

How To Turn Interviews Into Leads, Sales & Cash – With Tom Schwab

The article is a comprehensive interview with self-made multi-millionaire, Daryl Urbanski, offering insights into successful business strategies. This knowledge is crucial, as it guides entrepreneurs to avoid common pitfalls and adopt powerful techniques to grow their business.

The activity exercises enhance understanding, application, and implementation of the strategies discussed, providing a clear path towards business success.

Quote to remember from the Interview

"Remember, taking action is the secret sauce to results." - Daryl Urbanski, emphasizing the importance of immediate action on gaining insights.

What You'll Learn From the Activity

The activity exercises are designed to help audience members internalize the principles discussed in the article. They will boost your understanding of successfully pitching a business, identifying common entrepreneurial mistakes, and strategies for promoting brands.

Activity

Reflect on your current brand promotion strategy. Is it effective and why?

What could you learn from Urbanski's six steps of business growth?

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How can you leverage podcasting for your business promotion?

List three different promotional tactics you could employ.

Identify a mistake you've made in your business journey. How can you avoid it in the future?

True or False: It's not essential to promote your episodes after airing.
What are the three ways mentioned to gain traffic?

In your own words, explain the 'Visibility Problem.'

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How can you apply the 'Buy it, Borrow it, or Build it' principle to your business?

Fill in the blanks: "A good blog will convert about % to _ %; podcast interviews will convert visitors to leads at a rate of about % to _ %".

Reflect on how you can increase your brand's visibility.

How can you convert your audience into potential leads?

List five actions you can take immediately within your business based on insights gained from the article.

- 1.
- 2.
- 3.
- 4.
- 5.

True or false: Quick implementation of learned lessons is not essential.

Describe a situation where you sought assistance in your business.
What steps can you take to ensure you don't 'give people a next step'?

Do you agree with the claim that 'taking action is the secret sauce to results'?
Explain why.

Fill in the blanks: "Your problem is that _____. You've got to figure out how to not be _____."

Write down three main takeaways from Urbanski's interview.

1.

2.

3.

How can you apply Urbanski's wisdom to your own business journey?

List any additional resources you might explore to further your business growth.

Multiple Choice: Which of the following is a resource mentioned in the article? a) The Compound Effect b) Rich Dad Poor Dad c) The 4-Hour Workweek

Complete the sentence: The benefit of doing these exercises is to understand and apply _____.

Rate yourself on a scale from 1-10: How ready are you to implement gained insights into your business?

What effect does Daryl Urbanski's interview have on your outlook towards business strategy?

What are your short-term and long-term business goals?

Reflect on your strengths and weaknesses as an entrepreneur.

Create a tactical plan implementing wisdom from the article for your next business move.

Commit to one action you'll take based on what you've learned from the article.