



## **BONUS Episode: From Podcast Listener into Lead: 3 KEY Strategies to Cut Through the Noise and Nurture prospects into paying customers with Your Thought Leader Podcast Series**

Hi, it's Annemarie Cross – The Podcasting Queen and welcome back. This is the Bonus episode of a special podcast series that is focusing on how to become known as an authority in your field - an Industry Thought Leader.

If you haven't had the opportunity to listen to episode 1 where I spoke about **5 Key Foundations to Stand Out From the Crowd and Being Seen as an Authority in your field** or episode 2 where I spoke about: **5 Common Barriers that'll keep you stuck from becoming known as an Authority in your field**, and in episode 3: I spoke about **The System, Program & Process that'll enable you to turn increased influence and impact into significant income**. go to: [www.AnnemarieCross.com/podcastseries](http://www.AnnemarieCross.com/podcastseries) that's AnnemarieCross.com/podcastseries.

There are also a number of resources I've included in this series that you can access from that link, as you continue to build your Thought Leadership.

In this episode, the topic is: **From Podcast Listener into Lead: 3 KEY Strategies to Cut Through the Noise and Nurture prospects into paying customers with Your Thought Leader Podcast Series.**

Let's dive in.

Are you disappointed that the content you've spent many hours creating isn't generating the amount of new business you hoped it would?

Don't be.

Market research confirms the number of people who are ready to make a purchase right NOW, is only 3%.

That's an incredibly low number.

Especially considering that out of those 3% of people – an even smaller amount may be your ideal customer.

In fact, I recently attended a business summit where the following stats were shown:

- Only 3% of people are buying right now. [Stage 3: Decision]
- 17% of people are proactively searching for a suitable solution. [Stage 2: Consideration]

- 25% of people are aware they have a problem and are beginning their research. [Stage 1: Awareness]
- And, 55% of people are unaware they have an issue and therefore aren't searching for a solution.

Puts this into perspective doesn't it!

This raises the question, how as Change Makers and aspiring Industry Thought Leaders can we stand out from all of the online noise to:

- Capture the attention of our ideal clients – who are aware they have a problem and are beginning their research for a suitable solution?
- Provide real value so our solution is one being considered as a viable option as they move into the decision-making mode?
- Engage, educate AND entice him/her to select to do business with US, when they're ready to make a purchase?

Firstly, I'd recommend not concerning yourself with the 55% of people who are not even aware they have an issue. You'll wear yourself out trying to convince them they have an issue.

Instead, focus on creating valuable content for your potential customers, who are already in (either) one of the three stages of the buyer's journey, namely: Awareness, Consideration and Decision.

[Note: when you set this up properly and you have the most relevant content in the right sequence, should people in the 55% stage gain awareness of their issues and begin to their search for a solution, they'll automatically optin to the sequence (i.e. funnel) which you have created.

The funnel we're recommending to clients is their Podcast Profit Pipeline, which includes:

- Stage 1: Awareness: Content that provides valuable information that allows your ideal client to recognise you know what he/she is going through and you have valuable solutions to help them. Your call to action invites them to learn more and invites them access additional resources in exchange for their email address.

According to TRACC Films – who have worked with numerous B2B customers – ‘52% of B2B buyers begin their buying process with informal research and 78% of that research begins online.’

In order to create compelling content you **MUST** ensure you’re providing valuable content that’s relevant to the questions your ideal customer is searching for.

A great tool I was recently put onto, (which will enable you to practically read your ideal client’s mind) and will definitely enable you to answer your ideal customers questions is: Answer the Public.com

Enter your keyword in the field and press ‘Get Questions,’ and you’ll get a plethora of information that relates to your specific keyword.

For instance, I typed in the phrase ‘content marketing’ and got back some incredible insights. Over 91 questions, including:

- why content marketing is important
- why content marketing matters
- why content marketing fails
- why content marketing works
- why content marketing is king
- why content marketing is effective
- why content marketing is important 2019
- why content marketing strategy is important
- why content marketing doesn't work
- why content marketing 2019
- why content marketing is important 2018
- why content marketing is important for b2b
- why content marketing
- why content marketing strategy

So using the example above, some of the content I could create (whether it be in the form of a podcast, an article or a Facebook Live) could include that discusses:

- What are the recent content marketing trends?
- Which content marketing is best?
- Content marketing and podcasting: the How to’s and what mistakes to avoid.

The aim of this content is to provide answers to the questions your prospective customer is looking for, using keywords and phrases they are using as part of their search.

When you get this right – your content is more likely to be found by your prospective customers.

The next stage of the customer buyer’s journey is Consideration Stage.

- Stage 2: Consideration: Now that you have developed a level of trust, you continue to nurture your relationship by sharing even more valuable insights. Our clients are taking their prospective customers through their 3-Part Thought Leadership Podcast Series, along with follow up emails and additional resources to support their learning.

Provide such valuable content that they can’t help imagine what it would be like to work with you and the expertise they’d be gaining access to, if this is what you are providing them for free. Doing so strengthens your relationship as you continue to build that all-important ‘know, like and trust’.

This can include content such as:

- Providing even more valuable information on the topics I have addressed in the Awareness Stage, however in order to gain access to this content a name and email address must be provided, therefore adding them to my list.

From here I’m able to nurture the relationship, continuing to build know, like and trust while also showcasing my expertise. [This is going to ensure that only those people who are interested take that next step].

- Checklists and templates that guides people to take mini action steps toward small wins, even if that win is gaining insights they have no idea about before.
- Statistics and case studies that shows how clients have achieved valuable outcomes in order to validate what I’m saying and therefore continues to build credibility.

The next stage of the customer buyer’s journey is Decision Stage.

- Stage 3: Decision: After having spent time with you and listening to your voice, reading your follow up emails, and working through checklists and templates, now is the time to invite him/her to take the next step. This could include a call with you, so you can decide whether he/she is a good fit for your high-end program, or a DIY course, which they can guide themselves through.



This can include content such as:

- An invitation to get on a no obligation call with you to see where they're at and how best you can support them.
- Share more about product(s) or program(s) you believe would be an invaluable resource that guides them step-by-step in what they need to do in order to overcome their challenge and secure their desired outcome.

Want to make the headlines you use for your content stand out?

A incredible tool I frequently use to create SEO Rich and engaging headlines is: [Sharethrough Headline Analyzer](#).

While we're on the topic of headlines, [Backlinko](#) studied 912 million blog posts and found that:

- Longer headlines are correlated with more social shares. **Headlines that are 14-17 words in length generate 76.7% more social shares than short headlines.**
- Question headlines (titles that end with a "?") **get 23.3% more social shares** than headlines that don't end with a question mark.

Keeping this in mind, this week I've used this tool to create headlines for my Podcast Episode Titles, Article Headlines, and Program Titles, to come up with this:

- Podcast Episode Titles

Here are two of the titles I'm using for my own Industry Thought Leader Podcast Series.

Just to make sure they hit the mark, I shared them with a few of my trusted colleagues who each gave them the thumbs up!

## **Industry Thought Leader: The System, Program & Process that'll enable you to turn increased influence and impact into significant income**

Overall: **68** • Engagement: **58** • Impression: **67** • [View Analysis](#)

## **From Podcast Listener to Lead: 3 KEY Strategies to Cut Through the Noise and Nurture prospects into paying customers with Your Thought Leader Podcast Series**

Overall: **69** • Engagement: **55** • Impression: **74** • [View Analysis](#)

- Facebook Post Headlines

## **3 Must-Do Steps to Create Content that Engages, Educates and Entices Your Ideal Customer to work with YOU - Now**

Overall: **71** • Engagement: **55** • Impression: **85** • [View Analysis](#)

## **3 Must-Do Steps to Create Content that Engages, Educates and Entices Your Ideal Customer to work with YOU**

Overall: **69** • Engagement: **52** • Impression: **83** • [View Analysis](#)

## **3 Steps to Create Content that Engages, Educates and Entices Your Ideal Customer**

Overall: **68** • Engagement: **55** • Impression: **71** • [View Analysis](#)

## **3 Must-haves to Create Content that Engages, Educates and Entices Your Ideal Customer**

Overall: **71** • Engagement: **59** • Impression: **73** • [View Analysis](#)

- Workshop Heading

After deciding to take my online: How to Create a Profitable Podcast (Webinar) Masterclass to an in-person workshop, I played around with a few ideas for the Workshop Heading.

Here's what I can up with:

**Industry Thought Leader: From Invisible to Influential (and Profitable) with a Podcast - FAST Workshop**

Overall: **66** • Engagement: **50** • Impression: **73** • [View Analysis](#)

**Industry Thought Leader: From Invisible to Influential (and Profitable) with a Podcast - FAST Workshop for Coaches & Consultants**

Overall: **71** • Engagement: **57** • Impression: **79** • [View Analysis](#)

**Industry Thought Leader: From Invisible to Influential (and Profitable) with a Podcast - FASTER Workshop for Coaches & Consultants**

Overall: **70** • Engagement: **57** • Impression: **75** • [View Analysis](#)

Even though including the word ‘Fast’ received a higher score, I decided to drop it.

It just sounded a little too gimmicky to me – even though I know that participants WILL be able to generate results much quicker after they learn the steps and systems I’ll be teaching them during the workshop. However, you have to select words that suit your brand and style. For me, that was a little too much ‘in your face’.

Give these tools a try as you continue to create content that builds ‘know, like and trust’ with your prospective customers. Let me know how you go!

Now, as mentioned previously in this Industry Thought Leader Podcast Series, a tactic I’m suggesting to all of my clients want to create a digital asset (or Irresistible Signature Giveaway) is to create a Thought Leader Podcast Series and use that to build their list of ideal clients, which they can continue to nurture and build know, like and trust with.

It’s the digital asset part of your Podcast Profit Pipeline – the content you offer as your free giveaway (or optin list builder as some other people call it).

This Pipeline continues to work for you 24/7, 365 days a year, strategically guiding your ideal clients through each stage, building ‘know, like and trust,’ while inviting people (who are your ideal clients from those 3% of people who are ready to make a decision) to decide that it’s YOU they want to work with!



I'm currently working on a client's podcast series, which their team will use as part of their optin/lead generation strategy.

A successful podcast series not only enables you to build engagement with your ideal client by building 'know, like and trust', with careful planning and a solid strategy your podcast series can also help you build your list, which can be nurtured into leads and ultimately clients.

Each of the podcast series we create for our clients follows a special formula and strategy so that it:

1. **Engages:** Builds 'know, like and trust' with the interviewee (i.e. business owner) and positions him/her as an influential voice in their industry.
2. **Educates:** Following a three-pronged approach, which is to provide value throughout each podcast episode, while challenging the status quo, and dispelling any mistruths and/or misconceptions.
3. **Entices:** Compels the listener to learn more by opting in to the Irresistible Signature Giveaway, giving immediate access to the entire podcast series and other digital assets that are created as part of the overall optin strategy.

While it's easy to assume that it's just a matter of setting up our equipment and starting the interview process – this couldn't be farther from the truth.

In fact, my client and I won't start recording for another few weeks.

Want to know where we spend the most of the time when it comes to the production of a client's podcast series?

NOT in the studio. Because recording each of the podcast episodes and all of the post-production our team of audio specialists will rollout with the audio recording, is the easy part.

And, there are a number of important aspects we must consider first, when creating a podcast series to ensure it generates the best outcome possible.

We spend hours mapping out the WHY, WHO, WHAT and WHAT NEXT elements first.

Because when we don't focus on getting totally clear on each of these elements first- a podcast will often end up being noise that doesn't generate any real returns in terms of building authority, credibility, leads, and enquiries, which can continue to be nurtured into paying customers.

It's the 80/20 rule.

We spend eighty percent working on content strategy (and pinpointing the WHY, WHO, WHAT and WHAT NEXT), followed by twenty percent in recording and post-production.

These are just some of the questions I clarify with my clients during this process:

### **WHY are you creating this podcast series?**

- What is the purpose and intention of your podcast series?
- How will you integrate this podcast series within your other marketing strategies/tactics so you can leverage and begin to see returns within a shorter amount of time?
- What other resources and/or digital assets need to be created (or are developed already) that will add even more value therefore increasing your number of optins as you build your list?

### **WHO is your ideal client?**

- Who is your ideal client and at what stage are they at in terms of the buying cycle?
- What information are they searching for in terms of finding a solution, and how likely (i.e. ready) will they be to take action? What could help prompt them in taking that action?
- What concerns and/or reasons (i.e. excuses) would stop them from taking action after listening to your podcast episodes and/or podcast series?

### **WHAT information needs to be shared?**

- What information will be a 'must-listen' by your ideal client? What information will you share to educate them, while enable you to build your credibility?
- What keywords can be incorporated into your podcast series to support your SEO strategy?
- What portion of the show will be information shared by you, vs case studies, vs statistics, vs external experts, etc?

### **WHAT NEXT:**

- What's the next step you want people to take after listening to each of the podcast episodes?



- Does each of the podcast episodes provide solid content (therefore having merit on its own), yet continues to add value and strategically seeds into the other episodes in the podcast series?
- Are each of the podcast episodes and the way the content is structured compelling the listener to take action, when you invite them to do so at the end of the interview?

This particular client has already been working with an SEO team, so I was able to refer to the suggested key words. From those keywords I've been able to come up with a podcast title, domain name, and intro/outro.

So, each time the introduction is mentioned as well as the keywords we strategically placed throughout the content, you have a podcast episode and series that not only gets found on Google, but will also contribute to a higher conversion once people get to the site because we've taken time to really understand their ideal client and what will compel them to take action.

All of these things are key when it comes to creating your podcast series.

This podcast series you're listening to know is part of my podcast profit pipeline. You're getting to know me a little more and the work I do. Hopefully I've provided value for you throughout the podcast series and have inspired you to implement the steps I've mentioned through out each episode so you can continue to showcase your expertise as an authority in your field – an Industry Thought Leader.

Well, that takes us to the end of this special podcast series.

I'd love hear from you. What's the biggest aha you've been able to takeaway from our time together.

Shoot me an email at: [podcast@annemariemcross.com](mailto:podcast@annemariemcross.com) and let me know. Or, leave me a review on iTunes – I'd so appreciate it. Also, I hope you'll subscribe to this podcast so you'll be the first to know when another episode is out and you don't miss out.

By the way, if you've signed up to receive access to this podcast series as well as the other resources, keep an eye out in your inbox as I have another special gift for you!

If you haven't signed up to receive access to this podcast series as well as the other resources, and you want to access this special gift, go to [www.AnnemarieCross.com/podcastseries](http://www.AnnemarieCross.com/podcastseries), that's [AnnemarieCross.com/podcastseries](http://AnnemarieCross.com/podcastseries) so you don't miss out.

Bye for now.