

Jessica Rhodes

Jessica is the founder and equal co-owner of Interview Connections, the leading guest booking agency for podcasters and guest experts. She has scaled the business quickly to high multiple six figures, with nearly no direct marketing or ads, and will break through the 7-figure mark in 2018. Jessica and her in house team of Booking Agents are the podcast powerhouses behind many of the record breaking book launches you've seen today, with clients such as JJ Virgin, Perry Marshall, other authors you may know, and numerous PR agencies who hire them for their podcasting savvy and booking skills.

Jessica started podcasting in 2014 with the launch of Rock The Podcast and also co-hosts The Podcast Producers and Womensplaining. She is the acclaimed author of *Interview Connections: How to #RockThePodcast From Both Sides of the Mic!* and has been a featured speaker at Podcast Movement, Podfest Multimedia Expo, and Dream Business Academy. She is married and is the mom of two kids, Nathan and Lucy.

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INTERVIEW
Connections[®]
THE LEADING GUEST BOOKING AGENCY FOR PODCASTERS AND GUEST EXPERTS



INTERVIEW TOPICS

- How to Gain Authority Through Podcasting
- Podcast Secrets for Book Launches
- How to Make a Boring Podcast Topic More Entertaining
- Tips for Becoming a Better Interviewer
- Leveraging a Team To Scale your Business & Podcast
- How to Land New Clients as a Guest Expert

INTERVIEW QUESTIONS

1. What is the value of podcasting, both as a guest, and a host?
2. How do you choose what kinds of podcasts to be a guest on?
3. When should authors start planning their podcast tour to promote their book?
4. How can authors go about asking hosts to promote their book?
5. What if the topic of my podcast is boring? How can I make it more entertaining?
6. What can I do to become a more engaged interviewer?
7. What roles do I need to add to my team to streamline my podcast production?