

Transcript

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You're listening to the My Simplified Life podcast and this is episode number 220.

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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.

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This is my simplified life.

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Hey friends, welcome back to another episode. I'm your host, Michelle Glogovac. Today, it is yet another launch day because the ebook and the audiobook of How to Get on Podcasts is being released. You can now hear from yours truly on the audiobook. I will read the entire book to you in a mere six hours. It was actually the most fun I have had and I couldn't believe how much fun I really did have in recording the book.

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and in reading it in its entirety because the entire thing has felt like an out-of-body experience where I didn't even remember some of the things that I had written down that are now in a book. So I hope that you go out and purchase the e-book or the audiobook or hey, do both. The hardcover is also out there. You can buy them anywhere you buy books, your favorite bookstore, online, in person.

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Last night, I was at Zibby's Bookshop signing copies of How to Get on Podcasts and being in conversation with my college friend from UC Santa Barbara, KTLA's own Kirk Hawkins. We always dreamt, this is funny, we dreamt in college that we would be news anchors someday and we would take over for Matt Lauer and Katie Couric on the Today Show. So this was our...

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moment to actually do that because it was on YouTube. And I will make sure that I have the link to the YouTube version of it so that you can all see us in action. But today I wanted to talk about how podcast interviews allow for greater longevity of the promotion of things such as this book. I started pitching myself more so around the book.

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and not only around my general topics, probably six months before the book came out, even a little bit more than that. And I've been recording interviews nonstop since. There have been days where I have three or four interviews a day, and then sometimes they go live all within the same week, or they're sporadically spaced out.

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These are things that I don't have control over, and that's both a blessing and a curse because you don't know when it's going to come out, but at the same time, we're over a month out from when the book originally launched, and I still have podcast interviews coming out promoting the book, which is great. No matter if you're promoting a book, a service, a product, whatever it is, you still are promoting your brand and yourself. So when you launch something,

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Yes, it launches and you want everybody to gain traction that day, but even more so, you want longevity in whatever it is that you've launched. If you have a course, then you want people to be able to access that course and buy it over the years. It's great to have a ton of people purchasing a course and going live within a month and you see your revenue spike, but isn't it even better to have continuous momentum?

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so that you're constantly getting more new business every single month? I think so. And I think that's why podcast interviews are so great when it comes to launching something, because they have the ability to continue on in the future without having to create new content, without having to go and pitch yourself again for the first time over, because you're relaunching something.

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There are continuous interviews coming out on different platforms with different hosts. And so it continues to grow. A great example, whether we're talking about podcasts or other things, I had my book cover created into a pie by the Pie Lady Steph. And it is absolutely gorgeous. I wish I got to eat the pie, but it is so beautiful. And that came out a week after the book launched.

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I waited a bit, I shared it right away, but then I posted it again just last week. Steph reshared that, and then I found out that because of the Pi cover, people bought the book. So when you see interviews going live, you see content being shared by other people, followers are paying attention. And so it allows your...

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your product, your service to have a greater lifespan than if you were to just make everything happen on one single day. Now, when it comes to authors, we do talk about creating the look per se of you having a bunch of interviews go live the day that your book launches, because then it looks like you're appearing everywhere and you're in everyone's feed.

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And while this is great, this then also goes back to how do you repurpose your content? Are you repurposing your content? How do you share these interviews? And if you space them out, but continue to share them, then those hosts are going to share what you've now shared again. So it gives their shows longevity as well. So that Tuesday that the interview went live is not the only day that they're sharing it, but they're resharing.

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when you share it. So it continues to grow, it's that ripple effect I always talk about, how when you share something with your followers and then they share that, then it continues to grow further and further. And the same thing goes when you tag that host, they're going to reshare it, and now it has a lifespan that takes on really its own and allows for a much greater reach.

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than simply that one day when things go live. This is why it is so important to repeat yourself per se, because you're not really repeating yourself. It's important to have an episode go live and then for you to share it in all of the places. I will share things in my stories, and I can guarantee you that not all 2700 followers see it, not even close.

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and again, not all 2,700 will see it. So you have to keep putting your content out there in order for just your followers to see it, let alone people who aren't following you who need to find you in order for them to see it. Now I'm talking about repurposing your interviews and when they go live and how you have to share them and how important this is. I want to also emphasize the fact that you can't

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repurpose them all at the same time. So for example, last week, I had three interviews plus my own podcast episode go live. So that's four different places that I had podcast episodes going live. I can't repurpose them properly in my the way I think all within the same week. So I did share all of them. And I have the show notes for my own show that goes live every Tuesday.

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and I selected one interview to put in my feed on Instagram and to also create a blog post for. This coming up week, I'm going to work on another one. And so I have them spaced out so that I'm still giving credit to every single host that is out there, but I'm not throwing it all spaghetti on the wall at one time. I wanna make sure that it gets the proper attention that it deserves.

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and to also give it some time to reach all of the people that it needs to reach. By giving it a little bit more time, it also allows for the host to then sort of repurpose your content as well and to share it again, so that they're not simply resharing their interview with you right away back to back to when they already shared their own episode. So it gives them more content as well.

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Now let's go back to the authors and books again, and don't we all want pre-orders and shouldn't everything go live before launch date? And my answer to this, you can ask any single author I've ever worked with, anyone who comes to me asking for what my advice would be, it is that a book sale is a book sale no matter when it happens. Whether it is a pre-order, it is something that happens the day of your launch, the week after, or two years later.

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It's a sale and that is a win, essentially. So to have some interviews go live before for pre-orders is great. To have it go live on launch date is great. And to have it go live the next day, the next week, the next month or the next year is still great because it also keeps your book alive. It keeps it in the forefront of people's minds. They keep seeing it come up. And by seeing it over and over again, then...

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they're going to recognize, you know, maybe this is something I need to get, I need to read, I need to buy. So don't limit yourself to having interviews just at one part of whatever promotion or launch you're doing. Keep it going. Do it before to prep, do it during, do it after, and continue to do it. Because in addition to promoting your product, service, or book, you're also promoting your brand yourself.

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because this goes back to it's not about you, it's about your story and how you can help others. So you really wanna continue reaching out to other people to share your knowledge and your story with them because it also promotes the visibility for you and your brand. And then that perpetuates growth within your brand, you're following your business.

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And that's really the key in all of it, right? It doesn't need to be all about me, me, me. And yet it comes back tenfold if you're giving of yourself so freely, so honestly, and so genuinely. So keep all of that in mind. It's not a one and done. It's not about me. It's about how I can continue to share my message, my story, my education and knowledge with others. And to continue keep...

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Growing that, grow your message, grow your following, grow your visibility, and then in turn, it will grow your business, your product, your service, your book, whatever it is. It all goes hand in hand with each other, and there's no one way to do it, to start it, to finish it. You have to simply keep going. It is a marathon, it is not a sprint, just as all PR is.

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just as business is, and frankly, just how life is, you have to keep going and putting one foot in front of the other, moving forward, and reaching for more, because that's what's going to grow and to move the needle in everything you do. As a reminder, the audiobook and the ebook of *How to Get on Podcasts* is out today, February 27th. I am extremely grateful for everyone who has supported me

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who's purchased the book, who's come to a signing, who's reached out to tell me that they've read it. If you've posted about it and shared it, I am so grateful and I will reshare and tag you and promote you just as much. I promise you that. Thank you, every single one of you. And please let me know what you think about the book, about the audio book. How is it helping you? What podcasts have you gotten onto? Because I wanna celebrate you as well.