

## **Description**

It can be a challenge to get in front of new people, especially if you are an author. However, you have some really effective options outside of the normal PR methods and podcasting is one of them. From hosting your own podcast to going on other people's podcasts, there's gold in the hills.

Join me as I cover the 3 pillars of a successful digital media content plan for authors using podcasting as a vehicle.

## **Quote**

"When I talk to a parent of teenagers, I hear over and over again about how that generation consumes stuff with their ears, not with their eyes. And if that's the case, then we would be foolish not to give them something of high quality." - Malcolm Gladwell

## **Featured Book in this episode**

### **Talking to Strangers**

Malcolm Gladwell

Check it here: <https://www.amazon.com/Talking-Strangers-Should-about-People-ebook/dp/B07NDKVVZW>

## **Let's Connect!**

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If you are interested in one on one business consultation click here: <https://mollyruland.com/coaching/>

## **Words from Molly**

Thank you for tuning in to the next 100 sponsored by Heartcast Media. We are a digital media creative agency focusing on branding, marketing, strategy, and amplification for personal branding to podcasting. We've got you covered and to continue this conversation, join me on Instagram. My account is @mollydruland and of course, you can also find us at Heartcast Media. That's where the really good stuff is going down. So join me there. Let's continue the conversation. And until next week, have a good one.

## **Chapters**

00:00 Introduction

00:43 Benefits of having a podcast as an author

02:33 let's talk about the strategy

04:50 Next step is the production

08:21 Your amplification process

10:25 Engaging with your audience

12:16 The book report for this week

15:04 Outro

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Transcript

**Molly:** Welcome back to the next 100. It's me, Molly Ruland. Don't touch that dial. It's Wednesday morning. I'm coming in hot and I got some stuff to talk to you about. Two days. All right, so without further ado, we're just going to jump right in. So last week, I had the absolute opportunity to speak at the National Press Club about podcasting for authors and how that can be beneficial. And I thought, you know, this is a great topic for a podcast episode for the next 100. So if you are a business owner and author, anybody who's looking to get some eyes on your stuff, then going on podcasts or having a podcast is a really great tool. But we're going to specifically talk about authors today. So first things first. There's a whole lot of benefits to having a podcast, you know, a podcast, create strategic relationships with people that can help you sell your book or promote your business. Right. And who can help you sell more books and promote your books and promote your business? So the only question that you really want to ask yourself is, do you want to have your own podcast or do you want to go on other people's podcasts? So here's the short answer. If you aren't going, I wouldn't recommend creating a podcast just for your book because you might not want to record for a long time about just the book, you know, and you're kind of limiting yourself and it's a whole lot of work. It's expensive, it takes time, and there's a real build-up there. And so only making it about one book might be short-sighted as an author, and you might want to consider having the podcast or the overreaching podcast be you and your brand, and then you can have different seasons about the different books that you're writing about. So when you have your own podcast, you have a lot more control over what's going on. You can control the quality, the aesthetic, the timing, the release date, etc., etc., etc. That is you're 100% responsible financially and that can be expensive. Other People's Podcasts, you don't have as much quality control on the aesthetic, on what's going on, on everything else. But you do have a lot less financial responsibility. So there's a give and take there. So if you're looking to do a book tour of sorts, then having your own or going on other people's podcasts is probably going to serve you the best. So you know me, all three pillars of any digital content game plan is strategy, production, and amplification, right? The SBA, man strategy, production amplification. So let's talk about the strategy first. Number one, go angry guests and be a great guest and get great graphs. And let me try this again, get great guests, and go on a great podcast. So don't say yes to everybody and don't say yes to everything. Every invitation isn't your right audience. It's just like dating, you know? I like to say swipe right on life, you know, maybe not on everybody. Do you know what I'm saying? You got to. Yeah, you got to have a game plan. You got to have a strategy for who you want to get in front of and why. And you want to make sure that the podcast that you're going or the podcast that you're hosting are hitting those targets quality over quantity. Sometimes numbers do lie. I know the math. People are going to freak out. You're going to get really upset by that. But it's true. Sometimes podcasts with higher downloads doesn't mean higher returns. So make sure that you know you're going on podcasts that have high quality and don't get sucked in by the numbers. Plus, some of those shows might be harder to get on, and they might not just be everything that glitters ain't gold, right? So just because it seems like the best place, it doesn't

always mean more conversions at the end. Sometimes smaller audiences can be more engaged, more targeted, and more interested in what you have to say. Every interview needs to have a purpose and a clear CTA. You need to provide the listeners with direct links to what it is that you are trying to sell. So if it's your book, then you need to have a link to your book on your website. Ideally, you always want to push people back to your own website because then you can get them onto your email list. You can bring them into the fold. And now you have their content and you pleasing Mr. Google. Because at the end of the day, we all work for robots, right? So make sure that you're driving people in one place. Don't say, find me here. Find me. They're given three different links. It's like when you ask people three questions, they only answer one. Don't give people too much homework. Send them to one page. Molly Unicom forward. Slash my new book. Right. Keep it easy. Breezy, beautiful. Have a plan for your content and your specific goals. If you're doing a book tour, map out when that book tour is going to be. If you're going to, how many episodes are you willing to go on? How many episodes are you willing to meet? Have a game plan mapping out, and then do that shit? All right. The next step is production boo boo. A lot of people get lost in this awesome production and they spend 10 hours on GarageBand. It doesn't work out for them and they miss the most obvious thing. So yes, the strategy is super important and yes, the amplification is super important. And yes, it was a production, but not in the way you think. So let's start at the very beginning. Be insanely prepared for every interview. Do your research while the guest's podcasting is interviewing. I'm sorry, podcasting is intimate. Make the experience memorable for everybody. Right? I'm going to say that again. Podcasting is intimate. Make the experience memorable for everybody. So research the guests, research the show, research the audience, know who's coming on your show, research your guests, research everything they've done. Ask good questions, and really make the experience memorable because people are in the room with you, right? Podcasting has that intimate kind of vibe like they're there, so do a good job and make them say, Man, Molly is such a good interviewer. She asks such good questions. She's so committed to this. That's really awesome. That's really impressive. Right now I'm to buy a microphone by a microphone. We're almost three years in the pandemic. You need to buy a microphone if you want to get books on high-quality podcasts to promote your content and if you don't have a microphone, you are not going to get picked because we are in a time where people don't want to. Look, you need to outsource your content. You know, you always outsource the content to somebody. You can do it better, like a Heartcast media, right? And most podcast people who like producing their own content are paying somebody to do that. Because it's one thing if you know, listen, if you have a podcast, it's about like the nanny and you're talking about, you know, your favorite show. You could do it. You can do it on anchor. I don't really care, do you, Bill? I don't care. It's a passion project. But if you are producing content to represent your business, you need to have a professionally produced period and you need to have a microphone. Oh, I bet there is a killer plosive on that one in the back. I'm sorry, Matt, but listen, you need to have a microphone, right? So, you know, you need to make sure that you're representing properly. And so if you're going on a really great podcast and quality podcast, they're probably paying a production team. They're not going to pick you if you sound like you're in a two-minute can, man, like, so you want to get on a high-quality podcast. You need to have a high-quality sound, a real number to create number three, create ten questions that you want to be asked that make all the listeners lead to immediately wanting to buy your book. As soon as

they finish the podcast, don't leave it to the host to ask you great questions. Come up with your own questions. Submit them. Lead people down the path that you want them to go. And the last one is to do a test call with the person that you're going to whose podcast you're going to be on. Like build a little rapport, get to know them, and then also check out their situation. You know, if they're like, Oh yeah, man, I tell you, do my podcast from my phone. And usually, when I'm at Whole Foods, you can be like, Listen, Tom, I'm not the one. I'm out, right? I'm not doing that. I'm a brand. You got an opportunity to do that before the recording, or you might show up and they might look like a YouTuber with like blue and pink lights in the back. And they got this, like, blurred out the video and they're clearly on a DSLR. You might wanna go get that microphone a little sooner, so you want to make sure that you're matching the quality and the vibe and the energy of your host to make sure that they're all in and that they're insanely prepared as well. Next stop, boop, boop. Amplification. All right. Too many. I think this is the field of dreams, man. But when you go on a podcast, even if it's not your podcast, you need to take that video. You need to chop it up into a whole bunch of other videos, right? You need to create content from the content and create a plan for the content because every piece of content is like the gremlins. Like you sprinkle some water on it and it multiplies, right? Gary Visas make ten 100 pieces of content a day. I think that's bullshit. I think people will hate you if you do that honestly. And who has time for that and who can pay them? Come on man, that is too much. However, going on a podcast and not telling anybody about it, isn't it? And if you're really interested in telling your story and creating a brand, then you need to have five or six videos from that one podcast that you went on. Three stories. I'm not talking about ten-minute videos. I'm talking about 13 seconds, 16 seconds, 24, second long videos, and little spicy bites that are on your social. To let everybody know what you're doing. You need to have a plan for that, especially if you're selling books. Look, if you are somebody that does like masterminds, no, you're not trying to reach a million people or you're not trying to reach a million people to get five people to buy your product. You know? But if you're an author, you need to reach a million people to sell a hundred thousand books. Like that's just the math. That's probably not really the math, but you know what I'm saying? You got to cast a wider net. And so having short-form content to do that is effective. Make sure you're tagging people, man. Too many of you have podcasts. Many of my clients have podcasts and they don't tell the guests that the podcast is coming out. They don't give them links, they don't give them graphics, they don't tag them. I've been on podcasts, they don't even tag me when it's come out. They miss the whole like George of my audience because they weren't mentioning people. So go out there and mention the hell out of everybody that's been on your podcast and do it on every single one of those pieces as short-form content. Thank the hosts, thank the people, thank the studio, thank the people that they work for, thank anybody they can and tag the living shit out of people on LinkedIn so they see that you're busy and you're doing things and you're selling books. All right. And then this is the last engagement. And you have got to really engage with your fans. Like social media is not a one-way street. You got to go on there. You got to. And it's not just holding the comments. It's like, you know, go in other people's accounts, engage with them. If you're going to you never you're going on some of these podcasts go on to their social media accounts, make some comments, engage with their audience in advance, and put some effort and time into it. Right. That's like dating, you know, you really like somebody. You want to get to know them. You want to be a part of their life. You want to be involved. You're not just showing up and saying, Look at me, look how great I am

and I'm out of here. Right? Like, that's not it. That is not it at all. So make sure that you're engaging with people and communicating with them. So, you know, for all the naughty by-nature fans, are you down with OPB plot twist? That is other people's podcasts. You know, they were ahead of their time. Nobody knew they were digital branding geniuses. But there we are. So, you know, without further ado, you know, if you want to start a podcast or you want to get booked on other people's bad guys, or you want great short-form content from the podcast that you have been going on or the podcast that you're hosting. Hit me up. Your girl's got a whole team of people that can make that happen for you. So Heartcast media, we are here to solve those problems for you any time that you need, so just let me know. I'm crafting a nice little proposal for you that I know that you will love. So without further ado, I'm going to say goodbye. And I'm going to wish you all well. And I hope you have a wonderful week. I hope you found this content valuable for all my authors out there. And before I go, don't forget that if you are looking to get on a bunch back a lot of those podcast guys are not booking until 2023. So if you plan on doing some marketing for your book at the end of the year, Booboo, you're late, you better hurry up and go get on a whole bunch of podcasts and I can help you with that, so don't freak out. I got you. But until the next episode, be excellent to one another and I'll catch you on the next one. I wonder if I could get the reading rainbow. Like sound file is probably not open source, but I'm going to try because it's time for another book report. I am super happy about this one because well, it's relevant to everything that we just talked about today and especially for all. My author is out there. So it's going to segue a little bit into audiobooks, which is going to be one of my next topics. But talking to strangers. So. Is this a business book? No. Is it a book? Yes. That was terrible. But the point is, I was in it for the production. First of all, I like Malcolm Gladwell. I don't really give a shit if he thinks we should work from home or not. At some point you just, you know, you just can't care so much about what people think, honestly. But I digress. Okay. They've written some awesome books, and the last one talking to strangers. He opens and he says It's a combination of a podcast and an audiobook and the sonic landscaping on that. Jimmy Jam is on match. It is so good. He opens and closes with Sandra Bland's recordings. He plays old, scratchy recordings from like CIA agents from the eighties. It is brilliant. And the way that he makes it happen is just so incredible. It's just he's such a commitment to the quality of the work that he does. And so if you're looking to be inspired, if you're an author and you're about to go on some podcasts and maybe you're thinking about an audiobook, or maybe you've already done an audiobook and you imagine, you know, especially if you haven't done you go listen to this book and go check it out. And there's a lot of really great information in there about how policing in America is intrinsically flawed, and there's a whole bunch of data to back it up. So the next time you are in with, your slightly racist family members who are all about that rhetoric, you got some good information to give them. But in the meantime, it's a great example of production on how things can work. And of course, there's some gems in there from Malcolm Gladwell. So I try to read business development books, but they can't all be that way. I mean, the tipping point, I mean, a lot of his other books are very business development. This is a slightly different slant, but it inspired me. And after I listened to that book, we got a contract for 78 books from a book publisher to do audiobooks. And if you don't think that that impacted how we recorded that content, I got something for you, so I can't recommend that book enough. It is just a sonic journey that is worth every minute invested in it. And as an author, I think you'll get really inspired by it and you'll think about some cool stuff to do with your content. So on that

note, I hope you enjoy the book. I gave it a five out of five because I'm a sucker for some good audio and I hope you like it if you read it. If you've read it, hit me up on Instagram. Let's talk about getting some of that engagement I was just talking about. And until then, I'll catch you on the flip side, kids, be good. Thank you for tuning in to the next 100 sponsored by Heartcast media. We are a digital media creative agency focusing on branding, marketing, strategy, and amplification for personal branding to podcasting. We've got you covered and to continue this conversation, join me on Instagram. My personal account is Molly de Roon and of course, you can also find us at Heartcast media. That's where the really good stuff is going down. So join me there. Let's continue the conversation. And until next week. Have a good one.

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