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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**182**

**Jessica Rhodes**

Show Notes at: <http://www.aesnation.com/182>



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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** Wow. As entrepreneurs, we want to make a difference, and one of the best ways we can make a big difference is getting our message out. I got to tell you, I got a really remarkable entrepreneur that I want to introduce you to, Jessica Rhodes. Jessica is one of those individuals who's making a huge difference very early in her career. She's a fellow entrepreneur. She is helping many of us who don't know how to get that message out effectively to give us a new tool and a couple different ways to do it that you are going to be really excited about.

I've been using her services because she's CEO and founder of what's called Interview Connections. It's all about podcasts, and she's helping you get in front of or behind the podcast and really make a difference. You are with Accelerating Entrepreneurial Success. I'm John Bowen. We're here to make sure we make a huge impact together. Stay tuned. You don't want to miss this.

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Jessica, thank you for joining me today here. I'm really excited about this.

**Jessica Rhodes:** John, thank you so much for having me.

**John:** Now Jessica, I first heard you, and your voice was a little clearer back then, so we'll go over the why.

**Jessica:** Yeah, I'm so sorry.

**John:** We'll go why in a second here, but, oh, excuse me. Paul Colligan has the, I think it's The Podcast Report. Good friend. We're in one of the masterminds together, Joe Polish's Genius Network, and I love listening because I have been doing podcasts. I've probably done now about 250 of them. I just have found them extremely effective. We're going to talk about why I do them as well as why you help so many, you do them and so many other entrepreneurs, but you've just written a really good book to help people. We're going to get to that, but one of the problems of writing a good book and being a talented entrepreneur is you lose your voice. How'd that happen?

**Jessica:** Yeah. I have been on a lot of interviews, so one thing about launching a book is you want to do what's called a virtual book tour, especially if you're a self-published author. You might not be going to Barnes and Noble to do a book tour, so you do a virtual book tour where you go on a lot of different podcasts all around the time of your launch. I've probably been on 20 shows over the last two weeks, and also doing a lot of calls with prospective clients and my voice has just about given out on me, but I'm pushing through.

**John:** Oh, no, I appreciate it. I can tell you haven't written a book back in '94, I think it was '94. We ended up selling 100,000 copies. It was to the personal finance market. It was just a huge success for me. I didn't realize, but I had a great PR firm. I went around to all those Barnes and Nobles. Let me tell you, you should be really happy you don't do that because there's nothing worse than night after night, and afternoons, going and seeing 30 to 60 people. It was fun in the beginning, but everywhere from corner of Florida, small town, to Alaska and in between. It was a good experience, but what I love about today is the power of digital.

You've done such a good job, Jessica, of really making a difference and helping me. This is one of the things that I like to do is to really bring resources that help our businesses and share it with our Accelerating Entrepreneurial Success virtual mastermind group that we have here. Jessica, give me a little bit of the path, because I'm guessing you didn't, at the age of five, say, I'm going to be a podcaster route, because even though you're young, I don't think they had podcasts then.

**Jessica:** No. Definitely not. It's funny because when I look back in hindsight, I as a kid wanted a job where I could talk for a living. It worked out that way, but the way in which that came about was a little bit different. My story starts with, I wanted to be a stay at home mom when I was pregnant with my first child and my dad is a business coach. He's an entrepreneur with several online businesses. When he heard that I wanted to be a stay at home mom, he totally supported that decision. Also knew that I needed an income of some sort, so he advised me to start a virtual assistant business.

He became my first client, but there was a stipulation. I had to really follow his advice. I had to read his books, he's written several books as well on business. I had to, he's been doing weekly videos for about five years, and part of the deal was I would watch every single video that he's ever done, which, you can get amazing business education by watching the free content that's out there. I learned a ton about business and marketing with the goal to have a home-based business. One of the tasks that my dad had me doing was booking him for podcast interviews. Out of the many things that I was doing as a virtual assistant, booking podcast interviews was the thing that I enjoyed most, and that had the biggest demand.

I really ran with that idea. I niched down. I created a business called Interview Connections, and over the past four years, we've grown from me working one on one with two or three clients to we book over 400 interviews a month today. I have a team of 10 guest bookers and a full-time employee who helps me oversee everything. It's grown dramatically, and I've just, I've kept it niche to podcasts. Yeah, I just came out with a book about it all, because I've been podcasting about it, I've been blogging and doing videos, so I've just taken all the content into a book.

**John:** I am assuming your studio is in your home, too, so you're still a stay at home mom. Is that true or no?

**Jessica:** That actually has changed. A year ago, a year and a half ago when my daughter was born, my second child was born, my husband got a job from home and so I moved outside the house so I actually lease an office space about four miles from my house.

**John:** Okay, okay. Well, this is one of the, these are the big challenges in life here. What I loved when I was listening to you, because I had started doing podcasts when I was listening to Paul Colligan's report. Actually, Paul had helped me set it up and some of the other people. I listened to all the gurus out there that are doing it that you know very well, Jessica, and what I found was I really wanted to just, I wanted to use a part of my marketing mix. I love having conversations like this where you and I, in essence, having a cup of coffee, we can share, but have 10,000 people listen to us, too, and our friends.

That's just an amazing power, but it's part of that mix. I had always done it myself. I like the interview part, and we'll come back to that in a bit, but when I was listening to you, you were talking about, Geez, getting on podcast shows because of the power of celebrity. I always think of it, I like, even though I worked in sports and entertainment, we had 60, 70 of the highest profile clients. I do know the power of celebrity, I'll put it -ism, I don't think that's a word, but we'd manage their financial side, so I can tell you the return is huge when you position yourself well. This was such a new area. I didn't know how much it would fit into the mix. I've been blown away, but why don't you talk about what you're seeing in the power of celebrity with the 400 bookings a month? That's huge.

**Jessica:** Yeah. The power of celebrity is so, so key because people want to be connected with celebrities. There's this really, our country has a really interesting culture around celebrities. We idolize them. We want to be connected to them. We feel like they're going to raise our status, but you could engineer celebrity pretty simply by putting yourself out there on podcasts, by being the go-to expert on a topic, and it all ties back to content marketing. People say, well, how do I build that celebrity status? How do I get booked as a celebrity expert?

It starts with creating your own content, so blogging, creating your own podcast, doing videos and constantly putting out value to your community. Other podcasters and hosts of shows are going to see that and say, wow, that is the person who I need to talk to. It's really powerful. You could also charge so much more for your services when you are that go-to celebrity. There's just this expectation. People assume that when you charge more, you're better. When you are a celebrity, people assume that, well, she's obviously going to be more expensive because she is that celebrity. It's just how the mind works. I don't know if it's psychology. I'm

not a psychologist, but it's interesting how people perceive value, and again, when you engineer a celebrity status, you can really grow your business a lot faster.

**John:** One of the things that I love a lot about it is it does provide that positioning, as you're saying, Jessica, and it's just, you become more ubiquitous, particularly if you're focused on your niche, your marketplace. You're showing up, people are seeing you. One of the big things that happens is there's a little bit of guilt by association. I get credit for hanging out with you, and you with me, and that joint intersection of markets. Some amazing things happen, but I want to talk about, I didn't even think about being ...

When I launched a book, we were talking before we turned on the cameras, in 1994. That was an amazing time, but I had to fly all over the place. I went to radio shows. I went in. I did a few phone, but most of them required me to show up. Certainly the TVs. There was no remote broadcasting, so it was a huge, huge labor. I did it, and it was successful, but it was too much work. I wanted to control the platform, but what I love, what you've brought and what I heard with Paul and I hired you to do right away, and even, I think I'm pretty well connected, to go and help me book interviews. Along the way, you've given me some coaching, and I want you to share, how do they identify who they should be a guest on, and then make sure they're really good guests?

**Jessica:** Yeah, definitely. The first thing, and I'm sure you remember me asking you this. I probably asked you a couple of times, because we've worked together for a while now, is just being really clear on what the goal is for being a podcast guest. What area of your business do you want to get exposure for? What do you want to be known for, too? Looking at that, and then who the target audience is to meet those goals, because what we want to do, as interview bookers, is place our clients on podcasts where they're going to be speaking to their target audience and where they're going to be interviewed about a topic that is representing them in the way they want to be represented.

One of the ways that we do that is by creating one sheets for our clients. On those one sheets, how is the bio written? What does the biography of the guest say, and then what topics are the focus of the interview? There are probably a lot of different topics somebody is an expert on, but you want to choose the topics that are going to tie back to what that person's goal is. For example, we had one client, he was an expert in starting a business. If he's being interviewed all about starting a business and he has no interest in teaching people how to start a business, then that's getting in front of wannabe entrepreneurs and startups where he really wanted to be in front of people that are established business owners.

I think that may be similar with you. You want to be in front of people that are established business owners, so being on shows for newbie entrepreneurs, where you have great value



for that show to provide, it doesn't tie back to what your goal is. The constant challenge is making sure that you're aligned, the audiences are aligning with your goals and vice versa.

**John:** Well, and I totally agree. We did have that conversation, Jessica, and it was really good. I'm big. I love focused, simple and elegant. One of the things I love about podcasts is your ability to focus. I had not done a one sheet before. I knew of it, but didn't know it. You got me to do that, and that just really helped us zero in on, really, both sides of the mic. I want to stay on as a guest. How can they best prepare to be a guest for a show?

Everybody wants to be on the number one show. I was at a mastermind group, Peter Diamandis's yesterday, and a couple of the guys who do have the number one shows, I talked with them, I'm going to be guest on. I had value now because, really of working through this process and so on and could be clear and articulate of my expertise and what I wanted to achieve. Some of our fellow entrepreneurs, how do they get started in this and be effective?

**Jessica:** The first thing I'm going to touch on is that, you just mentioned, you are going to be on some of these really big shows because you went to this mastermind. You're connected. A lot of people, they would say, I want to start getting interviewed and I want to be on the biggest shows possible. Usually-  
John Bowen: Why don't you just have Tim Ferriss give me a call, and I'll be on, or Dave Asprey, or we could go on and on, type thing.

Yeah, and it's like there's two strategies, because if you go on these really, really big podcasts like Tim Ferriss, Brendon Bouchard, Art of Charm, these huge shows, there's a different strategy to getting on those podcasts than to being booked on shows where you're, the host is a peer where it is very clearly your target audience. Those personal connections and investing in those hosts specifically is going to help you get on the bigger shows.

If you go to somebody's mastermind and they have a podcast, they're much more likely to book you as a guest than someone who sends them a cold pitch through email. You get a lot of value from being on podcasts hosted by people who are your peers who are other entrepreneurs in your industry. You're at a similar level in terms of the types of audience, like the types of listeners that they're targeting is going to be the same listeners that you're targeting.

A couple things on how to be a really great guest and how to get the most out of it. Having a pre-call is something that some people hate and some people love. A lot of people that are very experienced podcast guests, they don't take the time to do pre-calls. I'll admit, I don't take the time to do pre-calls because I can, I've been on enough shows where I can hear a couple minutes of a show and know how to rock it.

I will say, I have one client, Dave Sanderson, who's a speaker, he gets paid four and five figures to do keynote presentations. He gets a lot of his speaking gigs by way of podcast interviews, people that hear him on podcasts. He actually does pre-calls with podcasters who interview them, and what he does in those calls is he actually asks them, who is your target audience? What do you want to get out of this interview, and he learns about who the host is and what their business is because a lot of the business and the ROI that you'll get for being a guest is through the relationship with the host. Dave has actually gotten paid speaking engagements because a listener reached out to the host and said, "Hey, can you connect me with that guest?"

That is one big tip I can give where, I know it takes more time, a lot of people don't want to do it, but it's working really well for some people. That's a big tip I have for people that want to get a lot of ROI from their interviews, is really focus in on making the interview as valuable as it can be for each individual audience. That takes a little bit of prep.

**John:** I'm going to go, I don't do pre-interviews. I won't do those, but what you gave me was another piece of advice which I do follow, and what it is is always listen to at least one podcast because what you can do, particularly if you get a little bit of experience and you're clear on what you want to achieve, once you listen and you take a look and you understand their business model, their audience, when I first sign on with anybody I'm asking what's their audience? Who's the exact? What do they want to accomplish? That type of thing. It's all about them.

What I've found is there's just, the relationship, it's very easy to do. Then often time, at the end of the conversation, we've turned off, whether it's a video podcast or an audio podcast, we turn off the camera and there's a relationship that starts. In some cases, mine, I've got a number of events that I do. I hire some of the podcast people that you've introduced me to, Jessica, for speeches, but I'll also, we've had strategic alliances. It's not only the people that are listening. This is where the value of it, with your peers, it doesn't have to be the superstar and so on, it's just really, really good.

Now, one of the things I wanted to dive into, though, Jessica, is people, I might give John Lee Dumas, who is a great guy. I bought his Paradise, I forgot what it was. I'm listening to it, because I figure you always go to the top person at the time when I was going to launch a podcast, and John's still one of the top. He is religious, I think five, and I think he's now doing seven podcasts a week. I had a conversation with him. He's going, "John, do you want to do this?" I started out, I go, "I don't really want to do that, man. I'll go through."

Since then, I've really, I've gone two, and then I'm one to two, depending on. It's more what I feel. I'm not as consistent as a lot of people recommend, but I do it when I feel like I've got something really important that I want to share with my audience and help fellow



entrepreneurs. The idea of ... Then John makes money from a whole bunch of different things. Everybody gets caught up, particularly in sponsorship. When I looked at that, it was like, there's no way that makes any sense. Why don't you talk about it from your perspective and helping so many other entrepreneurs monetize their podcast?

**Jessica:** Oh. I love this question, and this is one of those things that has changed over the years. If you were to ask me a year and a half, two years ago about sponsorships, I would just say, "Listen, forget about it. Just, it's not something that you need to be working on," but I will say now it is case by case. A lot more businesses want to be sponsoring podcasts. They see it as a good advertising opportunity for their business.

Whereas a couple years ago, you're only going to get a sponsor if you have 10, 20, 30,000 downloads per episode. Now, if you have 200 downloads an episode and you have a very clear target audience, you could get a sponsor and not do a CPM model but have a flat rate for three months at a time. It's definitely possible to get a sponsor but you have to have a clear target audience. You need to be really focused on who your audience is. You can't be too general.

Really, for most business owners, you should focus on marketing your own business on your podcast. Really make your podcast something that enhances your brand. Maybe that's actually doing a commercial for your business in the middle of your podcast. That's what I recommend most entrepreneurs do.

**John:** Yeah, and I totally agree. I look at, what the amount of money that you would get for a sponsorship, for most successful business owners, what you'll find is it's not worth creating that distraction, getting off message, unless it's a really good strategic partnership you have. You just don't want to do that. It's a different model if you want to be a full-time podcaster and the whole thing. If you're doing it to create that celebrity, to be a thought leader, whatever position, whether you're in manufacturing, professional services, that type of thing.

Now what I didn't do, which I should've done had I met you, Jessica, one of the things I think would have made it a lot easier for me, had I started as a guest first. I didn't do any guests. I listened to a few podcasts and I go, "You know what? I can do that." Hired Paul Colligan, listened to John's stuff, and just did it. I have multiple companies and a tech team and all, so it wasn't that big a deal, other than I didn't know what I was doing when I was doing this. I did decide on a format interview, obviously, but I went through and I got all excited and got the, I got to get on the New and Noteworthy, which I did, and all.

Some of the stuff was really stupid that I did. This is one of the reasons that I want to bring people like yourself, who are really remarkable entrepreneurs who are guiding other, their fellow entrepreneurs, to not make those mistakes because it is such a valuable tool. Let's say

I want to get on the other side of the camera. I've been a guest now. I'm a thought leader. This is for my peers that are with us today, and you're thinking about doing it. Well, you've had some successful interviews and you're saying, "Hey, this works. I want to do it." What do they do to make sure they really have success?

**Jessica:** Launching a podcast today is different than it was a couple of years ago. It's interesting that you said, you did the whole New and Noteworthy thing. What's happening right now, iTunes had not updated their New and Noteworthy and their What's Hot ranking in months. Going for, if in your mind you're like, "I want to launch it and I want it to be high on the rankings," forget about it because iTunes isn't even updating that at the moment.

To be successful it really goes back to, what do you want to get out of the podcast? Is it about growing a huge audience or is it about really getting qualified leads from your audience? I think the key is really to focus on the value of the content and creating really compelling content. Paul Colligan is an excellent example. I love Paul, but sometimes his audio quality is not the best because he focuses so much on the value of his content. He has a really valuable show.

**John:** He has such a deep voice, though, too, that he gets away with it here.

**Jessica:** Exactly, so really focusing on the value. Don't go out and buy the \$500 microphone and the mixer and all that stuff if that's going to take away from your time and energy thinking about, what kind of podcast, what kind of show, what kind of content is going to be valuable to my audience? That's really what you have to focus on, knowing really who your target audience is.

I can really relate to Paul, just to give him as an example. Dave Jackson talked about Paul in his podcast, how for a long time The Podcast Report was really catering towards other podcast geeks, podcast consultants, but obviously as a client, you're not a podcast geek or consultant. Paul, I have heard, has changed his podcast a little bit to more attract his target audience. I'm literally doing the same thing, whereas my podcast, I have a lot of people that listen to my show who are fellow podcast geeks, but my clients are not other podcast geeks. That's something to think about.

Sometimes you actually have to make the mistake before you figure out the right way to structure the show, so launching, just one tip is to know that your show might not be very good, or you might not hit the mark on the first couple of episodes, but you have to start and test it. With any marketing that you do, you have to test it. You'll probably fail a couple times. You'll probably waste some money, even though it's not a waste because it's a learning experience.

We do the same thing. When you're a guest on podcasts, you might not hit the mark with every show, but you have to go through those shows that aren't the best fit to learn why they're not the best fit and then learn what shows are going to be a better fit. It's the same with hosting a podcast. If you're going to do interviews, what kinds of guests do you think are going to be a good fit? Figure out, how did those shows go? Did they resonate with my audience? If not, change it up. It's a constant testing and trying new things to see what's going to stick with your audience.

**John:** What I like, Jessica, a lot, this is, testing in today's world with technology, the cost has gone down dramatically. Podcast is one great tool that we can test pretty effectively our marketplace, the response. Now, one of the things I want to be really careful of, and I'm going to relate podcasts to webinars. I do on our marketing about, for our financial advisor of two businesses, the financial advisor side, where we have the privilege of coaching some of the top financial advisor, really the elite wealth managers around the world. Then also successful business owners, where we're providing them insights on what the super rich do, people with over \$500 million, and then matching them up.

Well, what I find is that getting clarity on each of those messages, with podcasts, good feedback, particularly one on one, because you're the audience. It's prerecorded. The whole thing, you're not a live audience. With a webinar, you're getting a lot more statistics, the ability to call to action, and so on, so much more profitable. What I've chose to use podcasts for is to leverage the guest interview. I want to build relationships with different people. I want to share their expertise with my audience. That positions me a little bit up on the thought leadership side, Jessica.

That's how I'm using it, and I'm getting a really good rate of return because not only is it ... I'm always surprised at my events, somebody comes up and says, "Geez, John, I love that podcast with Jessica," or someone, and then they said, "I'm involved, I'm doing this with you," and so on. It's a reinforcement rather than, I can't point that I drove a lot of client business, but what I can point to is the strategic relationships I've had are great.

Then I take it one more step, and let me go this one, that is really repurpose, repurpose, repurpose. Great interviews, what I do is I have a column on the Huffington Post, on the entrepreneur's side. I write up the ones that are really a good response. It's, again, not getting tremendous business out of the Huffington Post. What it does is it's a great value added for the guests that I had on.

**Jessica:** A couple things about that. I've been podcasting over two years, and in my memory, there might be a little bit more, I think I've had three people who became a client because they heard my podcast. Three, okay, but I see it as a much bigger client retention tool. Most of the guests on my podcast are people that are my clients that I work with.

That time that we spend together on an interview, it's a stick factor. We're probably going to work together a little bit longer because we got to know each other better. We provided each other value in that way. I see it, podcasting, as a bigger retention tool and a relationship building tool rather than this big lead generator.

**John:** Yeah. It really is. As we're talking about this, Jessica, I want to bring it back to that we want to grow our business. This is the reason why we created AES Nation, all about accelerating your entrepreneurial success. This is a tool, and the best part, if you enjoy having conversations, I like the interview format as the easiest, you can also have just a hosted or a cohost one. If you're going to just use your own content, I would do a cohost, because it's just really hard for one person, unless you've got unbelievable content, to really do it systemically.

If you're going to go to the interview side, what is so powerful is the strategic relationships, the thought leadership. I'm going to encourage, if you enjoy having conversations, instead of just doing it where, Jessica, you and I, I could call you up and we could have a great conversation. We are doing it, but we're just recording it now and brainstorming together, but sharing it with our audience, which helps us both.

**Jessica:** Yes, absolutely. I got to say, being a solo podcaster is definitely really hard. I do mostly interviews, and I got a little bored of interviews, so I went to solo. It was about three months before I ran out of ideas. I brought guests back on.

**John:** I do, and I just stopped, I did a one year in the financial industry. Wasn't a podcast, but it really was. It was a 10 minute video that I did each week. I think it was Tuesday when it went out, so this was a real disciplined one. It was a higher production. I got to tell you, it was a lot of work. You can record them, I would record 15, 16 of them at a time.

We got a pretty good response. We were able to track these because of some of the marketing automation stuff we did, but it was just having that. We write, I have a partner, Russ Alan Prince, and a lot of the content, and Russ and I are going to write three books this year. I'm writing a few myself, research more oriented. We have tons of content, and even then it's hard to talk to yourself all that time.

**Jessica:** Exactly, and it's like the relationships with guests and hosts, again, that is where the biggest ROI comes for so many people. I think listeners are more of a bonus, like an added bonus, because the host and the guest relationship, that's where most great business comes from.

**John:** It really is, and then I'm going to do one last thing that I've found, is I'll have a conversation. If somebody wants to know about something, I'll just shoot them a link of one

of my podcasts because I say, "Listen. This is the expert." It's, again, it's a value added, and we use it among our companies. Jessica, one of the things you've done, and you being prolific on creating content, and you are doing it yourself, and you're helping so many other fellow entrepreneurs like me, go out and make a difference. I want to go to the next segment, which is the book of the day.

Jessica, you've written a book. I'm not going to let you talk about anybody else's book but your own. Let me put it up real quick for those of you who are on watching the video. It's [interviewconnectionsbook.com](http://interviewconnectionsbook.com). Remember, the links will always be at, I'll put it up again because I had the, I only had the PDF because I got an earlier version, but you can-

**Jessica:** Oh, yeah, I got to get you the hard copy.

**John:** You can get, [aesnation.com](http://aesnation.com), the transcription of what we're talking about, and Jessica, tell us why, well actually, if they don't know why they should get the book now ... It's all about rocking both sides of the mic, which I thought is just a powerful thing that you say. Even if you don't want to do your own podcast, you should be a guest. The book's going to help you, but how is it going to help?

**Jessica:** I specifically wrote this book for people like you and people that listen to his podcast. Business owners, you've established business, you're most likely doing some form of content marketing, and you want to take it to the next level. This book is not going to teach you how to submit a podcast to iTunes and set up your RSS feed. I wrote this book to show business owners how to leverage the power of podcast interviews to grow your business, both as a guest on shows and as a host of your own podcast. The power of celebrity driving traffic to your website and converting that traffic into clients.

This is really a book designed for business owners who want to leverage the power of podcasting, but I understand, you're not a podcast geek. You don't want to talk about microphones and mixers, but you do want to figure out what you do need to know to start podcasting, either as a guest or a host, and what you'll read in the book is I recommend doing both. It'll show you about both sides of the mic.

**John:** Yeah, and I want to say, that's more important than the technical. The technical you can hire for very little money.

**Jessica:** Exactly.

**John:** Or many of us have companies where we already have that. We're doing it with webinars or shooting videos. It's not hard to set up, but so small a dollar amount. I want to encourage everyone to really think about that. Jessica, the next thing I want to do is talk about

resources, because you are prolific. What other resources do you have available? I'm thinking, just the amount of videos you have, what should they be using of your tools, and then how can they reach out to you if they want to just, they're a little bit like me and they don't ... I want to point out, I spend \$100,000 a year on mastermind groups, so I'm pretty well connected. When you write that much in checks, you're at events.

I just came back from, I mentioned, Peter Diamandis's Abundance 360 event. I've got a bunch, my next call is with my assistant. We have a daily huddle, and she's going to be inviting a bunch of people for, be guests on our show, and so on. I find that so valuable, and some of the people, too, that we agreed to do a series of podcasts together on their shows that are real high profile ones. I still hire you. Why do I do that? Well, the reason I hire you is you bring in the surprise ones that I wouldn't get together. Although it was funny, about a week ago, one of the guys I had done a car event with, a dirt track event with. We hadn't stayed in touch, and because of that, we're going to do some things together. It's just some magic happens, no matter which side.

**Jessica:** Yeah.

**John:** Okay, I got off track. Resources.

**Jessica:** Resources, okay, so as far as free content goes, I do a weekly video, a weekly blog and a weekly podcast. Regardless of how you prefer to consume your content, I have you covered. All my content is at [jessicarhodes.biz](http://jessicarhodes.biz). I definitely want you to get the book, [interviewconnectionsbook.com](http://interviewconnectionsbook.com) is where you can get the book for free. All you do is pay shipping and handling, and then as far as beyond that, working with us, we get entrepreneurs booked for interviews.

We guarantee if we accept you as a client, we guarantee four bookings per month. We'll get you on shows that are speaking to your target audience, and then we also help you with the other side of the mic, too, so we work with podcasters to find and book guests for their show. We also get one sheets done for guest experts who are going to get on shows. We'll design a custom one sheet so we have your topic and questions and you're being positioned as that celebrity go-to expert in your niche.

**John:** Okay, great, Jessica. I wanted to thank you. I want to, let me do a quick summary. I call it the key take aways. To me, this is so important, number one that we talked about, and this is where life is unfair. Being a celebrity does count. It shouldn't. Your ability to charge more and position more as a celebrity is huge. I've got all kinds of statistics on that. We do a lot of research in every industry. Matter of fact, we just did a study on lawyers, and the difference between \$300,000 and \$1 million is almost all thought leadership. Financial advisors, very similar too. We're in a noisy world. We've got to stand out.



Second, take the time, so I would encourage anybody who hasn't done podcasts yet to go ahead and be a guest first. Really get clear, as Jessica said, who your audience is. Identify who are the players in that. You probably know them if you're doing anything. Get on a few. Get clear on the messaging. Remember, it's about making them look good first, as Jessica said. The return on investment is the strategic relationships.

Yes, there are going to be some clients that come out of it, but I was talking with somebody who was one of the top, top podcast. I was talking with their head of marketing, and they were really clear, they got one great client out of it. This is doing it for two years. Now on the other hand, they were sure that it had returned millions of dollars, but it was being ubiquitous and supporting their other marketing messaging that they have.

Once you're ready, if you enjoy doing it, launch it and make it happen. Use resources. Think before you start. The host, I forgot, Jessica, what's the average, where it's hosted, not interview? I think it's five podcasts and they die. Pick a format that's sustainable. Don't say you're going to do five times a week when you can't. As you're monetizing, really think. Monetizing is all about supporting your business, as Jessica said.

This is just so powerful. Don't get caught up in all these side ways that you could make money. Get your message out there. Remember, we want to make a difference in the world. The way to do it is pick whatever slice of the universe you want to really help make a difference, because free markets work to the extent that you can create value for someone else. You're going to do exceptionally well.

Jessica, I want to thank you. This has been so valuable. I want to encourage everybody to go to [aesnation.com](http://aesnation.com), get the transcript. Go get your book, and really just get started. Go through each of these steps, get started and make a difference. Continued success, I'll be looking forward to hearing how the book does phenomenally well. All the best.

**Jessica:** Thank you. Thank you so much.

## A Second Opinion on Your Finances

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However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

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Founder and CEO  
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