

# #152 How Podcast Interviews Can Help Your Personal Branding

Mon, 9/19 8:50PM 19:02

## SUMMARY KEYWORDS

personal brand, personal branding, company, podcast, create, banner, sharing, website, work, linkedin, interviews, simplified, important, larger, business, elevate, social media, domain, wikipedia, ultimately

## SPEAKERS

Michelle Glogovac

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**M** Michelle Glogovac 00:01

You're listening to the mind simplified life podcast and this is episode number 152.

**M** Michelle Glogovac 00:12

Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life.

**M** Michelle Glogovac 00:46

Hey, friends, welcome to another episode. I'm your host, Michelle Glogovac. Today, I want to talk about personal branding. Do you have a personal brand? Do you even know what a personal brand is, because it's another one of those buzzwords that continues to make social media, I'm sure you're seeing it in your feeds you're hearing about it. And more and more. So in the corporate world, you're hearing about people who are focusing on their personal brand. And oftentimes, it is people who still have a job. So what is a personal brand? Today, I don't only want to share with you what a personal brand is. But I also want to go into how you can create your own personal brand, and how podcast interviews are going to help elevate your personal brand. It's all going to come together. So let me start with a definition from Wikipedia on what personal branding is. According to Wikipedia, it is the conscious and intentional effort to create an influence public perception of an individual by positioning themselves as an authority in their industry, elevating their credibility and differentiating themselves from the competition to ultimately advance their career increase their circle of influence and have a larger impact. The process of personal branding involves finding your uniqueness, building a reputation on the things you want to be known for, and then allowing yourself to be known for them. Ultimately,

the goal is to create something that conveys a message and that can be monetized. This definition is so spot on and perfect. And yet, it also doesn't tell you how to get your personal brand and what all of the steps are that entails this. And I really want to make it simple for you. Because these are some great big words that I truly adore. And I'm actually going to use some of them in my book, because personal branding is such an important thing that I wish we were actually taught more of, especially in school before we hit the corporate world. And we really dive right into at least, this is how it was 20 years ago for me, we dove into companies. And that was our life. I was for over a decade, the company I worked for I lived and breathed it, you know, I had my eggs in that basket, I had no plans on going anywhere else. And then I was laid off. And I joined another company. And once again, it was this is the company you know, I am the the face of this company, I'm representing them. And you could put the company along with my name and that you went hand in hand. Ultimately, though, there's no true loyalty when it comes to a company and their employees. And maybe there are for some, there might be some businesses that are diehard when it comes to their employees and their team members. But here's the big but if they got the opportunity to sell out and have a larger company, buy them, what's going to stop them? Or is there really a corporation out there? Who's going to say, But wait, how is this going to affect every single one of my employees. And that might sound harsh. And I am going to admit that I might be wrong with some companies. But let's look at the large companies because I worked for a very large one the second time around. And they were bought out by a larger company. Nobody said, Oh, what's going to happen to the last people that we hired. Instead it was you were the last one in so you are the first one out, there is no loyalty. And I get it because the company is in it for them and for their shareholders. And the beauty part is that I am a shareholder and I still am so I'm still making money off the company and that's the light at the end of the tunnel. The bright light that you know there is grass, greener grass on the other side. But let's go back to personal branding. Personal Branding is you it doesn't mean You're being disloyal to your company. If you're working for one, it means that you're showing the world, what you're about. What is your expertise?

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Michelle Glogovac 05:10

What is it that you stand for? What is it that makes you, you? And it's the same thing that we talk about when we look at creating topics for podcast interviews, what is it that makes you special, and your topic special. That's what personal branding is, is to be able to go to a website of somebody and know exactly who they are and what they stand for, what their dreams and goals are, what their accomplishments are. And when Wikipedia mentions that it's a way to monetize something, I don't want you to get hung up on thinking that this means you have to make money by creating a business or creating something of your own, that's going to create more money for you in a personal brand. Monetizing can simply mean that you find a new job that focuses more intently on your goals and what you do and that it's better aligned, it means that a company can go to your LinkedIn page and see you, they don't just see the company you work for, which is an interesting story that I saw the other day on LinkedIn, a former client and friend of mine said that if your LinkedIn banner is your company's logo, and by your company, I don't mean that you own the company. I mean, you're working for someone else. And it's their logo, that's your banner, you're basically giving them free advertising space and marketing them, instead of making your LinkedIn banner, something that has to do with you. So when another company comes to your page, they're gonna look at you that you don't want them to be distracted by the company that you work for. Instead, you want them to see you, who is Michelle on LinkedIn. That's what that means. So you want to showcase yourself, your expertise, your experience. And I want to start by saying that you should own your own website name domain, there is no excuse. They're so inexpensive, for the most part unless you have

some very unique name that everyone else has, and is taken. But I can tell you that I bought Michelle glogovac.com, a long time ago, I have it currently redirecting to my business website. But it is a project I'm working on to create a website that is all about me. And sounds kind of pompous when I say that. But the point is that you want people to know you. Whether you want to eventually write a book, start a business, you want speaking engagements, you know, you might retire someday, you should write we all want to, but what if you are laid off tomorrow, or you are going to retire or something else happens that you want to speak more? Well, you should have your own website. And within the website, it's going to be exactly what is on every other website, you know, an About Me part, a media page, you know, what have you done your accomplishments, you want to include all of that. But you really want to focus on what it is that you want to be known for. This is what your personal brand is, what do I want to be known for. And this is also a topic that I've been really soul searching about, especially lately. It's been, you know, very present in the past four years or so even more. So I think since the kids were born. So seven years, I guess. They've been around that long. But it's really been important to me to recognize what it is that I want to put my efforts into, and what do I want to be known for today, tomorrow, and many years after I'm gone. I want to showcase what I'm passionate about. I want people to know that I want to change the world. And as big as that sounds, that we can do it by using our voices, whether that's on a podcast interview and sharing our experiences and our stories, or it's fighting for what we believe in. If it's joining, you know, a different organization or nonprofit and volunteering for them and sharing everything that you're doing. Why do you want to join something? You know, I've joined Moms Demand Action, and it's for Gun Sense. It's not to take away guns. I don't believe in that. But it is to bring laws that make it so my children and I are safe, that I don't have to worry about them going to school and not coming home. Why wouldn't I be a part of that? Why wouldn't I want to showcase that?

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Michelle Glogovac 09:56

I am very big right now in our San Jose Mayor. All Campaign and I'm campaigning for one candidate because I believe in him, I believe in what he's doing. And I'm speaking that very loudly, I'm even doing all my podcast. And there's many of you who don't even live in San Jose. So go Matt Mayhem, that's my shout out for him. But what I'm doing is I'm getting vocal, and I'm sharing it on Twitter, I'm sharing it on Facebook, I'm not being afraid to show who I am and what I'm about. And I think more and more these days, we also see others doing the same. But it's not always in a positive way. I want you to show who you are, to show what you believe in. And there's a way to do it in a positive way, no matter what side you fall on, whether it's in politics, or you're looking at other issues, show who you are and what you're about. And I think it's important to do this, because it's also going to attract the right people, especially if we're looking at creating a personal brand for a new job and a new company, then you want to make sure that your values align with them. I think far too often, especially as we're younger, we're not looking at what the values of a company are, when we join them. We're looking for a job, we're looking for stability, and a paycheck and benefits versus looking at, you know, what if I don't take this huge salary, but I go work for a company that has values and morals and believes in, not just me, but what I believe in, then that's more important than, you know, finding the next big thing. So I think that creating this personal brand of yourself is also going to create that awareness, not only of who you are and what you're about, but it's gonna create an awareness within you to attract and find what you want. It's so important that we do this and that we do it now versus waiting and then waking up, when we're 60, 70. And think shit, I missed the boat, I didn't realize that I could have put myself out there more in order to attract what aligns with me holy. All of this is part of your personal brand. This then leads us to how podcast interviews are going to help your personal brand, your sharing your story, your

message, your expertise. Everything that you can share in a podcast is part of who you are. It shows what kind of an authority you are, it elevates you in the industry that you're in, so that you can be known as that person. That's who you go to if you want to learn about ABC, this is where you go for X, Y and Z, it makes you stand out from everyone else standing out from your competition, because it's your voice that other people are listening to. It's increasing your circle of influence is with a pdss. Because you're reaching more and more people, you may have your website. But it's there just hoping that traffic comes, you have social media that you know is also waiting to did that hashtag land in the right place isn't getting into people's feed, did it use the correct thing for the algorithm and posted the proper time. Whereas a podcast is being distributed in so many different ways. And it's reaching a greater audience. So that circle of influence is getting bigger. And ultimately, then you're having that larger impact. Because you're reaching more and more people, you're going throughout the world. It isn't just right in your backyard. It's a much, much bigger thing. This is also allowing you to build the reputation that you want. With your voice out there with your website out there. Everything you are putting out into the world about yourself is then how people will look at you. You aren't waiting for someone else to put on the Internet, what you're about. You are being that first person to show the world. This is who I am. This is my brand. If you want to get to know me here, I am not some other news outlet or a blogger or someone else in social media, pointing at you and saying this is what I think this person is about. You have the opportunity to show the world what you're about who you are. And a podcast interview does exactly that.

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Michelle Glogovac 14:36

I've talked about it time and time again about how important podcast interviews are, how you can repurpose them in so many ways how a host is repurposing them, and then it just creates a larger and larger audience with a greater impact. And if you do this and focus on what is it you want to be known for, put it together with your website, your social Media, that LinkedIn banner, and then go promote yourself on podcasts with that message. And that expertise, then this is what's going to skyrocket your personal brand, people are going to know who you are businesses are going to hear you, they're going to want to work with you. Whether it is to find a new job, or it is to create your own business. Or maybe after you've retired and you're done. You want to share what you've been working on for so many years, you still get to create that momentum and keep it going. Think about also, before you even hit retirement, say you created this personal brand for yourself. And you've done podcast interviews, and now you hit retirement. What next? What if you want to keep busy, what if you want to consult on some projects, you can continue building your personal brand, by not only sharing the interviews you've already done. But by creating new interviews, maybe you want to create your own podcast, it's in putting yourself out there more and more that your brand is going to grow. And it's important to have a personal brand at any point in your life. Because this is your opportunity to tweak it. If you want to be known for today as an advocate and an activist, you can put that out there. But tomorrow, maybe you've launched a nonprofit, or maybe you've launched a business that has something to do with it. Well, you've already laid the foundation for what you're really good at how you can speak on it, why you believe in it. And now it's only going to propel the business, the nonprofit, the candidacy, whatever it is that you're working on even more so because people have become familiar with you. They understand what you're about what you stand for, what you're educated in your expertise, and all of this, because you built your personal brand, you showed the world, this is who I am. And this is what I want to be known for. That is what a personal brand is. It's not some sort of anti allegiance to the company you work for. It's an allegiance to yourself. It's something that I think we all owe ourselves to show the world this is who I am and what I want to be known for. So what I want you to do

today, if you haven't done it already, is to go buy your name domain. You can go on GoDaddy, you can buy it for two or three years and then let it auto renew. But go buy your name domain, start there, look at your LinkedIn banner, if you have one, make it yours. That is your personal page, your company does not own it. So change the banner, make yourself be known to the world because your company's already doing that. And really doesn't need you to use your personal space to do it for them. You deserve to be known for who you are. You deserve to have a reputation that you want. So show others who you are and what you're about. Figure out your topics that you want to be known for and start pitching yourself to podcasts. lay that foundation now because I guarantee you that in a month, a year, 10 years from now it's going to pay off. So go create your personal brand and show the world. This is who I am. And until next week, my friends, start showing off what you're about. build that reputation and I'll be looking for you