

**How to Use Podcasting to Boost Yourself
as an Authority
(Even When No One Knows Who You Are)**

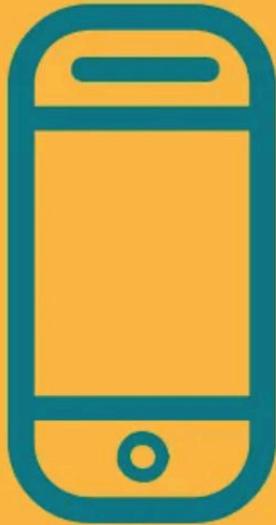
w/ Josiah Goff



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“You have to get
people to know,
like, and trust
you!”

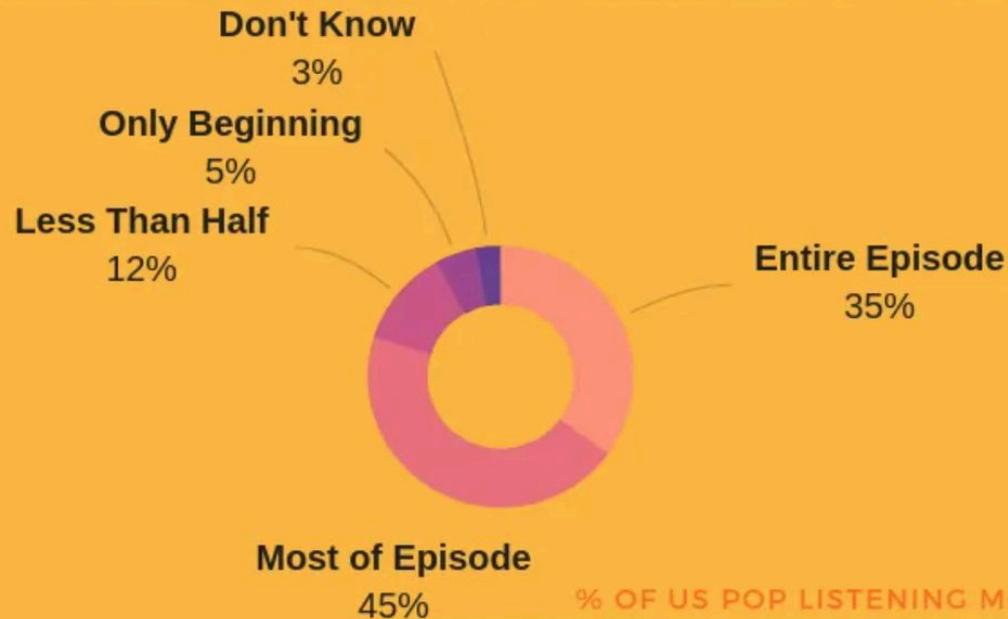
“But, no one even
knows who I am!”



PODCAST LISTENERS ARE LOYAL, AFFLUENT & EDUCATED



80% LISTEN TO **ALL OR MOST** OF EACH PODCAST EPISODE AND LISTENS TO AN AVERAGE OF 7 SHOWS PER WEEK.



% OF US POP LISTENING MONTHLY

**Podcasting is the most
intimate form of content**



“My voice sounds
dumb.”

“Who would even agree to be on my show?”

“It’s probably not
worth the effort.”













“The world is this way or that way because I tell myself it’s this way or that way.”

CONTENT HEROES

A Podcast for Online Content Creators



Hosted by **Josiah Goff**
CEO Inigo Digital



The Rub Off Effect







**There's no magic bullet.
But here are 4 steps...**

Step 1: Your Dream 100 List

Finding Your Dream 100

Who does your audience already trust?

Who shares your same values and mission?

Who would your audience love to hear from?

Who are you really curious about?

Who is already in your network?

Don't just focus on A-Listers!

Step 2: Build the Relationship

Building the Relationship

Comment on their posts - be specific with your feedback, offer subtopics you'd love to hear more about

Buy their book, leave a review

Take their course, get results, and thank them

Be real and genuine

Step 3: Make the Ask

Making the Ask

Be up front with what you want

Show them you're a true fan of their work

Be specific about how your audience will benefit from hearing them

Be clear about how you'll promote the episode

Mention other notable guests, if you have them

Ask if they might have time in the next month or two

Keep it short, 2-4 paragraphs of 1-2 sentences

Hey Adam, I hope you're well!

Would you be open to being a guest on a podcast I recently started?

It's for people who make a living creating content online (bloggers, online magazine editors, podcasters, youtubers, etc.) to inspire them with stories of other online content creators who are crushing it.

I'm calling it Content Heroes.

I loved getting to hear your story in Santa Monica of how you started and grew your YouTube channel, and I'd be honored if you would come share it with my audience as well. I think they'd get a ton of value from you.

Is that something you'd be able to make time for?

Cheers,
Josiah

**Step 4: Make it Effortless for
Them**

Making it EFFORTLESS

Simple booking form to get their details

Automated scheduling

Send details of how to prepare

Ask if they know anyone else who would be a great fit (after interview)

Send them your Dream 100 List

Create social share assets for them

**Thank you.
Let's connect!**



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