collaboration is the New Currency We're living in a trust-deficit world. People are tired of being sold to. They don't want another "expert" talking at them, they want someone they can trust.

Collaborations speed up trust because you borrow it from your host.



Since 2001, I've been building my business through a collaboration model. Aligning with other experts who have a platform, an aligned audience, and a complimentary offer is a short cut to more clients and authority positioning.

When a podcast host introduces you, they're essentially saying, "I trust this person. You should too." That endorsement is worth more than any ad you could buy.

One of my clients discovered this after guesting on a small but highly aligned show. Instead of looking just for visibility, they focused on connecting with the host and explored collaboration beyond the interview. That host later invited them to co-host a webinar and offered to promote her new book. The result? A flood of book sales and five enrollees in her 4 figure certification program in just 60 days.

## The Collaboration Code: How to Transform "One Off" Interviews Into Multiple Opportunities

So how do you shift from "just another guest" into a sought-after collaborator? It comes down to three simple moves I call **Collaboration Currency:** 

1. See the Host as More Than a New Audience Don't just show up, record, and vanish. Take time to understand the host's world. What are they building? What's important to their audience? Where might you add value? After the interview, keep the relationship alive. Share their show. Brainstorm ways to support each other. Treat the host as a future collaborator, not just a lead source.

#### 2. Tap Into the Compounding Effect

Hosts don't just have audiences, they have networks. And those networks can change everything.

Instead of scattering your energy chasing dozens of shows, go deeper with a handful of hosts you align with. That one connection can introduce you to three other hosts, a virtual summit, or a stage you never dreamed you'd be on.

Make introductions for the host, and inquire about other experts in their network that you might need to meet.

#### 3. Be Collaboration-Ready

Here's the secret: people want to collaborate with experts who make it easy. That means having a clear **Lighthouse Message<sup>TM</sup>** (the kind of compelling message that instantly positions you as a thought leader), an easy to share media kit, and demonstrating excellent follow through.

It also means being ready with collaboration ideas. Could you do a JV workshop? Guest teach in their community? Co-create a resource? When you come prepared with ideas, the chances of a collaboration improve.



#### The Million-Dollar Visibility Shift

Here's what I want you to imagine:

Instead of hustling for one-off client leads from podcast interviews, you're building an ecosystem of collaborations. Hosts become partners. Partners introduce you to other leaders. And those leaders open doors you never could have walked through alone.

That's the million-dollar shift.

It's the same shift that's taken me – from feeling like the Invisible Expert in the early days of my business – to building a thriving coaching business, a top 1% podcast host, and a network of high-caliber collaborators who fuel my success year after year. The next time you land a podcast interview, consider the bigger opportunity instead of just focusing on potential leads. **Ask yourself:** 

How can I collaborate? How can I create a winwin-win with this host that outlives the interview itself? How can I give value that demonstrates my collaboration approach?

Because the truth is, podcast guesting isn't just about visibility. It's about building a million-dollar network, one podcast collaboration at a time.

And when you start showing up that way, you'll never leave money on the mic again.



#### **About the Author**

Melanie Benson, Authority Amplifier for expertpreneurs since 2000, is host of the top 1% podcast

<u>Amplify Your Success</u>. She's been featured in

Authority, Women's Day and Bloomberg Magazine
and is author of Rewired for Wealth. Over the last
12 years, she's been featured on more than 500
top podcasts, showing coaches and thought
leaders how to turn their expertise into high-value
clients and collaborations. Discover how to stop
being a best-kept secret as an Un-Ignorable
Expert with this free guide at

MelanieBenson.com/ MMMCollaboration



## Uncommon and Overlooked Podcast Monetization Strategies

Let Me Guess...You Started Your Podcast to Create Real Impact!

You've put in the hard work—planning, recording, editing, releasing, and promoting each episode. The downloads and subscribers are proof of your dedication. Your message is impacting lives and shifting culture. But where's the revenue? The real income you need to upgrade your equipment, invest in powerful marketing, and fuel your bigger goals and visions?

Most podcasters are trying to monetize with merch, ads, and affiliate links, if they are monetizing at all. Some are using the show to drive traffic to their offers, but very few are making serious money from their show, and they could be, regardless of audience size. It's not your fault. You're likely doing what you know to do or what the gurus are suggesting, but here is the problem with most of the advice that is out there: it's causing you to position your show like a glorified talk show that does not fully highlight your genius, or a content producing machine that does not lead to revenue, but when done properly it should be positioned as a business asset. One that is the foundation of something bigger.

There is a commonly overlooked monetization strategy for entrepreneurs that works extremely well for podcasters, and that is corporate clients. Have you ever considered that the advice you give on your show, and the results you get for your audience and clients is something that corporations would pay a lot of money for? And that audience you've built online and offline? The one that you have credibility and trust with? Big companies will write you large checks to access that audience. Every year, corporations spend trillions of dollars on goods and services, and billions more sponsoring platforms that align with their brand values.

What would just a fraction of that do for your business and life? I have landed corporate deals for years and have taught thousands of others to do the same and it's much easier now that I have a podcast. It's actually not that difficult if you do a couple of things right.



When done correctly, your podcast becomes a magnet for better clients, bigger opportunities and greater exposure like corporate contracts and corporate sponsors. These opportunities create scalable and predictable income!

So how does this work?

You must start by branding yourself beyond your industry. To truly grow your influence, you need to position yourself as more than just a niche expert. You must brand yourself beyond your industry with what I call a transcendent brand. One that can serve your niche and the mass market.

For example, I don't brand myself as a podcast expert, even though I've grown my show to the top 3% globally and podcasting is central to my strategy. Instead, I brand myself as an influence expert. Influence is my umbrella, and podcasting is just one way I serve that arena. See the difference? One is specific and the other is scalable. This approach makes my expertise applicable to major media, corporations, and creators across industries.

Ask yourself: What is the broader problem you solve? What expertise positions you as relevant beyond your podcast? That's your transcendent brand, and it's essential for attracting bigger opportunities and partnerships.

Once you have identified the broader themes of your expertise you likely will need to reframe how you talk about it so it conveys you solve real business problems that big companies have.



Their problems and goals typically fall into 3 broad categories: making money, saving money, and attracting and retaining top talent.

Which of those problems or goals does your expertise solve? When you identify it, you'll need to talk about it in a way that speaks the language of corporate decision makers. If your expertise supports those goals—say that. Use their words. Mirror their language. Don't say "mindset transformation," say "increased team resilience and reduced attrition." Don't say "visibility coaching," say "helping executives build leadership that supports employer brand and industry trust." The more you speak in outcomes, the faster they'll see your value.

Next, you must think beyond the mic. Your podcast is just the entry point to a larger ecosystem. To turn it into a revenue generator, think about what products, services, or collaborations you can offer that align with your message.

For example, I created tools like my Deal-Attracting Makeover and digital course. These resources deepen my relationship with my audience while creating additional revenue streams. What can you package that extends your podcast's value and keeps listeners engaged beyond your episodes?

Lastly, leverage your influence to pitch sponsors, secure contracts, and open doors to other high value deals. The key is to focus on how your influence benefits them. Lead with the business problems you solve and you'll be more likely to secure a meeting to discuss how you can help solve those problems (hint: do not try to explain the how when securing the meeting).

Here's how this works in action:

When I launched my podcast, I branded myself under the umbrella of influence, not podcasting. That positioning allowed me to attract corporate contracts, corporate sponsors, and brand deals.

Then, I packaged my expertise into resources like my workbook and course, which created consistent income.

Finally, I used my podcast to forge partnerships with sponsors and high value clients who helped scale my influence and income even further. And it all began with the mindset that podcasting is more than a microphone—it's a gateway to opportunity.

Now it's your turn to begin scaling your show and business with corporate clients. Start by identifying the business problem you solve and framing it in a way that clearly demonstrates that and you'll be on your way to turning your podcast into a powerful driver of income, opportunities, and impact. Remember, your podcast is more than a platform—it's the foundation of your empire.

#### **About the Author**

Shayna Rattler-Davis helps women own their influence and elevate their income, with a specialty in teaching experts and service providers how to secure corporate clients. She has been in over 500 media outlets, published several books, and is the award winning host of a podcast ranked in the top 3% globally.

You can listen to her podcast, The Influence Economy, at

https://shaynadavis.com/episodes/



## The Business Case for Video Podcasting (Beyond Sponsorships)

When most entrepreneurs think about podcasting, they imagine chasing sponsors or racking up downloads. But sponsorships are only the tip of the iceberg—and often the slowest way to see results. For coaches, consultants, and service providers, the real value of podcasting shows up long before you

land your first brand deal. A video podcast, done with intention, can become one of the most reliable client-generating assets in your business.

I've been working with service-based entrepreneurs for years, and here's what I've seen: the ones who stop treating their podcast like a hobby and start treating it like part of their sales system see the biggest results. They don't obsess over charts or likes—they focus on how each episode builds trust, starts conversations, and extends their brand's visibility in a way no social post ever could.



Traditional audio podcasts are powerful, but video adds a layer of connection that accelerates results. When people can see your face, your expressions, and your confidence, they get to know you faster. That sense of familiarity is what shortens the sales cycle.

### Video podcasts also give you more ways to distribute your content:

- YouTube the second largest search engine in the world, where your episodes can be discovered months or even years after release.
- Social Clips short snippets that travel well on LinkedIn, Facebook, or Instagram and invite people back to the full show.
- Your Website & Email List assets you fully own, where episodes can live long term and build your authority.

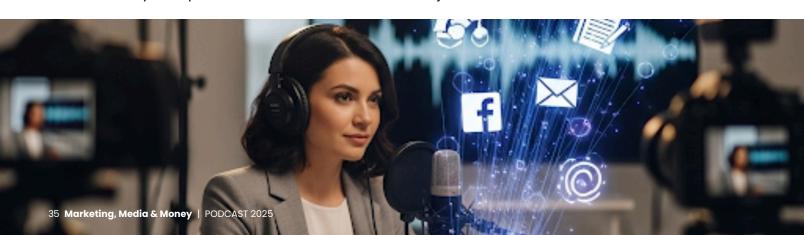
One recording can multiply across platforms, making video the smarter, more sustainable choice for busy entrepreneurs.



Too many small business owners get discouraged when they realize sponsorship checks are tiny unless you have tens of thousands of downloads. But podcasting can fuel your revenue in several other, far more profitable ways:

**Tanya Smith** 

- Client Attraction Each episode showcases your expertise. When you share stories, tips, or client experiences, you're essentially running a weekly demonstration of what it's like to work with you. People listening aren't passive they're evaluating whether you're the right person to hire.
- Programs and Courses Your podcast episodes can point directly to the solutions you offer. Talking about a challenge that your workshop or course addresses gives listeners a natural next step.
- Events and Collaborations Guest interviews are not just about content. They're networking opportunities. A thoughtful conversation can lead to referrals, speaking invitations, or even joint ventures down the line.



 Strategic Partnerships – If you use tools, platforms, or services that help your audience, showcasing them on your video podcast opens the door to affiliate partnerships. Done authentically, this builds trust while adding a side stream of revenue.

The key is to see every episode as more than content—it's a business development tool.

#### The Repurposing Multiplier

Podcasting is a long-game, but video makes it more efficient. With the right systems in place, one 30-minute recording can turn into:

- A full video on YouTube
- An audio podcast distributed to all the
- major apps
- Multiple short-form clips for social
- Quote graphics or audiograms
- A newsletter or Substack post
- A blog article for SEO

This is how you create platform-proof content that keeps working for you. You're not constantly reinventing the wheel—you're multiplying one effort into many touchpoints with your audience.

#### **Proof in the Conversations**

One of the most overlooked benefits of podcasting is the relationship capital it creates. A single guest interview can open doors that no cold pitch ever will. I've had clients turn podcast conversations into speaking engagements, referral partnerships, and yes, direct client contracts.

You don't need millions of listeners to see results. You just need the right people hearing your voice and watching your presence, consistently.

#### **Closing Thoughts**

Podcasting is no longer about chasing sponsors or trying to climb the charts. For service-based entrepreneurs, a video podcast is about building authority, nurturing relationships, and creating an engine that steadily feeds your business.

When you stop treating your show like a side project and start treating it like part of your growth system, everything shifts. Video helps you connect faster, repurpose smarter, and create a body of work that outlasts any algorithm.

So don't wait until you've "made it big" to start. The smartest business case for video podcasting isn't sponsorship—it's sustainability. And that's what turns crickets into clients.



#### **About the Author**

Tanya Smith is a Video Strategist & Business Coach who helps service-based entrepreneurs turn livestreams and podcasts from "crickets to cash" using Al-powered systems and smart workflows. She is the founder of Get Noticed with Video LLC and host of Stream Like a Boss® TV, a weekly video podcast available on YouTube, LinkedIn, Substack, and all major platforms.

Learn more at StreamLikeaBoss.tv





For the latest insights and resources on what's NEW, NOW & NEXT to help you scale your business and stand out in a crowded, noisy marketplace.





