

# PODCASTING

YOUR BEST SALES TOOL



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# Are You Ready To Create More Opportunities?

Today it is harder than ever to get in front of your target clients. You compete with online advertising, social media, email and voice mail. In most cases, charming the executive assistant no longer works as you're competing with technology.

To get in front of those difficult target prospects, you need to get their attention. You need to provide something that is unique, valuable and positions you as an authority. You also need a compelling reason for the prospect to continue the conversation with you. What if you had something unique that would open doors for you and put you in front of those hard to reach prospects and strategic partners?

## ***Introducing the Podcast Series: the NEW Sales Tool***

Think of it as a radio show that your organization is creating and you interview your target prospects and strategic partners. After all, who doesn't want to be interviewed?

For the interviewee, it's free publicity, free exposure. For you, it's access and then some! We help you create a show that is unique to your organization that will open doors to your target audience.

Let's use a bank as an example. Bankers need to get in front of prospective CEO's in order to get their business and unless a CEO has a problem, most won't make the time to meet with a new banker. What if the bank has a podcast on THE BUSINESS IN 'CITY' and bankers interview targeted CEO's on their position on the topic. Do you think the CEO would make time to be interviewed? What if you sweetened the pot by letting the CEO know that it is also a marketing piece, will be shared on social media, with bank customers and promoted on the website. Do you think the CEO would decline?

How about a residential painting contractor who gets referrals from Realtors but wants to get in front of more established Realtors, to get more Realtors. What if the painting contractor created a podcast about THE CURRENT REAL ESTATE MARKET and interviewed the top agents they had identified. Also promoting the podcast as a marketing piece for the realtor, do you think they would want to be interviewed?

Armed with a dynamic series of interview questions (that we help you create), you'll launch an engaging conversation with your prospect, one that positions you as an expert, and, most importantly, provides an opportunity for a follow-up meeting. But we don't stop there. You'll also receive a proven series of touch points that allow for ongoing discussion around the podcast so you continue to build that important relationship.

There are several reasons why a company should create a podcast but using it as a sales tool is why it is so valuable for your sales team. For the company, it creates content for the website, positions the person/organization as a thought leader, creates social media opportunities and it can attract new clients who listen to the podcast and find the content valuable.

# ADDITIONAL BENEFITS OF A PODCAST

While a podcast is a unique sales tool that can open doors to target prospects and strategic partners or centers of influence, a podcast has several benefits to every organization. Some of the additional podcast applications include:

- **Thought Leader** - Your show can position you as an authority in your space
- **Recognition** - It's a way to be recognized and how people will know who you are
- **Website Content** - Transcribe your recordings (show notes ) and add them to your website as a blog post
- **Social Media Content** - Take snippets from each podcast and promote them on social media
- **Worldwide Exposure** - When podcasts are uploaded to podcast platforms, they reach audiences around the world
- **Search Engine Optimization** - Properly optimized content will help drive traffic to your website
- **YouTube Channel** - Podcasts can be modified and added to your YouTube Channel expanding your audience
- **Selling of Products and Services** - Sell your goods on your podcast - it's great additional advertising
- **Advertising Revenue** - Get others to advertise on your podcast helping you to generate revenue
- **Livestreaming** - While interviewing your guest, livestream the recording and reach a larger audience on your livestream platform
- **Social Promotion** - Encourage others to share your podcast, increasing your reach, increasing your visibility, promoting your guests!

# INTRIGUED BUT NOT SURE WHERE TO BEGIN?

## How We Help

We offer two different types of podcast services that can be used as sales tools to put you in front of prospects. The first is creating a customized podcast specifically for your organization. The podcast name, graphics, and show format are designed to enhance your brand.

The second is to use one of our industry specific podcasts. We have created a series of podcasts that are generic in nature that are hosted on our platform. If you are targeting any of the industries that we have developed a podcast around, we can interview specific prospects under our show and bring you along to be part of the conversation. This allows you to meet the prospects without creating your own show. While we believe having your own show is ideal, using our platform allows you to accomplish your goal of getting in front of prospects.

## PHASE 1 - Customized Podcast Planning

Before we create the first podcast, we work with your Team to plan your show. From design to implementation, we work through every detail to ensure you maximize your opportunity. We identify your target audience, episode details and post production goals. Based on the final plan, you'll have a clear understanding of how to move forward.

As we are planning the podcast series, we recommend starting with at least 10 podcasts in the series. Once the initial episodes are created, we will review your plan and make any necessary adjustments for maximum effectiveness.

## PHASE 2 OPTIONS

### Consulting

Once the show is designed, you can hire us to teach you how to implement your podcast. This includes equipment and hosting selection, interview techniques and what is involved with post production.

We provide you with all of the current best practices to get you up and running without wasting any time. We will also be with you as you record and edit your first episode to make sure you are comfortable with the process moving forward.

### Done For You

Some organizations prefer to outsource the podcast production and that's where we excel. We have the team in place to assist with editing, marketing and promotion. We have a recording studio as well as mobile equipment. We can help schedule the interviews, oversee the

recordings, manage post production and administer the post production marketing or work with your marketing team.

As we develop the podcast plan we map out the production strategy and take as little or as much off of -your plate as you desire.

## Customized

Depending on what you need, we can combine our services and customize a post-production package that fits your goals. If you want to do the recording and have us do the editing and marketing, we can make that happen. If you prefer to have your guests interviewed in studio, we have one available. If you want to add video interview coaching, we've got you covered.

Each podcast series we create is unique to your organization. Since podcasting as an industry is still in its toddler phase, the opportunity for organizations to use a podcast as a sales tool is new.

The opportunities for how your podcast is developed are only limited by the imagination.

# PODCAST CREATION

**This is an overview of what goes into the planning and production.  
We customize your plan to what you need.**

| PLANNING   | RECORDING         | POST RECORDING                              | EPISODE PROMOTION                  | GUEST PROMOTION*                 |
|--|-------------------|---|------------------------------------|----------------------------------|
| Podcast Design: audience, format                               | Scheduling Guests | Audio Editing                               | Release to podcast player services | Promotional Graphic              |
| Podcast Details: name, music, artwork, hosting, website; Intro | Equipment         | Show notes                                  | Upload to hosting platform         | Links for social media promotion |
| Interview scripts / System                                     | Location          | Promotional Graphic                         | YouTube Channel                    | Social media post suggestions    |
| Email outreach scripts   | Guest Prep        | YouTube Video Version                       | Launch Promotional Email           | Promotional Email                |
| Launch strategy  | Intro / Outro     | Promotional Email                           | Social media promotion             |                                  |
| Recording schedule   | Advertisement     | 1-2 Quote Graphics for social media posting |                                    |                                  |
| Implementation process   |                   |   |                                    |                                  |
| Design Guest Promotion System*                                 |                   |   |                                    |                                  |
| Equipment  |                   |   |                                    |                                  |



# What Makes Us Different?

**Extensive Experience** – Most podcasters are techies and figure out marketing along the way. We are marketers' first using podcasting as a sales tool. We've been in sales, pounding the pavement, and understand how difficult it is to get in front of prospects. We know how important it is to offer something unique to stand out from the competition. We've been there - done that.

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**Sound Advice** – Our advice is based on real-world experiences and our work goes deeper than a typical marketing agency. We are focused on podcasts however our extensive marketing background allows us to design a podcast program that goes beyond recording and post production. We can create a marketing strategy to help you generate additional opportunities beyond the initial interview with your target audience.

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**Network of Podcasters** - We are part of the Duct Tape Marketing Consulting Network and have access to marketing consultants around the world. We have the resources and connections from graphics, website assistance, media training and post production service of the best in the industry. John Jantsch, the founder of Duct Tape Marketing, is a world renowned authority on marketing and has one of the longest and most well respected podcasts in the industry.

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**Systems and Processes** – While Marketing is the first step to growing your business, the systems and processes you have in place play an integral part in your success. Your podcast strategy might be as simple as interviewing your strategic partners to generate more referrals, but we'll help you create a system to stay connected, show value and remain top of mind to the people you interview.

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**Customized Programs** – Every Business is unique – finding out what makes you stand out from your competitors and creating a podcast program around your uniqueness is essential. You can hire us to teach you how to create your podcast or you can hire us to manage all or part of the podcast process.

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**Managing The Results** – Our success depends on your success, so we stay with you throughout the process. We review each podcast recording and identify additional opportunities for each interviewee. We don't just know marketing, we know business development. You'll have access to the data from how many downloads to where people are listening. We'll point you in the right direction and work with your team to keep the plan on track.

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# ARE YOU READY TO GET STARTED?

**PHASE 1** - The planning phase is \$2,995. Which includes everything you need. You'll receive a detailed roadmap that outlines your show. This is something we create together based on your ideas and our experience. Generally, this process is completed within 30 days.

**PHASE 2** - The pricing of phase 2 depends on the services you select. We can more accurately price this after we have completed Phase 1 but here is an overview of the pricing:

Consulting - \$750.00 - includes information on equipment selection, hosting platforms, editing services, and marketing resources. We'll even be with you during the first recording and available for questions during your first post production.

Done For You / Customized - The cost ranges from \$350 - \$700 per episode, again, depending on the level of services you select and the length of your show.

## How to Get Started

**Phase 1** - Send us an email that you are ready and we'll send you an invoice - We require a 50% deposit and the balance is due after we map out your podcast but before we deliver the final roadmap. [Once we receive your deposit, we'll get your planning started within 2 weeks.](#)

**Phase 2** - Payment is due in advance for consulting or recording.

If you have additional questions, please contact us - email [debbie@selectbizteam.com](mailto:debbie@selectbizteam.com), text 301-996-2328 or call our office 301-924-3662.

# LET'S GET YOUR PODCAST SERIES STARTED!