

— THE TOP 3 WAYS —
Podcast Interviews
CAN BOOST YOUR BRAND



PODCAST INTERVIEWS HELP YOU BUILD STRATEGIC RELATIONSHIPS THAT LEAD TO REFERRAL PARTNERS AND NEW CLIENTS!

When Marty McDonald booked his 12th podcast interview, none of the first 11 had even gone live yet. When he got on Skype with that 12th show, the host expressed interest in the services Marty's agency offers.

The host said "I think I have a friend who needs your services. Let's see how the podcast goes and we'll talk more after."

Marty's interview went really well, and that host referred his friend to Marty's agency, resulting in a contract worth \$47,000 a year!

Build strong relationships with podcast hosts and get new clients fast!

WHEN YOU ARE INTERVIEWED ON PODCASTS AS A GUEST EXPERT, YOU GET BACKLINKS TO YOUR WEBSITE THAT BOOST YOUR SEO!

A backlink is a link from another website to your website. Its purpose is to enhance your website in search engine rankings. Backlinks are now known as 'link earning'. Google takes into account more than 200 factors when you type in a keyword to search and one of the main factors is how many links you have back to your website.

When you appear on podcasts as a guest expert, the host will add a link to your website in their show notes. The more links there are to your website from around the web, the more Google will reward you with higher rankings in search listings! Higher rankings in search listings make it easier for people to find your website online.

PROMOTING YOUR PODCAST INTERVIEWS TO YOUR COMMUNITY POSITIONS YOU AS AN IN-DEMAND, CELEBRITY EXPERT!

Boosting your brand has a lot to do with positioning. Think of any 'celebrity', be it an author you really like, an actor, or a famous blogger you follow. These are all normal people, no different from you or I. One thing does set them apart - they have successfully positioned themselves as a celebrity by promoting their exposure publicly!

Having a press page on your website with links to your podcast appearances sends an instant message that you are an expert and an influencer - and it doesn't even matter what the shows are. The simple fact that you are frequently interviewed will position you as an in-demand celebrity expert to your following.

When Stephanie Dalfonzo shared the following status on Facebook, she got 147 likes and over 40 comments from friends and fans congratulating her!

I am over the moon excited! I got myself booked on the #1 Parenting Podcast -- IN THE WORLD!!!

Get interviewed on podcasts, host your own show, promote these interviews to your followers and watch your brand take flight!

READY TO #ROCKTHEPODCAST WITH
Interview Connections?

Apply today at InterviewConnections.com/Apply