

## Transcript from Riverside

00:01 You're listening to the My Simplified Life podcast, and this is episode number 192.

00:09 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 while taking you on my own journey.

00:38 This is my simplified life. Hey friends, welcome back to another episode. I'm your host, Michelle Glogovac. Today, I wanna talk about something that, to me, it seems a little bit selfish, and that is the question, what's in it for me? Now, what brings this to light? And I'm gonna share that with you right now. There was a response to a pitch from another podcast host in which his question simply was,

01:07 What's in it for me to have your client on my show? It infuriated me because I have so many reasons for what's in it for the host to have a guest on, but I really didn't understand how, as the host, you would ask such a question in the first place. But this is because my mindset in regards to podcasting is that it's not all about me, it's about you, the listener.

01:37 What's in it for the listener? What am I bringing to you? I don't do this so I can hear my voice. We know that I don't listen to my episodes because I just cringe, that's my personal thing. But every time I record an episode of me talking to myself like this, or I bring a guest on, I'm continuously thinking about what the listener is going to learn from this.

02:04 I do share that there's a selfish aspect of when I invite certain guests on because I want to get to know them, and that's my selfish part. That's the benefit to me, is that I get to learn about people firsthand that I have wanted to get to know to have this conversation that, you know, otherwise I can't ask them out to coffee. Most times, we don't live anywhere near each other. So that's not possible. But I have this platform that allows me

02:34 to ask them any question I want, to get to know them, to make that connection, and build that relationship. And that's truly what's in it for me. You know, among the other benefits of, you know, it's my name on the show, I know this, therefore it's my job to market it. And so these are already the benefits that are built into having a podcast. But when you ask someone, what's in it for me when you receive a client pitch,

03:02 I tend to wonder why you have a podcast in the first place. So I raced to my desk after I saw this email come through on my phone and started to write a blog post, and I'll be putting that up as well. But I thought, you know, this would actually make a really good episode as well. So I'm recording all of my thoughts on it and wanna share with you what are the benefits to a host in having guests outside of the fact that you already own the show.

03:32 and that is a benefit. You're already reaching a listening audience. You're already having a marketing tool in which you can repurpose all of these episodes into more marketing content for you that goes out to all of your social media platforms and your website and so on and so on. So now let's get back to when you have a guest on, what's the benefit for you? So outside of new knowledge,

03:59 because whatever your audience is going to gain, you have the potential to gain it as well. So you are benefiting by getting to know another human being, and as woo or cliché as this sounds, that's a pretty big deal to me. You have the opportunity to get to know not only someone and their personal journey, but they're gonna share with you their knowledge and what else they can educate you on in that conversation.

04:27 So that's already another benefit right there. Let's talk about, though, the big benefits of which I think this one particular host was getting at. And that starts with cross-promotion of the episode. When you invite someone onto your show, the ultimate hope is that they are going to share that episode with their audience as well. So this can mean that you can reach.

04:52 Everybody that they follow on their Instagram, their Facebook, their Twitter, their threads, LinkedIn, Pinterest, all of these places is where the guest is going to be sharing this episode. I give my clients a very detailed guide on where they should be repurposing and sharing. This is also in the book, *How to Get on Podcasts*, of how you can repurpose it, and how you can maximize that exposure because that's what's in it for the client.

05:22, but it's also what's in it for the host. So as a host, you're now getting access to the guest's audience on their social media. If they're doing it right as well, they're going to post about this on their website, where it can live forever. Forever, it becomes evergreen content. So now the host is, your name is hyperlinked, and the podcast episode can get more downloads. It is now there as well.

05:51 If the guest is working with an agency such as mine, I promote the episodes on my platforms as well. I have 2,500 Instagram followers that this all gets promoted to. I have Spotify playlists for every client and a Spotify playlist for the agency that has every client interview on it. And I also every week go and plug on Pinterest

06:21 where my clients have been interviewed. So you are getting all of that as a host as well. That's thousands upon thousands of new potential listeners who I'm reaching out to on your behalf. So that's a huge benefit in and of itself. The other benefit is there's a potential for future collaborations. You never know who you're talking to. And this is really...

06:50 a big fact because the one client that was in question here knows and is friends with some, I'm going to call them big players, just people who, if you name drop, everybody knows these people, and these are close friends of this individual client. And we don't promote this client as having these relationships. That's not the point of it. But in my mind, you never know who the person you're talking to.

07:19 actually knows as well and what kind of connections they have. Remember that collaboration should always be over competition. And I think that this particular host saw that maybe this client was a competitor per se, but they do completely different things from one another. They have a similar audience, which would be why the client was pitched to this host in the first place, but they don't do the same thing in any way, shape, or form.

07:49 That's why, and even if they did, there's always room for collaboration to work together. What kind of partnerships could there be at the end of, you know what, I know so-and-so, and they were looking for whatever service you provide, let me connect you together? Or what about just a simple friendship or relationship that you never know what happens down the road? This host completely closed himself off

08:18 any kind of possibility of collaboration down the line. Collaboration with the client, who could have been a guest, who could have opened up her relationship doors. Collaboration for myself as an agency owner who is constantly pitching new clients to podcasts. If you've had one of our clients on, you're in the Rolodex. We are constantly looking for ways.

08:47 to collaborate with you in the future as well. Because we have clients who might have similar audience reaches that, you know, we wanna target the same people, and so you might be a good fit for them. And anybody who has had one of our clients on the show knows that they come prepared. They show up, they're going to share the episode. I'm going to share the episode. We're going to make this as mutually beneficial as possible.

09:16 But in saying no and what's in it for me, you've completely shut that down. There will not be another pitch coming to this host from my agency. So that's what's in it for you. No future guest pitches. He did end up saying that the one thing that he could see as a benefit would be as if we paid him \$300. We will not be paying him \$300.

09:44 we don't pay for podcast interviews, that is called advertising. You can listen to it, and read all about what my thoughts are on paying for podcast interviews, but it is a big fat no. So he's also gonna miss out on that kind of a quote-unquote benefit for himself, but he's really missing out on all of these potential listeners that he could be getting by growing his show and having guests who want to be on.

10:14 and sharing their knowledge so that he's really giving a bigger benefit to the audience, which only perpetuates into a greater listening audience. So friends, the question of what's in it for me, it's the wrong mindset for a podcast. I believe that a podcast should never be hosted or guested on with that mindset.

10:44 all about yourself, then the listener is going to hear that. The listener is going to understand that you are not doing this as a benefit or courtesy to them. And here's the thing, a podcast costs money for the host unless you have sponsors, you know, and you're running ads and that kind of a thing. If you're doing it right, it costs money. I pay money for my host at Libsyn, I pay money for Riverside for my interview recordings.

11:13 I pay money for my Dropbox to hold all of the files. I pay money for an editor. I pay money for show notes and to get the graphics up and everything like that. There's money that goes into the production of a podcast. I see the benefit as a marketing tool for my business. I see the benefit as creating relationships, not just with the guests that I have on, but with the listeners, with you.

11:42 I get to meet listeners, we get to discuss similar life instances. To me, this is really what it's about. And if I were to start recording by always thinking, what's in this for me? Then you're going to hear that shine through. And I think that's why as a host, this individual might not see the growth potential that he could if he changed it to.

12:09 what can I provide to the listening audience, regardless of what it costs me, whether financially, whether in my time, whatever it is. And in doing so, he would see how much more beneficial having a show truly is. Podcasts are about relationships. They are about creating relationships with the audience, and with the guests that are on the show.

12:38 about sharing your journey, your story, inspiration, motivation, knowledge, education. There are so many things that a podcast can do, including entertain. And that's really what it should be about. It's about the listening audience. That's why podcasts, for the most part, are free. It's a benefit for the audience. It's a connection that we get to make that we otherwise wouldn't.

13:07 And so I want you to think about what's in it for you as a mindset that really needs to be taken away. To me, it is selfish, I really think that, and it's the wrong reason when it comes to a podcast, let alone a lot of other things in life in general. It's a closed-minded mindset. In order to change that,

13:31 you need to think about what's in it for the others. Why are you producing this show? Why do you wanna be a guest? Why do you wanna be a host? Not what's in it for me. Think about that as you listen to other shows, if you're a host, as you are creating your show, get out of that mindset and think about what's in it for them. I promise you that if you think that way, the benefits to you are going to be exponential.