



Get Clients Now Podcast

Episode #352 Interview Transcript

With Kai Davis

(Host) Ken Newhouse:

Hey everybody ... [Ken Newhouse](#) here and I've got our special guest today on this episode of the [Get Clients Now podcast](#). We've got Kai Davis. Kai, it's great to have you. So I'm a half of myself and the members that Get Clients Now Nation I want to welcome you to the show.

Kai Davis:

Thank you. Glad to be here. I really appreciate you being here.

(Host) Ken Newhouse:

OK ... I went through your bio (you've got an outstanding bio) ... and again, the topic of our show today is going to be talking about podcast guesting and why that's such a big deal. Why it's such a hot topic today. Um, I still think it's vastly underutilized by a lot of people. They're still spinning their wheels, trying to, you know, invest in pay-per-click, maybe Facebook ads, whatever it has been.

Content marketing when right under their nose is the amazing potential to just transform their business, their bottom line, and their sales. Even in light of the Corona virus we're dealing with right now, and we'll dive into that in just a second, but of what I'd like to do first (if I could) ... Is ask the question I reviewed with you earlier.

These are first two questions that I ask every guest and I asked them so we can get a better feel for our guests. Sometimes a listener or a member of the get clients now nation may not know who a particular guest is, so this gives them a little, I like a reference point, a place where they can start a pH D in that way, they get better, they get much better value out of the show.

So if you could take a two to three minutes, if you could give us your backstory. I know you're one of the, like I said in the introduction. You're very well known. One of



the leaders in the industry for helping people get on podcast shows, and you're not just a podcast booking agency. I mean this is, there's a lot more to it.

And I've had a string of very important people, very, very, I would say, successful top of the industry people on as guests on this particular topic. But you're coming at this from an entirely different angle, which I think is one that's overlooked by most of the people that I've talked to so far. So if you could give us your backstory and let us know what we need to know for the show today.

Kai Davis:

Absolutely. From a young age, I've just been enamored with marketing. I can remember when I was 13 or 14, just starting to uncover topics like what exactly is email marketing, what is, you know, search engine optimization. And, uh, as I moved forward, you know, from being a teen into college, I gravitated towards marketing related classes, entrepreneurship related classes, and I've always been doing something on the side to practice my marketing chops.

My first business back when I was 14 or 15 was selling magic the gathering cards on eBay, and that was both a bunch of fun and gave me a bunch of experience in terms of selling online. How do we reach people? How do we make this captivating irrelevant to them? After I graduated college, I moved into the workforce as a marketing director at a couple of companies.

It was a good experience and really showed me that I prefer. More the hustle around entrepreneurship. The office life just was not for me. And over the last five or six years, I've really been focused on email marketing even more so, as I understand more of what makes up sort of the full funnel for any online business.

Again, and again, I'm just seeing the value of email marketing when it comes to say, appearing on a podcast. I've always been a fan of, Hey, let's get on a relevant show. Let's present a call to action so people realize, Oh, there's a spot I could go sign up to hear more from this person or learn more. And once you have them on the email list, it becomes so much easier to nurture that relationship.

So in a way, while we're talking about podcast outreach and podcast doors within this episode. It's really the full funnel that interests me. I've just loved learning more about how it all flows together and connects together and how we could help a client



or help a colleague amplify their marketing, reach more relevant people and preserve those relationships over time.

Yeah, that's when I talked about going deeper. Those are some of the things that we definitely want to touch on. As an example, if you just talk to, if you are a business owner or a professional and you want to become the featured expert on a podcast. Most of the companies, and again, these are leading companies, people that are the owners of the companies that I've had on the show.

Um, they've got a thing where they teach you, um, about using a one sheet, things like that. And they do all that heavy lifting for you, whereas you're the individual who can actually train people and teach them. You've got courses in one on one coaching where you can actually show them how to do it themselves.

Cause a lot of people, me included. These, you know, I'm a do it myself guy. Most of the time, especially when it comes to marketing. Now most of the other stuff I delegate, but when it comes to my marketing and things like that, that's, that's something I'm not willing to delegate, which is, it's one of the smartest thing you can do, is don't delegate your marketing.

Keep that as close to the vest as possible. If you need help with professional copywriting or things like that, that's why you hire people like Kai and myself. But having said that. We're going to dive into that a certainly a lot deeper here in just a second. But let me ask you this. This is the second question that I ask everyone.

Has there been a mentor or an individual, a time, a book and you know, situation that occurred in your life where you are like, you know what, this is. This has happened or this person talked to me, this person encouraged me. I'm definitely going to go in the direction that that you are now. Can you think of anything that comes to mind?

Absolutely. There are two books that basically were a big whack on the side of the head and put me onto the current course I am now. One is the brain audit by Sean de Sosa, and it's such a fantastic book helping readers understand, okay, why do people actually buy? Why do they take action? Sean dives into the different seven bags, the seven elements, and that really.



Captivated me and just pushed me forward on marketing. The other one, uh, ultimate sales machine by Chet Holmes. This is my most rewrite book. Uh, I had it in the room, I'd show it, but it has probably a hundred different flag notes in it. Every page is highlighted, one of the most transformational books for me when it comes to marketing and seeing, okay, how do marketing and sales fit into this overall picture?

So those two bucks, strong recommendations for me and books that I just honestly love. I've read both the books and I've read Chet Holmes his book many times, and actually I really liked his work so much. Unfortunately, he's no longer with us. He died of cancer, but those are both, like I said, those are both excellent, excellent books.

Unfortunately, like I said, Chet Holmes is no longer with us. But guys, Kai brings up a good point. And you know, I asked that question, that second question I asked, number one, it gives me a better feel for my guests. But number two, you just did something and proved one of the reasons why I asked the question because you revealed two exceptional books.

Now, in this case, I've read them both. Having said that once in a while, somebody will throw a book out that's really helped them a lot, and it's a great opportunity for me to, uh, to learn and to go. Dive into another book. I read two books a week religiously, and that's not including my Bible, but I've done that for the last 10 years and it has paid off huge for me.

And I have this, uh, I wouldn't say an addiction, but I need to read. I really just have to read, started reading a lot of fiction over the last couple of years as well to help me be a, become a better copywriter. So now that we've talked enough about. Me and why I asked these questions. Let's dive into the meat of this cause I know people like myself are chomping in the bit.

If you could, you've got some things on your website like, like you said, it's a, it's a pretty comprehensive business development business that you're running. You're helping. High six high seven figure businesses grow their businesses. Most of it's online, some of it's off, but a lot of the stuff is online.

And I pick the, the topic of podcast guesting because of the series that we ran. Certainly you've got a much more comprehensive business, but one of the things



that I found on your website is you've got gotta a book. It's a, it's just a really, it's just a really amazing book. Uh, I appreciate the fact that you put it together.

It's called podcast outreach, and there's actually like a little mini training that people can. Do in addition to that. So if you could just kind of scratch the surface of that, give us a little bit of a flavor of what that's about. And then as we get into the interview, we'll dive into a deeper questions about that and some of the other stuff that you're doing and some suggestions you have for us.

Absolutely. So when it comes to the book podcast outreach. I really put it together to give a clear path forward for colleagues, mostly independent business owners or solo preneurs who were saying, Hey, how do I get onto these podcasts? Like you referenced? It's nice to keep the marketing we do close to ourselves and keeping it as sort of a core specialization.

So putting together a podcast outreach, one of my primary goals was, okay, let's. Take the process identified and I crafted through my experience and outreach and make it a simple, easy, repeatable system so I could just hand, well send the PDF to a friend. They could read through it and know, okay, these are the 80% of the things I need to do to get the top results.

I'm looking for. Getting onto relevant podcasts, finding them, sending them a relevant message, knowing when to follow up it. Uh, it was a joy to put together and the results both for myself, my clients, and my customers. I've been outstanding. It's helped dozens, if not hundreds of people craft their own podcast tours.

Yeah. I think the fact that if a person invested in your book, now that, and when we talk about a book, guys, this is the form of a PDF, but most of the time when we talk about buying a book, people will look at a book and say, okay, if it's more than 10 bucks, I'm not going to pay for it. Well, that's the absolutely the wrong position to take.

Your position should be. What value am I going to get from the book? So as an example, I bought a used copy of a used copy of breakthrough advertising by Eugene Schwartz, which you can't find a brand new copy without paying close to 1000 bucks for it. You use copy 700 bucks. I've gotten multiples of exponential multiples out of that book.



I don't bat an eyelash. And so. Paying 49 I think it was at \$49 for the book. 49 for the base 99 for the complete package with a series of video interviews. Okay, well, I'm going to chastise you a little bit, and I'm doing this with the utmost professionalism and respect for what you have accomplished and for the reputation that you have.

You're undercharging for this. Information. So guys, uh, when I tell you that this is a value, this would be a value at \$500. Because if you can get on one podcast and you're going to hear from kindness a few minutes, one podcast, just one. I mean, certainly you want to be on as many as you can. You want to create, um, omnipresence.

You want to be as many places as possible when people look for you online. But just one podcast is all architects to really set things off for you and really transform your business and really get you going in the right direction. But. Why would a business owner, Kai, that leads me to my next question.

Why would a business owner, successful business owner say to themselves, you know, why would I want to be on a podcast? Now I know the reasons for myself, but why was somebody who's, they don't obviously have a podcast. We're not talking about starting a podcast. That's a lot of work. It's doable, but it's a lot of work.

But this is the, like the low the bar for becoming a podcast. Get guest. And really killing it with this is really low as compared to starting your own show and doing all that's involved to be found and things like that. Just getting on someone else's show. Why would somebody want to. Consider being a podcast guest as opposed to doing what they've been doing on gas.

Guesting is one of the most powerful ways to literally get inside of the ears and the head of your target customer. And so one personal anecdote I can share is when I've done more and more podcast guesting, I've had dozens of people reach out to me for my coaching offerings for my consulting, for just saying, Hey, and each time they share something that at the start was like, Oh gosh, creepy.

And over time just became something that warms my soul. People would say, Chi, it feels like, I know you already. I heard you on this podcast and then I heard you are on another podcast. Then I started to Google around and just find you found a dozen



podcasts you were on, and so basically I'm emailing you to say, please take my money.

I don't know yet what I want to spend it on, but I could tell your person I want to invest my money with. And so from that, I really take away. Podcast. Guesting is a powerful way to build a relationship at scale with people from the privacy and comfort of your own home. I love conference speaking. I love going to events, and those are truly world-class ways to meet people, build relationships.

But when we think about the effort it takes to appear on a podcast, have a couple of talking points. Get in touch with relevant show. Say, Hey, I'm a guest. I have, you know, a good audio setup. It's a fraction of what it takes to attend a conference or even speak at a conference. But speaking on a podcast gets you so many of the benefits that we typically see reserved for events or meetups or conferences.

You know, when you talk about Chi, I'm loving to speak in front of . Huge audiences at conferences. And people hear you say that, or people hear me say that they're thinking to themselves, these kids are sick. They're crazy. I would never do that. I'm terrified to do that. Listen, you and I, there, there aren't many.

There are a few, but, um, I think we're blessed in the fact that we, I mean, for me it's. I'm, I'm not, I'm not a drug user, but I can imagine. I, I dunno, I just, I get jazzed. I get juiced up. I get really super motivated and encouraged and enthused, speaking in front of large audiences and a weather, preferably live.

I like live audiences, but podcasting, um. You know, we talk about being in front of a huge audience, or you know, thousands and thousands of people. If you're a podcast guest, well that might scare some people, but really it's not. It's yes, you're in front of all these people. Not really. You're just talking to somebody on a computer screen.

Like you and I, right now we're on zoom. Um, you know, we're chatting back and forth and there are thousands of people who are going to listen to this particular episode. But it's just you and I. I mean, I know people are listening, but I don't have that same sense of terror or fear that I would have if I was someone who was panic to speak in front of a group of 10 or 10,000 or whatever.



So that's something I would think that, uh. In your experience helping people. People don't have an issue, you know, they're not fearful of actually being on there. There's no fear that comes up right when they get in the mic and they freeze up that you don't see that very often to you at all. No. Very, very rarely.

A podcasting really is a great way to scale that one on one conversation to reach many, many people. For myself when I first started guesting on podcasts, and similarly for some of my colleagues and friends, it was a bit of a nervous experience. Like, all right, we're going to have a conversation. Will I remember my things that I prep?

Right? Well, my Mike work, but what I found time and time again is after two or three podcast interviews, you're flying high, you've got 90% of the down, and it feels like a much more comfortable process. So the hesitation or the fear of the resistance that could come up is more from just trying a new thing.

But once you get your feet wet, so to speak, it's a lot easier just to move forward with it. And to contrast, like the experience of speaking in front of a thousand people with speaking on a podcast that reaches a thousand or a 10,000 so many more butterflies in the stomach when it's speaking in front of a live audience with a podcast.

It's just so much easier, so much more graceful. Yeah. It's like you're sitting in a Starbucks having a latte with somebody, you know, or somebody you just met or whatever. It's totally chilled. It's totally laid back. So those are some of the benefits of being on a podcast. What are some of the drawbacks?

Is there, is there a downside to being a podcast guest? That's a really, really good question. Let me think on that for a second. Let me just, while you're thinking, I'll just chime in on something. I thought of a downside and this would lead me into another question here in just a few minutes with you, cause I know you've done a lot of work to help people with this.

A downside of a podcast being a podcast guest is coming into an episode coming into the interview, totally unprepared, not preparing for the interview. And there's a lot that goes into that. That's one of the questions. But in addition to that, is there anything. That you can think of where it could be a detriment.



I mean, something else I could think of. It turns out the podcast guest you, you know, you're on the guy or the gal who's the host turns out to be like an ax murderer or something like that. I mean, which, I mean, those things just don't happen. But I mean, that would be the only other thing I could think of that could be possibly a downside to being a guest on a podcast.

Yeah. Those are two really good ones to bring up. The only other one that comes to mind is really we're constrained on time as business owners, as people, and really like as your business is growing or as you're finding what to do next, there are a lot of hard choices you need to make in terms of, do I want to want to invest, say 30 hours over the coming few months mastering this process of appearing on podcasts and validating a works, or do I want to double down on something else that already works or use those hours.

Elsewhere in my business or my life. So really is it the right priority to focus on is the only other concern that I would raise with podcast guesting. Other than that, it's really a, as far as I've seen in the years I've been doing it, a cost or detriment free system, there aren't a lot of gotchas that pop up.

The biggest one I could think of is I went on a show once and it turned out to just be. The host inviting me on a to pitch me on attending his \$2,000 a seat mastermind. And part of me is like, I respect the hustle. And the other part of me is like, you didn't even publish the interview. Why was I on the show?

Yeah. That happened to me with one person as well. They have the, you know, and, and I have to admit, I didn't do my due diligence, but they said, yeah, I've got a podcast. And I'm like, okay. Connected me with, with me on LinkedIn. They said, I love to be on your show. And I saw it as an opportunity this. Person was a healthcare professional.

I saw it as an opportunity to maybe tap into his market because his business was , excuse me. His business was teaching marketing and helping that particular niche. A group of doctors in that profession with their marketing. And since I typically don't, I've never worked with that. Uh, that industry. I work a lot with dentists.

I work a lot with chiropractors, some medical doctors, um, spot half of my clientele are, are dentists or chiropractors. But. I did the show for him, got him great exposure,



and then we did the interview for him and turns out that his show wasn't even on iTunes and he had done only two shows before. So, you know, that's a gotcha on me.

But, um, yeah. So having said that. I want to move into, I want to segue into the next question. You know, we're dealing with Corona virus now. You're on the West coast. You're actually in Eugene. Eugene, Oregon. Yes. Yep. Not far from where I used to live. A big Oregon ducks fan, even though I live in Missouri, it should be a Mizzou fan, but, um, I love the color of the uniforms and I love the team.

I fell in love with the team when I lived in, lived in Portland. But having said that in the middle of the coronavirus, you know, there are a lot of reasons why. Being a podcast guest is such a good, um, a good choice. It's a good thing to pursue. It's a smart business choice and right now I think in light of the fact that we're in the midst of this pandemic, I think even now, even right now, like now is probably or could be in most instances, not everyone, the best time ever to try to get on podcasts.

I'm going to give you a couple of reasons that I think, and then I want to get your response to it. Number one. Most people are at home. Not everybody, but right now, another week or two month, whatever it is, people are at home. They're tired of watching the news there. I know. I am the burned out. I've talked to a lot of my members.

They're just burned out on watching the news because you can only be scared so much, and then you start to get numb to it. Um, and number two, it's an opportunity for you to reach the, that you know, that targeted. A targeted group of people because they're either, their business has been hurt. So let's say as an example, you're a marketing guy, right?

You've got a great reputation within the industry. Everybody knows that you're one of the top marketing guys online, and so you being a podcaster and being on podcast shows, it's great opportunity for you to reach out and let people know, Hey, listen, this is what you might want to do to get your business up and running after this starts to.

Settle down. So you got those people online. Then you got other people who are like, man, I really need to go to the dentist. I really want to get this done. I've got a



cavity, I've got whatever the problem is. I really want to get those veneers. I've been planning my whole life to get these veneers. When can I go back?

So if you're a dentist, you go on a show and you talk about, Hey, listen, here's what's happening. And probably within this time span will be a good time for you to start coming. Uh, you know, calling or making plans to come in to have that done. That's the timeframe we're looking at. So, in my estimation, and those are two of just many, what, do you have any ideas or why right now or do you even agree with that?

Do you think right now is a great time to be. A podcast guest pursuing this as a marketing, uh, as a marketing strategy. And if so, what do you think some of the reasons would be given the fact that we're in the middle of a pandemic? I think it is a good time, honestly. Anytime is a good time to add podcast guesting into the mix.

It's a strong, durable, evergreen way to get into the ears of your most valuable prospects or customers or audience. One challenge right now is a lot of people are moving towards podcast guesting as they seek some normalcy where it's seek some marketing activity to do so. I'll often think of podcast guesting as being a bit of a soft game.

It's easier to show up and get onto a relevant show than it is to show up at a conference or get onto a radio show. But as more people start to move over and say, Hey, I want to appear on podcast as a guest, it's going to slightly increase the number of outreach emails, these host service eatings. So it makes it a little more challenging.

Not to say it's a terrible time to do it, but one of the constraints right now is more people are going to be pitching, uh. Aside from that though, it's a really, really great time to be diving into it. It's a great marketing activity to give some normalcy to, you know, you dear listener in the audience, this is a consistent thing you could do saying, Hey, for the next two months, I want to get on say, three podcasts as a guest each month.

And so it gives you something to aim towards. It gives you something to work towards. It adds something new into your marketing stack to replace something that might be gone, like attending conferences or events in person or. Organizing a



meetup where another type of event, so it both switches in really nicely for what you were doing in the past.

It gives you some normality and helps you reach a new people out there in the wild and educate them about how you could help them. Now I read on your website, if I'm correct, I'm not sure if it's the, the book that we talked about or is it the training program? I'm not sure. The podcast tour, which we'll get to in a few minutes.

One of them said that you have like. 32 different email templates that come with it. Was that the podcast outreach book? That's a podcast outreach book. Okay. And so let's do this. So could a person just cold, you know, I would say pick up the phone, but let's figure of speech. Could they just, you know, write an email and say, Hey, listen, I'm an expert.

Got a great website. I'm a very successful business person. I want to be on your show. That's not going to get very, it's not going to get a very good response from the particular host or producer of the show. And so with respect, and so with respect to that, what I'd like you to do, if you could, obviously there's no possibility we could cover all of it, but if you could just touch some of the key relevant points along the process.

So if a person was say, you know, I'm going to try to get my feet wet first before I. Dive in with Kai. I do think it's a good decision to do that, but before you decide to actually hire Chi and work with him in this process, you might want to say, Hey, listen, let me try this out first. At least see if I can get on one show.

What are some of the steps of person would take before they decided to hire you and let you help them really roll this program out? Great question. So a, and we're asking like what are the steps they take to DIY their podcast or get their feet wet and see what the system looks like. Well, not necessarily.

Let me ask that. Cause w I don't think I asked that correctly. So what are some key bullet points or steps they could take? Number one, to identify the kind of podcast they would be on. And then once they identify, say, a handful of podcasts, how do they go about contacting those people? And then what are some of the things, as an example, I know you like you have 32 emails and obviously you're not gonna sit here and read your emails, but what might an email.



From a 30,000 foot view kind of sound like look like, feel like that they would send to the guest or the, you know, the host or the producer of the show. So that somebody who listens to this, if they have half their brain tied behind their back, could take what you've given them. And I think I could say honestly that pretty much just about everybody who listens to the show, who are members of the get clients now nation are really smart people.

So the go getters, you know the people who are going to take action. Are going to be able to take that and just test it. And once they see, Hey, this guy's right on, I'm going to hire him. This guy has totally nailed it. Now I want him to help me because he gave me information that I could see immediately.

This is going to work. Letting him help me would take me to the next level. So what are some of those steps from identifying the right kind of show to who do I contact and what should I say in that initial contact? Things like that. Just from a 30,000 foot level, obviously we don't have time to, to go through your whole book.

So at a 30,000 foot level, the first step is identifying relevant podcasts, and that might be relevant in terms of market focus. Hey, I want to reach a dentists. I'm not going to go pitch podcasts that reach artists or that are about, Hey, how to cook a duck. They just aren't relevant. So the first step is.

I done figuring out who you want to reach and making sure it's a crispy, specific definition, saying, Hey, I want to reach small business owners raining a little bit too wide there. Hey, I want to reach, say, independent consultants or solo preneurs who are looking to get more leads. Oh, that's pretty crispy and specific.

That's a good example of a targeted market to go after. So first step, get clarity on who you're trying to reach, who you want. Listening to these episodes. Second step, go out and search in Google or the iTunes podcast database or Stitcher or Spotify and see, okay, when I start searching for, you know, small business pot, not small business consultant, podcast, freelancer, podcasts, dentist, podcasts, what comes up are there shows that feature guests on, you know, every episode, every other episode with some regularity.

If so, those are ones you want to flag as being a good match. Since they already have, yes. If they don't have guests, you could always try pitching them. But in my



experience, 99 out of a hundred shows that don't have guests respond with a, Hey, did you even listen to an episode? If we try to reach out to them and say, I'd love to guest on your show so.

That's the initial step we take to identify. We'd, uh, refine it, build an initial list of podcasts, and when it comes to the outreach to them, the two things I'd call out. The first step is make sure your email is focused on the value to the host, to the podcast, into their audience. You don't want to just say, Hey, no, I'm a great speaker.

I'd love to be on the show. End of message. There's no relevance. There's no reason why they'd be willing to open up their audience, the audience they've spent years cultivating. For somebody that's just showing up with like a two line email. So whenever I do any sort of outreach, I'm trying to frame it in terms of this is why it's relevant to your listeners.

This is how it will make you look good to your listeners. This is how I'm going to show up and speak about this topic and leading off in that way, it makes it a lot easier for the host or the producer or the person managing the guest flow for the podcast to say, Hey, this person has their stock together.

It's clear that they know what's interesting to our audience or how to provide value to the audience. Let's, you know, engage in a conversation here. Ask them for a couple more details, ask them about topics and move that forward. So that's the main thing. Make sure your message is relevant to the host and to the audience.

The second thing is follow up wins. I've been doing outreach work since 2013 so just about seven years now. And when it comes to stimulating conversations with other people, sending that email and trying to get their interest. The one thing that makes a huge difference is a being willing to follow up.

So whenever I do outreach, whenever a client or a customer buys the book podcast outreach in that 32 email template library in it, it gives them the emails they could copy and customize to have an outreach sequence. So, Hey, here's the first email we'll send. Here's the second email we'll send. If we don't hear back, here's the third email we'll send another week or two later.



We haven't heard back at all. And that polite, persistent followup. Demonstrates your interest. You aren't just, you know, spraying and praying, Hey, I hope one of these hundred podcasts respond to me. Instead you're saying, okay, for these relevant podcasts with an audience, I could help who would be interested in interested in this topic?

I'm willing to take that additional action and follow up to help communicate the value I could provide just by showing up and saying, Hey, here's an additional email. So it's a small optimization. But it makes such outsized performance improvements and time and time again, whenever I consult on an outreach campaign or a workup, a client on their own podcast outreach campaign, they're forgetting to follow up.

We get two or three followup emails in there and people start responding. It's almost like magic. Yeah, I mean, if you're dealing with somebody who is successful and somebody has got a successful show, whether it's the producer or the host, chances are they're going to miss. If you send a single email, and there's nothing more obnoxious and rude and off-putting than somebody showing up with an open hand asking me to put something in it when I'm the one who's invested all the time, money and effort to build a show.

And the same goes for you. Uh, it's like somebody walking up on the street who doesn't want to work, not that they couldn't work. Somebody who doesn't want to work and stick in their hand out saying, Hey you, you owe me. Give me something cause I'm a good person. Or because of this or because you know, because of my reputation.

Who cares? Who are you? I mean, really, who cares? Or knowing the show's topic, the overall theme of the show and the audience and who that is and what's relevant to them. I mean, you'd nailed it because I don't know how many people. Have contacted me over the last year and a half that literally have no business.

I would never, not that they're not good experts, their topic is so not relevant to what I'm doing. I wouldn't consider it for anything to have them on the show. And so it's just, it's, um, it's insulting that they wouldn't take enough time and have enough respect for my time to look and see what the show's about before just.



Spamming me with an email, and I'm sure they sent that same email to, you know, like a bazillion other people. Um, which is one of the, another reason why it's so off putting. So let me ask you this. I know there are going to be people who are looking or listening and saying, Hey, listen, this does sound like a good idea.

Yes, I can see the Chi knows what he's doing. Yes, I can see that he's able to help people get on podcast shows. And this is definitely gonna help their business. But what about pay per click? I'm doing this paper clip campaign, you know, the guys. Really not delivering for me, but I know it's going to come through eventually.

Or I got this gal who's doing my content marketing. I know that's eventually gonna pick up for me. Or, um, you know, maybe your dentist or whoever, or local brick and mortar business and you're using ValPack, which can, in some instances work. It doesn't really help with quality of people you bring in, but it does in some instances bring in a mass response.

But having said that, why would somebody consider. Either in lieu of or in addition to podcast guesting when they're doing pay per click or they're doing content marketing or whatever they're doing, you know, SEO, all those things. Where does this kind of fit into that puzzle? Podcast outreach and podcast guesting is interesting because it's a little squishy in terms of where it fits into.

It could both be top of funnel. Hey, we're reaching people, we're saying, go visit my site over here, and it's bringing new visitors in. It can be sort of middle of the funnel. Hey, we already have awareness in the marketplace. Let's better nurture these and get on podcast. So people who already know who we are, say, Oh, they're doing this interesting thing I didn't know yet.

So it's a bit squishy in terms of how does it compare to say content or paid. Let me think here for a moment.

In terms of how it compares to content or paid. I'll often see podcast tours slowly Seidel into being content creation themselves, where, Hey, we just appeared on six podcasts. Great. Let's make sure we're emailing those out to the list. Let's have them in our evergreen funnel. Let's have them up on our website.



Let's have social, both paid and free pointing to it. Let's have advertising pointed to these so. Appearing on podcasts as a guest can help you both reach people who are interested in what you have to share and irrelevant to your market and give you great content to share elsewhere within your marketing ecosystem.

Because you now have say, half a dozen great 30 minute interviews featuring you as a subject matter expert. That type of material plugs very well into any sort of marketing campaign you're looking at. Okay. And so it's not necessarily an either or. It's, I mean, it could be, but at the same time, it could also be a, as an example, when I say it could be an either or, maybe a business owner doesn't have the money to really invest in a campaign online.

It's actually gonna, you know, they don't have enough to invest to test and run and test. And then eventually scale something that's going to work. So podcast guesting could be a great opportunity for them to generate some quick revenue, generate some quick wins, get some deal flow coming in, make some money, and then they can in turn, reach out and start investing, taking the podcast content they get from their shows, investing that into content marketing with all the different ways.

I mean, you just scratch the surface. I know you've co, I mean, there's so many different ways that you come at this in your programs and um, you know, you just tie it all together so nicely. But. What are some of the, uh, the ways that a person could prepare? So let's just assume for a moment that, you know, John Smith, you know, whoever is your client and they say, Hey, listen, I want to be on 10 new houses, get clients now podcast show.

And so you get ahold of me and we get it lined up. What are you going to tell them kind of again, from that 30,000 foot level, what would you tell them as far as preparation, what they need to do to prepare to make sure the experience is good? For me. So that is going to reflect good on you and reflect well on them as well.

The first thing is listen to you an episode or two of the show, just so you have a general idea of the flow. Reach out to the host and ask, Hey, is there anything I should know, any special details, any special segments that I could prepare for? Uh, and along with that, ask the host. Okay. Are these the main beats you're interested in?



These are the main topics you want to pull from. In addition to those reaching out to the host and asking, Hey, do you do any pre-interviews with guests? I'd love to get on a quick 20 minute call chat with you about the show. Confirmed my audio works, confirmed the topics. So those are all top of mind opportunities to make sure it's a great experience for the listeners, the host, and for yourself.

Another one that I'll often recommend to people who feel a little bit of the butterflies in the stomach around recording a podcast episode is jump on zoom with a friend. Say, Hey, you're a four questions or half a dozen questions. Ask them to me about what I'm doing, what I'm working on, just so you could get a little more experience about what it's like live to be asked these questions, think of an answer, flub an answer, and just move forward with it.

So practicing really does help. They're reaching out to the host to get additional information, reaching out to see what the episodes are like, all of these stuff together really, really nicely to make sure it's a powerful and positive experience. Okay. And so earlier I mentioned the fact that you got the PR, the podcast outreach, the book, and then also the additional videos that come with that and which is a bit of an upsell, but certainly still you're not charging enough.

That's my opinion. That's your business. But I mean, for something that's giving that much value, and I understand why you're doing it, um, it's certainly worth a lot more than you're charging for it though. But what about the podcast tour? What is the podcast tour and why would a business owner, I mean, why are so many people doing.

Choosing this particular option with you versus just sticking with the podcast outreach book? Great question. So the podcast store offering, I have, I described it as a done for you podcast tour where client comes in and they say, Hey, I want to appear on some podcasts and reach my market. And I say, great.

What I do is handle it teeth detail. All you really need to do to your client is show up, record the episode. And then say, Hey, we recorded it. I handle identifying the podcasts, writing the outreach emails, coordinating with the client on the pitches and the talking points, handling the outreach, and once the client is booked in records



handling the post episode followup, Hey, host, it was great to have person on any questions I could answer anybody else that you think would be a great fit.

I'm always keeping my eyes open so. What I do is just provide this complete experience for clients where all they have to worry about is making sure they make it to the interview on time and everything else is just done for them. So they're able to pick up the skills they need in terms of appearing on the podcast, having a great interview, and promoting the podcast while I am making sure they're supported with everything they need to get there.

So you're doing all the heavy lifting and all they have to do is literally come in and just do what they do. Yep. You know, on a call and they're done and it's on to next. So you're doing all the heavy lifting. And I know you've had really good success with that. And I know you've got a ton, a literal ton of, um, of testimonials.

Something I've been doing for some of my guests is, um, actually I've been doing it for all of my guests here recently. I've got a new program, a live training that's coming out in June. I put two videos up now where I took my old video testimonials. So it's a social proof selling in the name of the live training is going to be social proof profits.

But what I want to do is I'm going to let you attend and now I think I might let everybody attend for free just because of the, the, um, the coronavirus. I may just do the first training for free of the actual paid. I was going to charge two grand for it, and I don't have that many people in my trainings because of the fact that I want to get one-on-one.

Um, and, and it's a group setting, but still I want to give as much personalized attention as I can. But I took my old testimonial system, the video testimonial system, because social proof selling is like, that's why social proof literally lets you. Leverage the, the connections of your clients, customers or patients so they can do the selling for you.

A lot of people hate to sell, but what I want to do is, um, I'm going to obviously extend that to you. You can attend for free. What am I think I'm gonna make everybody else do is, and I have nothing to sell after that sound like an upsell or a way to. You know, like you said, that one guy tried to work you in.



I, I don't, I don't do that and I'm not accepting clients right now, but what I want to do is, um, I want to let you attend that for free. But having said that, you've got so many different testimonials on your website. The only thing that I think that if I could give a suggestion with that many people, it would, and I, granted you're probably not accepting hold on new clients at this point because of.

Of the fact that you're doing so well, but the only thing I would suggest is maybe utilizing some video testimonials, but I want to extend that to you as well for free. I'm going to make everybody else, if I do give it away free, they're going to have to donate something to help out people who are suffering from Corona virus.

And I don't care how much it is, just the act. Cause if I just let them show up for free, I mean you've invested your time with me, so I don't feel like I'm giving it to free. I feel like it's the least I can do. You're providing so much value. To our tribe, but in addition, so I just wanted to throw that out before I forget, cause it sometimes I forget stuff.

It goes back to being hit by a dump truck and had on car accidents. So, uh, you know, you talked about the brain earlier. I think you and I talked in our pre-call, I had massive brain injuries and so it's, it's weird, you know, one of my, uh, flaws, I guess, or weaknesses, you know, Superman had kryptonite. Mine is, I could be in the middle of a great conversation and completely forget what I'm talking about, you know, right after my accident.

People I'd known my whole life for like a year. I couldn't, I could tell you anything that I did with them my whole life, but I couldn't remember their name, could not remember. And then six months I had diplopia, which is double vision. So that really messed me up. But I still, from time to time, we'll either totally forget what I'm talking about in the middle of it.

Sometimes I've gone to a movie, which I don't do often. I'll completely forget the movie. My wife's like, we just saw that movie a month ago. I'm like, I've never seen that movie. I have no idea. And then something triggers. And then I remember so. When that popped into my head. Sorry, I kind of ran down a rabbit hole with that.

But in addition to podcast guesting, I mean, just getting people on the show, there's a lot more involved in this. So if you could take a couple minutes, let's talk about some



of the other things that you're doing to help your clients, because really there is a lot more to this, and this is, as I mentioned earlier, at the outset of the show, let's talk about some of the things you're doing that really helps set you apart in the benefit that you bring to your clients.

That just a podcast booking agency isn't going to be able to bring. What are some of those things if you, let's just go and run with it. Of course. Yeah. Uh, the one that immediately comes to mind is I'll help my guests with their topic pitches or my clients with their topic pitches. So that'll often take the form of a 45 to a 60 minute call.

And it might be something like this, we're on zoom, it's a video chat, and I'm just like, okay. Like, tell me a bit about your expertise. What's a something your target market struggles with. What's something they're looking to learn more about or what's like a tip or trick or a secret hack, you could share them to help them say, Oh wow, I did not know you could do that.

Wonderful. And so in a conversation, I'll pull out somewhere between, you know, half a dozen or a dozen different topic ideas. I'll go off to the Batcave think on them for a bit. See. Okay. Which one of these line up? I'll take a look at a sample set of podcasts that my guest would like to appear on or think would be a good fit and confirm.

Okay. If one of these topics was on that show, does it seem resonant? Does it seem a little dissonant? Does it seem like it's not a fit at all? And so I'll go through this refinement process and produce an output for the client in terms of, Hey, here are the three or four topics that I recommend we start off with.

We could always pull from the other ones, but. These are the pointy tip of the spear. This is what we want, what we want to lead with, and I'll go ahead and move those into the outreach emails, start sending them, observe the feedback, and say to my client, Hey, you know what? Topic one, everybody wants topic one, topic two, three, and four.

Nobody wants those topics. Let's find a couple more topics like topic one so we can diversify it. And you're not saying the exact same pitch on every show. So I'll think of it as sort of consulting on the full process of podcast tours. If my client is appearing



on podcasts, but saying, Hey, I'm not liking the audio, or I'm not feeling confident or comfortable, I'll often say, okay, great.

Let's run through a role play exercise. We'll get on a call. I'll put on a persona as like a grouchy host with audio issues or somebody who's just not letting them get a word in edgewise. Com and failure points that might come up in a podcast, a recording experience, and just use it as an opportunity to confront those areas where my client is feeling a little bit scared.

What happens if I audio drops? What happens if we disconnect? I'll say, let's try it out. We'll get into a conversational flow and then I'll just end the meeting. And the reason I approach it this way is going through the experience of, this is the thing I'm scared of. Oh, it happened. And we were able to, you know, get back to a retool, regroup, move forward with the interview, often confronts and overcomes that fear.

And so I think of it large or big picture as I'm here to help my clients succeed with our podcast interviews. And that might take the shape or form of. These common things I've touched on, or more one off solutions depending on the client's situation or their needs or what's coming up with them as resistance in this overall process.

Okay. And so let me just follow up with this question. You didn't okay. On time? Yes. Okay, so I've got a question that just popped into my head and I think it's a really important question. Obviously when somebody. Goes through the podcast tour with you and you're helping them one-on-one, they're going to be very successful with it.

And this, like I said, this thought just popped into my mind. I would think that a lot of these people don't have an email marketing system or sequences set up, and so. I know from just doing my research and due diligence on you that one of the things that you're very well known for is being able to help people build these, you know, the architecture, the framework of an email marketing system, an automated system, so that when they start getting all these calls and this traffic from the fact that you've helped them get on these podcasts.

What would happen? I mean, it's an example, if you were to get somebody on a podcast, but they don't have an email automated system to follow up, they're going to lose a lot of the potential business. So how important is it, first of all, to have that



email system and then kind of give us, again, a 30,000 view of what's involved with that?

And obviously, I mean, this is what I do for a living, but as an example, you and I both know there's a lot involved with that. So I mean, setting up infusion soft, I mean, there's just a lot of moving parts. Most people. Don't have the time or the ability to do it because they're specializing in something else.

But talk about that for a few minutes cause I think that's a necessary point that I don't want to overlook. I mean, if you've got all this deal flow coming in and the last thing you want to do is let it go to waste, like not following up. You've invested the time, money, and effort, you're getting all this exposure, all this traffic, and now you're losing it because you don't have a system in place.

So how important is that? Okay. Incredibly important. I'm so happy you brought that up because it would have slipped my mind as well. I think of it as sort of the last mile problem. If we don't have a way to capture the interest of the people who hear us on a podcast, well, how are they going to remember to check us out?

They're most likely in their car or on a walk or cooking in the kitchen and they won't say, Hey, who was that guy? I heard on a get clients now who talking about podcasts? I don't know. And then it just sort of dies. So what I recommend to all of my clients and all customers who purchase podcast outreach is we need to set up a landing page, what I call a catcher's Mitt to catch those people coming at us from the podcast.

We need to set up a small lead magnet, something of value we could offer for free in exchange for an email address. And we need to make sure we have some nurturing or some automation there, just to give them a slow drip of other relevant content. Maybe other podcasts my client has been on maybe resources or talks they've given, or just any sort of content.

So it's incredibly important. I advise all my clients, we want to head in this direction. Some clients say, Hey, email just isn't my jam. I don't want to move forward with this. And those cases, I say, I would be doing you a disservice if we moved forward with this podcast tour. We didn't have a mechanism in place to capture people who are interested.



So as part of the package, I'll either advise my client's team on, Hey, this is what we need to set up your a couple options. You've got Infusionsoft, you've got MailChimp. What works for your budget? Make sure they have this architecture in place, even if it's just the 100 level architecture and there's a ton left that they could be doing and making sure it's a positive experience from first moment.

A listener hears them on an episode through what I think of as a contextual call to action. Hey, if you want to learn more about this, go to this URL and sign up for my free thing. Through that first experience of opting into the list, receiving that first email. It's almost like there's an unbroken thread we want to preserve.

Somebody connects with us in that episode. We want to make sure they make it all the way over to that sequence, but they, when they've opted in, so they're able to continue in this relationship with us. Incredibly important. As a part of the overall tour. Absolutely. Absolutely. I mean, the last thing, could you imagine going through all this process in the podcast who are generating all these calls?

You're getting all Chi's got it now set up, so you're on all these different shows. You're getting tons and tons of people trying to, you know, they're hitting your website and boom, there's nothing there. They get a phone call. Okay, well, yeah, our phone numbers on our website. Well, okay, so 10 or 20% of the people actually call you.

What about all the other people who are conditioned. To follow up and find out more information through email. And they're conditioned to want to download free information and they're conditioned to giving their email address and they're conditioned to giving permission to receiving, not spam, but just, you know, value in the form of a response series of emails from you.

And so to overlook all those petite, all those people and all that potential revenue and income is absolutely a, that would be a huge mistake. So let me ask you this, I'm gonna ask you one more question then we're going to talk about how people can find out about. Uh, more about you, your website, things you do.

And then I'm going to include, you've given me a special link. I'm gonna include that in the show notes, but also I want you to talk just for a few minutes after you answer



this last question. Um, tell us more about your website and some of the things that you're, you know, whatever you want to talk about.

You can, you know, give us your two or three minute pitch. Um, cause I definitely wanna hear as well. But what's the one question today, Chi, that I should have asked you on the interview that I didn't? Oh, that's a really, really good one.

How is how podcast tours can connect to other marketing plays. I think there's a lot of opportunity to, for people who say, I want to, you know, keynote conferences or be invited to speak at conferences or just grow my overall authority in an industry, how can I best use a podcast tour. To do that, and oftentimes it comes from stacking social proof or just experience.

I'll often coach clients on, okay, you want to speak at this conference? That's wonderful. Are there any podcasts that previous attendees have spoken on? Are there any podcasts run by organizers from the conference? Are there any other media plays we could wrap into this podcast campaign? So I'll often see.

The podcast or itself as an element to read, to achieve an overall larger goal. In the past, this approach has helped clients both build stronger relationships with organizers at conferences and get invited to speak or build relationships with other speakers at the event. And so when they show up at the event, they're able to say, Oh, Hey, I interviewed on my podcast.

Super excited to, you know, see you, uh, give this presentation live. So a podcast or can be a wonderful mechanism to build relationships overall. Even if the outcome we're aiming for isn't yet more people on the list or get immediate sales. It's a powerful way to build your authority and renowned within an industry.

Sweet. Sweet. Okay, so how can we find out more about like what's your website URL, things like that? And again, you've got a special link, a special opportunity for all the listeners. And the members of get clients on nation. I'm gonna include that in the show notes, but if they're just listening and they're driving and they want to punch it on their phone, run with that one.

Perfect. So the most valuable spot for our listener to check out, get on podcasts.com it's a free short email course I have on how to get on podcasts. It does what it says



on the 10 and this is me giving you relevant information similar to this interview, but oftentimes a little level deeper retail about how to get started with this process yourself.

The second resource, I call out my a main site, Kai davis.com. K a. I D a V I s.com. The homepage advertises something I'm very proud of. I write a daily letter absolutely free on marketing yourself as a solo professional or an indie consultant. Uh, readers are constantly writing in and saying, yo, I can't believe you're getting away this much value for free.

I wish this was hype. They actually write in and say that. And it really is one of the things I'm most proud of creating and writing each day, and I always aim to make sure it is a valuable for a subscriber or for a reader. Yeah, it's really, it's really good content. And guys, I will say this, I originally found Kai doing my research and we had a few issues that came up.

A couple of, you know, an emergency that came up, and Kai was originally going to be on the show some time ago, and then I dropped the ball initially. So he's actually appearing on the show much later than I had originally wanted. But I'm thankful that he's here. But I will say this, when I first, before I ever talked to him, I signed up for his.

Email course, the one he just talked about. Tell us the URL for that again. Get on podcasts.com yeah, I signed up for that just to, you know, just to see, because oftentimes, you know, you hear things about people, and I don't know Kai personally, but I just know people who know him. I know people that have worked with him and, and you know they're getting great results, but I wanted to see for myself the kind of content that he was going to give away free.

Cause oftentimes you hear people say. You know, download my free lead magnet or download sign up for this free email course and it's garbage. But I got to say, you should be charging for this stuff because obviously on a podcast, we can't go into that kind of detail, but the stuff you're giving away on this email course is like, that's like a course that somebody would pay for.

And so thanks for offering that to a, to the tribe. I really appreciate that. And I know they will. I know they will as well, but, um, anyway, I'm gonna go ahead and wrap it

Get Clients Now Podcast Transcript: [Episode #352 with Kai Davis](#)



up. Anything you want to say before we run. Uh, one other thing, if folks are interested in checking out the book, podcast outreach, you can check it out@podcastoutreach.com and, uh, purchase your copy there.

And yeah, thanks so much for having me on this. This has been a great experience. All right man. We'll be in touch. Talk to you later. Thank you brother. Thanks.