

How To Make Millions Using Free Publicity – With Esther Kiss

This article focuses on strategies and guidelines shared by the renowned publicist, Esther, on connecting with influential podcasts, creating a compelling presence and effectively marketing yourself to the broad and affluent audience of podcast listeners.

It's relevant due to the rise of podcasting as a powerful platform for sharing messages, and these exercises will arm you with practical steps and resources for making a memorable impression.

By undertaking these exercises, you stand to benefit by understanding how to approach and connect with leading podcasts, create a strong presence and optimize your publicity efforts leading to increased visibility and engagement with your target audience.

Quote to remember from the Interview

“To really catch some big pockets of people, you need to break down your target into categories” - Esther.

What You'll Learn From the Activity

The activities and questions in this section will aid you in understanding how to apply the key strategies and principles that Esther discusses. You'll learn how to effectively approach and connect with podcast channels, understand the importance of a great bio and headshot, and how to define your target audience for increased outreach.

Activity

What do you think are some important factors to remember when wanting to connect with leading podcasts?

Reflect on the significance of making a connection without monetary compensation. Why do you think it could potentially influence your image in a positive way?

Brainstorm a few strategies for developing compelling tactics to approach podcasts.

When it comes to creating a great bio, what tips did you pick up from the interview with Esther?

Why is a high-resolution, professional headshot compulsory in making a lasting impression?

Differentiate between the types of podcasts based on listeners' profiles. How do the strategies discussed in this article apply to your current efforts?

Write down three ways on how you can reach to more affluent podcast listener resources. What changes need to be made to your current funnel system and why?

Write a reflection on the balance between marketing and publicity in your current set-up.

What is the importance of having a target category in your outreach?

How would you educate your clients about the importance of having a sales funnel?

As a publicist, how can you enhance the understanding of your target audience?

What does the quote by Esther mean to you personally and professionally?
Think of a product or service you have. How would you market it on a podcast?

What can be the potential challenges of reaching out to leading podcasts and how would you address them?

What are the key takeaways from Esther's interview?

In your own words, why do you think podcasts have grown significantly as a marketing channel?

What are your key strategies for tapping into the affluent podcast listeners market?

How do your current strategies compare with those discussed by Esther?

Describe your understanding of 'breaking down your target into categories'. How could this be implemented?

Write a draft of your succinct and compelling bio.

What are some potential hurdles in establishing a robust funnel system and how would you address them?

What additional resources do you think you might need to effectively market on podcasts?

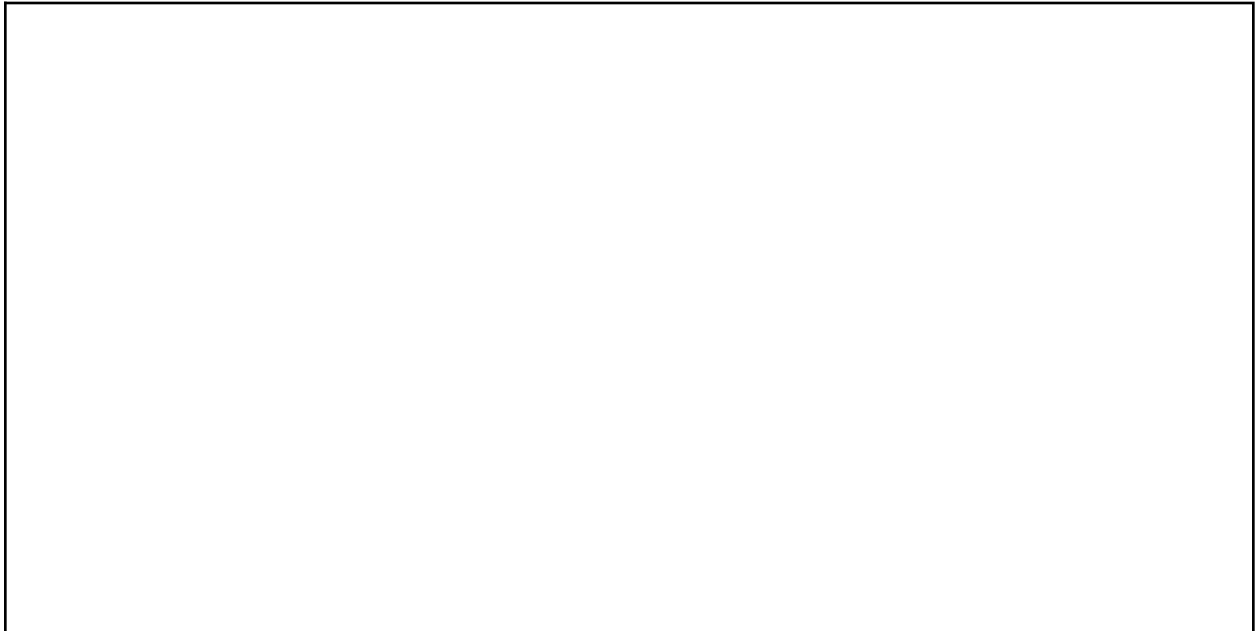
Construct a plan outlining your approach to connect with leading podcasts. Reflect on how your understanding of podcasts as a powerful medium has evolved after reading this article.

From your perspective, discuss the benefits of these strategies for a brand or message.

True or False: The only two things you need to make a memorable impression are a headshot and a clear bio. Why do you think so?

Which of Esther's tips would you apply first, and why?

Reflect on your previous attempts to engage with a podcast, what mistakes did you make and what have you learned from them?

A large, empty rectangular box with a thin black border, intended for the user to write their reflection on previous podcast engagement attempts.