



# 10 Reasons Your Business Should Have a Podcast

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# Words on a page are important. But your voice can bring those words to life and build that deeper connection with your prospects and customers.

In 2010, I wrote an article about why I believe a business should have a podcast. With more experience in podcasting, I want to expand on the ideas I originally talked about because I'm even more convinced that podcasting is an important way to reach prospects and current customers.

So let's jump into some of the benefits:

## 1. New life for great content

A blog is pretty common for businesses today. The trouble is, new content pushes the older content out of the way. It's still there and may still show up in search results, but it's not working as hard as it can for you.

Breathe new life into that content by converting it to an audio or video podcast. Not only is the content being brought back for a well-deserved curtain call, it's likely to reach a totally new audience if it's on iTunes or some other similar free service.

## 2. Being in a different channel engages people in a different way

You learned long ago that people have preferred ways of taking in new information. Considering how much many of us depend on (and prefer) mobile devices these days, having your content in an audio or video format is important.

## 3. Millions of potential listeners/viewers

Yes, you have that potential with your written content, assuming you're getting great traffic to your website or have a massive mailing list.

But when your content is on sites that see millions of visitors each day, like iTunes, wouldn't it be a good idea for your content to be available when someone searches there on your ideal keywords? Don't you want to be seen as an expert in your field when people are making buying decisions?

## 4. Stronger perception of your business

There's a psychological angle to this point. If we know nothing else about a person, seeing that they have a book, speak to groups, or produce a regular podcast about their area of expertise gives a powerful impression.

The mind thinks, "This person must be experienced. Otherwise they wouldn't be doing this." Obviously, it won't take long to figure out if the person is experienced or not. But you gain an initial edge that your competitors won't have if they're not marketing themselves beyond the ordinary.

## 5. Your personality shines through

People like to do business with people they know and

trust. Yeah, you've heard that a million times, but it's true. Unfortunately, we can't meet everyone face-to-face. Even talking by phone to every possible prospect isn't realistic. But hearing/seeing you talk about your passion goes a long way to building trust. Your podcast is a great way to get the sales conversation going.

## 6. Improved search engine results

If you just have a website and nothing else, how often will you show up in search results? Now, what if you're spreading your content across multiple channels, including a podcast?

Each topic you talk about is another opportunity to show up in a search result. And each topic gives you the chance to promote it in other marketing channels, increasing your search engine results even more.

## 7. Connecting with experts in your field

One of the biggest joys with podcasting for me is being able to interview specialists in different areas where I don't know as much. Not only do I learn along with my audience, but my guests usually promote the interview to their audience. That makes them look good to their audience, and brings me to the attention of people I might not otherwise be exposed to.

Another benefit is that these interview guests go on to be good friends of mine and potential business partners, enhancing both our businesses.

## 8. Stability

We're in a time of uncertainty, especially in business. But the business world hates uncertainty. Especially if you provide a

service, stability counts. You don't want to hire someone who may disappear next month.

Having a good history of content in different channels like your blog and a podcast helps cast you as a stable business that people want to work with.

## 9. It's free

Let me define *free* in this case. Preparing a podcast on a regular basis takes time and your time is valuable. And any equipment/software you use will cost money if you don't already have it.

But being on iTunes or some other service that links to your podcast is often free. Don't pass up free opportunities to get your message out. (My own initial venture into the podcasting world cost only about \$40.)

## 10. You're contributing value to your listeners

A podcast shouldn't be a constant sales push. People will listen to your podcast when you're giving them value. And when they are ready to buy, the business that's been giving, giving, giving is going to get a serious look. Sure, plug what you do. But spend most of your time focusing on the needs and problems that your audience is looking to solve.

Podcasting is one of repurposing channels I write about in my free book, [\*Increase Sales & Build Deeper Connections\*](#). If podcasting isn't for you, you'll find something else in that book.

If you're having trouble figuring out the best way to spread your content, or you're not confident you know how to come up with content on a regular basis, contact me for a free

*Content Breakout Analysis* by phone. You are more than capable of coming up with great content, but you might just need an objective outsider to get your started and give you a few strategies for generating good ideas.

One resources you can grab right now is my guide, *Great Ideas for Generating Great Content*, which you can find on the Resources page at [www.mikeklassen.com](http://www.mikeklassen.com).

On that page, you'll also find links to my podcasts, the *Increase Sales & Build Deeper Connections Podcast* and the *Neanderthal Marketing Radio Show*.

If you're ready to begin your podcasting journey, one of the top specialists in this area is Dave Thackeray, *The Podcast Guy*. He was my guest on Episode 4 of the *Increase Sales* podcast.

After you listen to our talk about successful podcasting, visit his site at: [www.thepodcastguy.com](http://www.thepodcastguy.com)



# About Mike Klassen



**Mike Klassen** is a consultant, speaker, author and direct marketing graphic designer, helping businesses boost sales and create more personal connections with customers and prospects.

He speaks extensively about content marketing and content repurposing, showing how businesses can stand out from competitors while solidifying relationships with customers and prospects.

In his role as a direct marketing graphic designer, Mike works with clients to leverage their content through magalogs, books, sales letters and training material.

In addition to helping clients around the world, Mike works directly with businesses on the stage and in the classroom. His experience is shared in articles and advice that have appeared in *Print Professional Magazine*, *ESBJournal*, *Home Business Magazine*, and *Inside Freelance Design*.

He's also the host of the *Increase Sales & Build Deeper Connections Podcast* and co-host of the *Neanderthal Marketing Radio Show*, both available on iTunes.

Mike is the author of *Increase Sales & Build Deeper Connections: Maximizing Your Content to Boost Sales and Generate Better-Quality Leads*.

To learn more about Mike and how he can help you boost sales or speak to your group, visit: <http://mikeklassen.com>

*[Mike's] presentation was a stand-out among our delegates. His content was well thought-out and he provided lots of examples and tips on how those listening could take immediate action on the points he had to share. What else I loved about Mike was the fact that he was extremely approachable and our members enjoyed lots of face-time with Mike as he helped them through various issues relating to Marketing and building their personal and business brand. We'd welcome him back anytime and would highly encourage any organisation to engage Mike wherever in the world they may happen to be.*

## **Dale Beaumont**

Author of 16 Best Selling Books

Founder and CEO of Business Blueprint