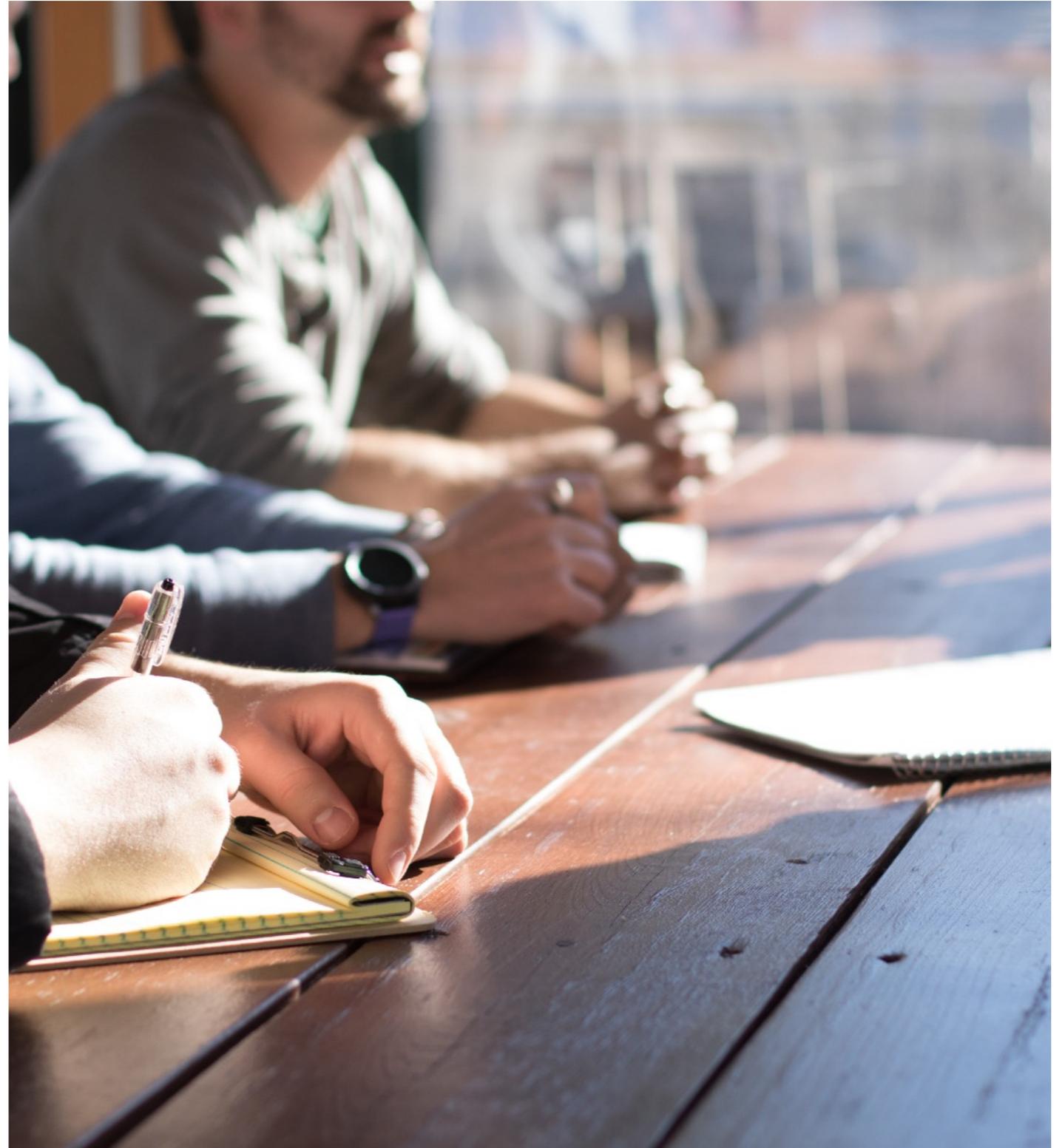


Discover the Three
Reasons that your
Business Needs a
Podcast.



Introduction.

Running a business will change how you look at marketing and media. Instead of viewing different platforms as a medium for communication, we begin seeing them as tools. And the real question with any tool is simple. How useful is that tool and which tool is best for you?

We understand your struggles. It can be expensive trying to figure out what avenues work for reaching your customer base. We've experienced the same tension as you for many years. Then, we found the joy and power of podcasting, and it has revolutionized our business and how we market.



1. Podcasting is the secret to building trust.



Owning a business and finding your customer base is a lot like dating. You are trying to establish a connection, but you are also trying to find a healthy point of engagement without coming across as too overwhelming. Because of this tension - so many times we start off on the entirely wrong foot. Instead of giving and adding value to someone's life, we are just trying to survive to the next date, or get them to marry us after date 2 (creepy right?!). Podcasting changes all of that. Before a customer ever even speaks to you, they have heard your passion, your voice, and your message. Podcasting allows you to start giving and adding value to someone's life or business without even knowing them. Through podcasting, you are building a bridge of trust that then leads to engagement with your business or organization. This gives you the ability to build massive trust, without being massively time consuming.



2. On demand is no longer an afterthought.

With on demand content, we consume content and information when and how we want to consume it. Streaming and downloading are words consistently associated with media now. The beauty of podcasting is that you are creating content for your listeners to utilize on their terms. Creating an evergreen marketing tool that will pay dividends for years to come.

3. Podcasting will make your life better.

Sounds dramatic right? It's the truth! With podcasting, we are able to easily and rapidly disseminate information. We can transcribe your podcast, pull out quotes for social media, pair those quotes with hi-res images ready for social media impact. Finally, for some shows we capture video and post to YouTube. By creating one podcast, it becomes the central drive force for sharing your business on multiple platforms.



Honestly, we can't say enough about the power and positive impact of podcasting on a business. But, in the spirit of a "three things style post", we'll keep it simple. Still, we're excited to tell you more of the benefits you'll find in having your own podcast.

We know you'll find it truly allowing you to utilize a variety of platforms with ease. It really does give you valuable time back when it comes to creating content and ideas. And everyone wants more time right? We are all busy, and being able to quickly use a tool like podcasting is a win for your company. You can keep on managing media and marketing as you are, but podcasting makes this process easier and increases your ability to reach more of your ideal customer.

