



TRANSCRIPT: VIDEO 1

Welcome to the first video of this minitraining series where I'm going to show you: How to Establish Your Credibility as an Authority in Your Industry with a Podcast.

In this video I want to show you WHY podcasting is such a great solution and HOW to leverage podcasting to help you cut through the online noise and clutter so you can get your message to stand out and influence your dream customer as they begin to recognise your expertise and authority you have in your industry.

I've got some incredible statistics and exciting case studies, which I can't wait to share with you.

But before we dive into all of that good stuff you need to know, I want to back up briefly and introduce myself.

Who is Annemarie Cross:

- Brand & Communication Strategist & dubbed as The Podcasting Queen by clients and colleagues due to my involvement in podcasting since 2008
- Was in the Career industry and started podcast due to the global financial crisis and traditional media was talking about the doom and gloom. We wanted to be the voice of inspiration and hope
- In the two years we produced that podcast we had an incredible level of success with our podcast in terms of creating content that reached over 100 countries, and gave us significant exposure and built our reputation as Thought Leaders in our industry. we built solid alliances with our guests and stakeholders.
- However, hindsight is such a great teacher and looking back to my very first podcast there were some key mistakes my co-host and I made.

While we WERE able to generate greater visibility and ultimately credibility in our industry, along with building incredible relationships with fellow career coaches and influential career experts who we interviewed on the podcast – because we didn't have a clear plan on how to leverage them and what to do next so we struggled to turn these relationships into alliance and referral partners and ultimately income for our businesses, and we failed to nurture our growing audience into warm leads and enquiries, which would ultimately turn into paying customers.

Again, there were huge gaps missing in our strategy and our plan; we had only built HALF of the key foundation, which meant we were unable to monetise the



relationships we were building with key stakeholders in the career industry and our listeners.

So, we parted ways after two years. Our directions had changed and we wanted to pursue other opportunities, however one of the main reasons we didn't continue podcasting was because of our inability to monetize it.

It was then I decided that with the next podcast I was going to host and produce that I WAS going to ensure I had a clear strategy, plan and action steps that would enable me to not only build my visibility and credibility in my industry as an expert and Thought Leader – I was also going to generate leads, my client base, my income and ultimately other opportunities that had a direct impact on the growth of my business. Which is exactly what I did.

So, with all of my podcasts I now implement these strategies, which means not only am I building my credibility and my visibility with the content I produce, I'm also generating leads and enquires, which has turned into paying clients.

And, now this is what I teach all of my clients as well.

While anyone can grab a microphone, record content, and upload it the internet – that's actually the easiest part.

But the more difficult part, the part that requires thought, planning and a clear strategy to ensure the best outcome, is figuring out HOW do we get our listeners to FIND my podcast and listen to it, AND then how do I get my listener to contact me to find out more information about the product and services I create? And, from there, HOW do I nurture them into becoming a paying customer?

That's where the real difficulty lies AND is often what businesses forget to consider when creating their podcast. And that's where my expertise comes into play. Combining my expertise in branding and communication, along with my expertise in podcasting to create a podcast and/or podcast series that not only positions them as a Thought Leader and expert in their field, but also generates leads and paying customers. I call it my Podcast Profit Pipeline.

In 2017 two of my podcasts were finalists in the inaugural Cast Away Podcasts Awards, with the Ambitious Entrepreneur Show securing the overall award for the Business, Marketing & Entrepreneurship Category. I also love teaching my clients how I produce a show, end-to-end with all of the strategies and tactics I used to produce an award-winning show that positions them as a Thought Leader and expert in their field and that also generates leads and paying customers from their dream customer.

Who are you?

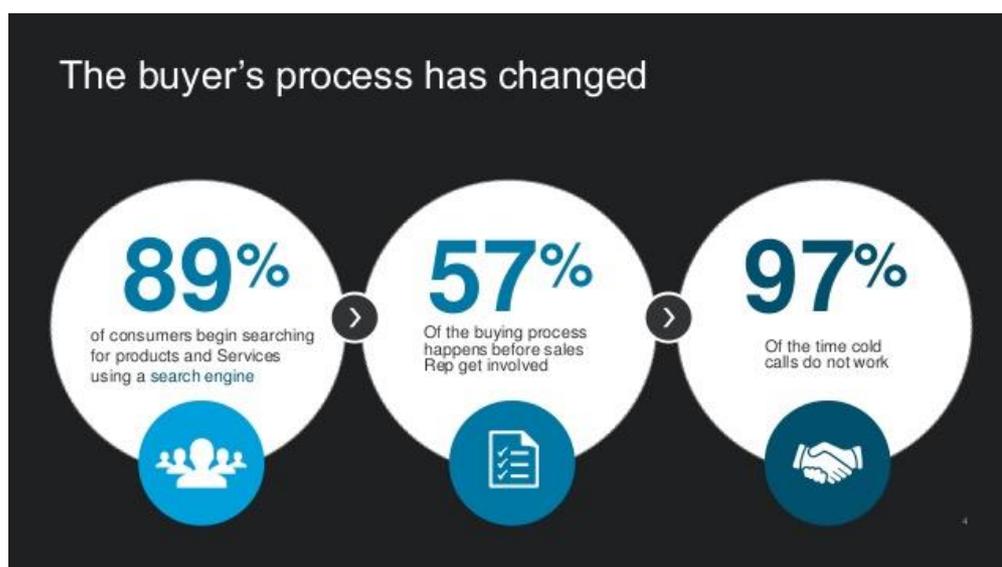
- **Professional Services Business:** Coach, Consultant, Speaker, Author, Practitioner.
- **Core Values:** You are purpose-driven and ambitious. You have invaluable knowledge and experience in your industry and WANT to make an impact in the world and want to build your authority as an influential voice - a Thought Leader in your industry
- **BUT:**
 - You're a little disheartened because while you've made some progress in your business – you're nowhere near to achieving the success and significance that you have dreamed about.
 - *You're frustrated because you know your message will impact the lives of many people BUT you just can't cut through the noise and clutter.*
 - You've tried SO MANY things/ways to get your message and while other people are building their credibility and authority in their industry – it seems impossible for you.

You are in the right place.

Podcasting: Cutting Through the Noise & Clutter

What has caused the challenges, which you now face as a business owner? Let's look at these shifts first and then we'll look at evidence that confirms how podcasting is providing an incredible solution to these challenges and problems they cause.

Shift 1: The buyer's process has changed:





- What content are you sharing on line that delivers relevant content to your ideal client when they start searching online?

Shift 2: Market Saturation: customers have far more choices now than they know how to deal with.

“People are busy, overwhelmed with information, and time is limited for all. Companies are going to need to find a unique way to stand out in order to share [that] what they have to offer is a product (or service) a person needs.”

– Jenny Kile, CEO – Kardtect

- Business News Daily:

“The Biggest Challenge for CEO’s in 2017”

Shift 3: Market Fragmentation

That’s why traditional advertising is no longer as effective as it once was.

Emergence of new segments (in a previously homogeneous market), which have their own distinct needs, requirements and preferences. These fragments reduce the effectiveness of mass marketing techniques and erode brand loyalty.

- Business Dictionary

Shift 4: Content Creation: Is existing content REALLY working?

Havas Media Group study involving 375,000 people across 33 countries.

“84% expected brands to produce content; however 60% said the content currently being created was ‘poor, irrelevant or failed to deliver.’”

Is YOUR content relevant and inspiring? Or is it like the 60% that is ‘poor, irrelevant and failing to deliver’ value?

Don’t HOPE it’s providing value. The content you’re creating may end up tarnishing your brand and building your reputation for the wrong reasons – that you’re irrelevant and not providing value.

Shift 5: A NEW Customer: The Entrepreneurial Customer

“...the digital revolution has completely transformed the way consumers are interacting with brands and a lot of businesses are struggling to catch up.”

CEO Institute Article: “The New Customers”



Who IS the Entrepreneurial Customer?

Two emerging markets from two main demographics: -> Mums -> Millennials

- They are time poor and love brands/companies that help get this time back
- They believe in the 'new and shiny' and seek regular inspiration
- They believe and adopt new technology quickly to make life easier
- They are community minded and seek advice

CEO Institute Article:
"The New Customers"

A podcast covers over so many of these points perfectly.

The Solution to Standing Out in the Online Noise and Clutter: A Podcast – here's why:

- What is a podcast?

It's like on-demand radio that is available 24/7. It's highly customised, specialised content, portable (you can listen on a mobile device), and it's free.

Example: Keith Rhodes, Videographer |
Nia McMartin, BIH SE Gippsland Director

Podcasting: Stats & Successes

- *Podcast consumption is high while listeners are at home, driving, exercising or doing chores*
- Podcast listeners pay attention to a company's social media IF they have a podcast.

28% of people in the US say they follow a company's social media.

BUT, among podcast listeners, 47% follow the company's social media.

Sources: Arbitron, Edison Research, Libsyn, Midroll Earwolf, USA Today, The Infinite Dial, Triton Digital

Note: While these figures are being updated yearly, statistics continue to show an increase in listener number across the globe. In fact, in 2017 the greatest number of increased listeners were the older generation even right through to Baby Boomers, so even the older generation is now turning to podcasts for their education and entertainment.



Video vs Blog Posts Vs Audio Podcasts

While they all can generate great results when done well, here are some interesting comparisons:

- Author: sold FIVE times as many eBooks from a podcast vs. a blog post
- *Michael Hyatt – Leadership Mentor: gets only 10% video views of his video podcast in comparison to his audio podcast listens. No longer produces video.*

- **Why?**

We're busy; articles/blog posts are often scanned quickly.

Less opportunity for real engagement. Reader doesn't get the true sense of who you are!

Video experts recommend you keep video length short and to-the-point – no more than 2 minutes

- Our podcasts on the Ambitious Entrepreneur Network and the podcasts we produce for our clients are typically 20-30 minutes in length

What other platform enables you to spend 30 mins a week with your customers, hearing your voice and engaging with you – carrying you around on their mobile device WHILE they are often involved in personal activities.

Their 'precious', personal time?

- You can with a podcast. When done correctly, your podcast (or podcast series) can enable you to cut through the clutter and noise, while maintain the attention of your dream client who is listening to you in their precious, personal time while you continue to build awareness of your authority with them, therefore building know, like and trust – something we know is crucial as you continue to nurture them into becoming a paid customer.

Lots of information in this training about how podcasting, when done well and done strategically can help your business address and overcome the shifts in the marketplace.

Stay tuned for my next video in this mini-training series where I'll walk you through some of the best-practice strategies for leveraging your podcast so that it can become a strategic content marketing and relationship-building strategy for your business as you continue to build your authority and thought leadership in your industry. These are the key things I've learned, observed and have been able to



refine since first starting podcasting in 2008 and through trial and error have been able to develop and refine a system and solution where I'm now leveraging each of my podcast episodes to continue building my thought leadership AND my know, like and trust with prospective clients, subsequent leads and enquiries. So you can too! See you in the next training!