

## Transcript

Michelle Glogovac (00:00.618)

You're listening to the My Simplified Life podcast and this is episode number 240. Hello friends. I'm your host, Michelle Glogovac. Welcome back to another episode. I took a few weeks off to enjoy summer vacation with the kids and really, to be honest with you, I had batched a bunch of episodes that got me through the beginning of July and then I decided to just take a break and give myself grace.

to really enjoy my time with the kids and time with summer. They're about to go back to school. And so here we are. And July has been a huge month. If you know me, you know that one of my very favorite stores is Costco. As I get older, I fall in love more and more with Costco every time I go there. I do not get out spending less than \$250. I buy my clothes there. I buy all of our food there. We buy the gas there.

Costco is like my heaven here on earth, truth be told. So this month I am featured in the Costco Connection Magazine. They did a feature article on podcasts and if you turn to page 33, you will see yours truly there talking about what it means to be a podcast guest.

How to Get on Podcasts, and there's a plug for my book, How to Get on Podcasts. This magazine goes out to 30 million households in the United States, Canada, it's going over to the UK. It's a huge deal. And yes, I will tell you right now, I have seen a return. I have signed clients, I have gotten requests to be on my show, I have gotten invitations to be on other shows.

So it is definitely amazing advertising and marketing. And no, I did not pay for it. This was something that I was asked. Did you pay to get in there? No, I did not. It is true PR. It is earned media. And I want to share with you how it all happened because I think that when we see something like that happen, we automatically assume that poof, it just fell out of the sky. This just happened overnight.

Michelle Glogovac (02:24.234)

And that couldn't be further from the truth. As many of you know, I had an 18 -year career in corporate aviation and I was laid off. And then I went on the quest of what is next? What do I do to be at home, create a stable income, be with my kids and raise them, but also make an impact

on the world? And that is how I discovered podcasts. This was in 2018. We are now in 2024. So this is

years in the making. During those six years, I have worked, I have written my book, I have also networked. I have made so many incredible friends in the online world and that started long before 2018 as well. I was on Twitter very actively, now X as we all know, and that was a firestorm that seems to maybe be coming back as we're seeing at times changing with the election coming

But on Twitter, I found many, many friends. And if you recall, there is an episode with my good friend, Michelle Garrett, who I refer to as the other MG of Twitter. And we've become good friends. She has also written a book that came out this year, B2B PR That Gets Results, a guide to simple and targeted public relations practices.

and as a great friend that she is because it's truly a friendship that is a give and take, she tweeted out that my book came out. And because of the relationships she has created and nurtured over the years, a journalist from Canada saw it. And she reached out to me. She said, I just saw the tweet and you have a book that came out and I'm doing this feature article in Costco Connection Magazine. Are you familiar with

Well, obviously I am. I am a diehard Costco fan and I also read the magazine. And here's a funny little tidbit for you. When my book came out, before the book came out, you know, there's a lot of authors who say, my dream is to be in Target. I want to see my book in Target. I would read through the Costco Connection Magazine every month and think, wouldn't it be great to see my book there? I would love to see my book in Costco. And lo and behold,

Michelle Glogovac (04:49.054)

The book is not in Costco. It's not sold there because they're backing up on all of their book sales, but I'm in the Costco Connection magazine. So back in February, this journalist reached out to me. Her name is Wendy, and we had the longest, most amazing conversation about podcasts, about my book, my experience, and I knew it was coming, but I didn't know when. And last we spoke, it was going to be coming out in the

And so on a Saturday before the month of July, a good friend of mine, Scott Morris, who I helped train and onboard almost 20 years ago in the aviation industry, sent me a text message because I've never changed my phone number and said, I'm drinking my coffee on my porch and I am reading all about you. And he sent me the photo of me in the Costco Connection magazine. I had not seen

So I was ecstatic. Even Wendy didn't know that it was coming out then. It came out in Canada as well. And now I've picked up many copies at Costco. My mom's picked up copies at Costco. I've had neighbors yelling out at me. A good friend that we saw in St. Louis asked me to autograph her Costco Connection magazine. And it's been absolutely incredible. But my whole point is that this didn't happen overnight. I did not wake

yesterday, launch my business and end up in Costco magazine. I have taken six years to build this business, to build my following, to launch a podcast, to grow the podcast, to grow my business, to do as much as it takes and to work hard and to make these connections that have ultimately resulted in getting into the Costco Connection magazine.

I say this because I want it to be a reminder for all of you when you look on social media, when you are scrolling through magazines, when you see the Today Show or Good Morning America and people are popping on and it appears as if they just landed there. And your concern might be, you know, when is it my turn? When am I going to get there? Give yourself time. Give yourself grace because good things take time. We all know this. That's the truth.

Michelle Glogovac (07:11.582)

And if it takes time, then it will be worth it. And when it's worth it, then you'll be reaping the benefits and the rewards so much greater. So I've taken these three weeks off from the podcast so that I could come back refreshed, so I could share this story with you in the hopes that I encourage you as we get into the second half of the year that a lot of us are feeling burnt out from six months of hard work, from six months

crazy election talk that is now coming around a corner. We have less than 100 days to go before it happens. We have a new candidate running. There's new fresh air that I feel is being breathed into each and every one of us. And so I want to encourage you to take that momentum, take this energy into the next six months to really round out the year in the most positive way possible.

But to know that this takes time and every step you take, every small step, every social media post, every podcast interview, an episode, every book you read, everything you do is a step in that direction. So remember that as you do it. Yes, it takes work, it takes time. And if you need a break, give yourself that grace to take the break that you need. And then you can come back feeling absolutely refreshed.

I have a load of different podcast interviews that will be coming up, recording in this fall, that I am so excited about to bring you some incredible guests. I have also been reading like crazy. All the books behind me are being read along with new ones that are coming out. And I'm also putting together an entire list of books that you can read as guides to help you as we're talking through this election.

It doesn't have to be that you are getting political, but how do you get involved? What steps do you take in those kinds of directions? I'm reading these books before I share them with you so that I can arm you with knowledge and education and to be ready to have these difficult conversations that might get uncomfortable, but that need to be had. These are all things that are coming up. I hope you've all had the most incredible

Michelle Glogovac (09:35.09)

And just remember to take a step every single day because your future is depending on