

LAND MORE CLIENTS WITH

# PODCAST PROSPECTING

THE ULTIMATE GUIDE FOR WINNING  
HIGH-TICKET CLIENTS WITH A PODCAST



STEVE GORDON

# Podcast Prospecting

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THE ULTIMATE GUIDE FOR WINNING  
HIGH-TICKET CLIENTS WITH A PODCAST

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*To Erin*

*You should have a podcast.*

—Seth Godin

## INTRODUCTION

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# The Most Challenging Business in the World



**W**elcome to the most challenging business in the world. What a way to start a book, right? Yet, I believe it's absolutely true that service businesses, where you're the expert and your job is to use your expertise to get a real result for your clients, are the most challenging businesses in the world.

The fact that you're doing it and you've been successful to date is amazing to me. You deserve tremendous credit. And yet, I'll bet you're here, reading this book because you know that you're not done growing yet. There's a bigger future ahead of you and to get there you need to solve the marketing and sales equation.

In this book we're going to do that...I'm going to lay out a roadmap for you to get highly effective marketing that attracts your ideal clients done with minimal effort on your part, and without requiring you to become a master marketer.

Not that long ago, I was right where you are now. I owned a consulting firm in a tiny little sub-discipline of engineering called geomatics. We'd grown from just a few employees up to around 35 and were doing several million dollars a year in revenue.

I struggled with all of the same problems that every professional faces when it comes to getting clients:

- You're always pulled between the demands of existing clients and the need to do business development.
- Business development, at least the way we're all taught to do it, takes a lot of time, and often isn't all that productive.
- If you're selling high-dollar services (anything over 4 figures), you've got to figure out how to stay in front of your potential clients all the way through a long sales cycle.
- You know you need to follow-up, but you don't want to be a pest and trying to hunt for a relevant article or content to send to a prospect takes a ton of time and, let's be honest, it usually just doesn't get done.
- Even when you do follow-up, you're never quite sure what to say and how to move the deal forward.
- You sometimes feel frustrated because you're knocking yourself out for your clients, and they love it, but they just don't refer you that often.



- You're both the sales person and the product, which requires you to do a bit of a magic show...once the client is sold, you have to run into the phone booth, put on your superhero suit and come back out to save the client's day.
- Business development is that activity that you hope to fit into the time that's left over after your client work is done, and too often, there just isn't any leftover time.
- As a result, when you're busy with client work, very little new business development happens. And, when the client work reaches a natural end with a batch of clients, you're stuck with an empty pipeline and roller-coaster revenue.

The bottom line: you've got one of the toughest businesses to own and run and grow, and you're wearing all the hats.

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## Walking In "Marketing Fog"

To make matters worse, you're trying to figure out this marketing thing at a time when there are more options to market your firm than at any other time in human history. It's never been more confusing to try to figure out what method to use for marketing.

Should you use LinkedIn outreach, Facebook ads, Google Ad-words, SEO, direct mail, Instagram, SnapChat, TikTok, blogging, guest posting, networking, speaking, webinars, funnels...I could go on for pages, but you get the idea.

This is a real problem and I see it cost business owners significant time and money. See, the challenge is that you get tempted to try the "latest thing" you hear about. In the process you end up dabbling in a little of this, a little of that, and a bit of the other thing, too.

And you never master any of them. As a result, you stay frustrated and stuck.

## The Only Three Things You Need to Do to Get Great Clients

Over the last 25 years, I've discovered that there are really just three things you need to do to get clients:

1. Open relationships with new people interested in what you do.
2. Stay in touch *consistently* over time.
3. Give them an easy way to do business with you when they're ready.

That's it...really. And, that's GOOD NEWS!

You don't need to master a hundred different things. As we go through this book, I'm going to show you how to do each of those three things, all as a result of doing just ONE THING you're already good at.

I can't wait to show you...

# Fix Your Long-Term Follow-up So You Always Stay Top of Mind



**I**n the introduction, I said there are just three things you need to do to consistently get great clients:

1. Open relationships with new people interested in what you do.
2. Stay in touch *consistently* over time.
3. Give them an easy way to do business with you when they're ready.

We're going to take these three client-getting tools out of order, and for good reason. Unless you're brand new in business, you've likely got relationships with people who either could become a client, or could refer a client that you haven't stayed in touch with.

These relationships are an asset to you and your business, but if you're not staying in touch at least monthly (and preferably weekly), you're wasting the asset.

So, we're going to start with **#2: Stay in touch consistently over time.**

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## The Fortune is in the Follow-up

There are two statistics that have always blown my mind when it comes to understanding and predicting when a client will buy.

The first is the number of contacts it takes to make a sale, on average, when compared to the number of times the average business touches a potential client.

*44% of sales people give up after one "no".*

*22% give up after two "nos".*

*14% give up after three "nos".*

*12% give up after four "nos".*

*80% of prospects say "no" four times before they say "yes"*

The second is research done by a company that handles consumer inquiries. They followed up with the people that would inquire about a product or service. What they found was that half of the people who inquire eventually buy the product or service that they inquire about.

That's great news, but there's a catch. Only 15-percent of those who buy, do so in the first 90 days after they inquire. Most of the purchases happen after 90 days and could take up to two years, according to the research.

In my experience with selling high-ticket services the long end of the buying cycle might even be longer than two years, but to keep things simple, let's just assume that everyone who's going to buy, does so within two years of expressing interest.

What all of this research points to is the fact that most of your opportunity for new business is sitting dormant in the prospects who showed interest more than 90 days ago.

So, ask yourself...*Are you staying in touch consistently, so you'll be top of mind when they decide to do something?*

And...*How many of those prospects (who once showed interest in working with YOU) do you think might have already hired a firm or professional like you to help them, without you ever knowing it?*

If thinking about the missed opportunity and lost revenue makes you a little bit queasy, don't beat yourself up about it...let's fix it.

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## Why Most Businesses Don't Do Follow-up

I've often said that if I could fix the follow-up problem in just half of the businesses, we would unleash a wave of wealth unlike any the world has ever seen. So, if the opportunity for gain is so great, why aren't more businesses great at follow-up?

There are really three reasons:

First, follow-up is a lot like *work*. It takes time. It can be tedious work. It requires some tools and organization, so you know who to follow-up with and when.

Second, I hear from business owners all the time who tell me they just don't know what to say when they follow-up. As a result, they just don't do it.

Third, you might be afraid that you'll annoy your potential clients. I get it. No one likes to get those "Hey, I'm just checking in...do you have anything for me this month?" calls. (And, trust me, nobody likes making them either!)

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## What If Your Follow-up Was Almost Effortless?

Now that we know the problems, let's envision what really great follow-up would look like.

1. It would be easy, almost effortless, for you. After all, you have a business to run, and we both know you've wanted to follow-up for a long time, but you just haven't found the time. So, it needs to fit inside your already busy schedule. Agreed?
2. It needs to be seen as something that's valuable and interesting to your prospects. If all you do is send sales pitches to them, they'll quickly ignore you. And, if you're "just checking in" there's no value for your prospects, it's all about you. You need a way to stay top of mind that gets them thinking, "Wow, a message from Steve. I wonder what he's got for me today?"

3. It needs to be shareable, so that it naturally creates opportunities for your clients, prospects, and referral partners to share you.

Over the last decade, I've been pretty good with follow-up to our own prospects. I started with a bi-weekly article that I would write and send to our prospects, clients, and partners. Then I decided to send a daily email with a tip or idea for business owners. Sounds crazy, I know...

I wrote and sent over 1000 emails during that time. It helped guarantee that when a potential client was ready to work with a firm like ours, I was in their inbox that morning. But, boy, it was A LOT OF WORK!

I had to think of something interesting to say in every one of those messages. Thankfully, I'm a pretty good writer and I like doing it. The fact is that most business owners don't like to write. They find it to be a chore. And, they have doubt about how their writing will be received.

For five years, I encouraged our clients to write their own newsletter, with predictably little luck. It's just too much work, and work that you likely don't want to do.

So, I started looking for a way to get all the benefits of great follow-up, without all the hard work. Then, I discovered podcasts.

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## Just Show Up and Talk

When I discovered how easy it is to use a podcast to create interesting, shareable content I immediately changed our follow-up approach. In doing so, I instantly slashed my follow-up time by 70%—

from about 12 hours a month to just 4 hours a month or 1 hour a week.

And, I didn't have to write anything!

All I did was *show up and talk*.

I would invite potential clients, and referral sources to be guests on our podcast *The Unstoppable CEO™ Podcast*. They were always excited for the opportunity to come talk about the good work they do, and we had fun, friendly conversations. We recorded them, and then used those recordings as the interesting content we sent out to all of our prospects, clients, and partners.

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## Never Run Out of Interesting Follow-up Material

All the pressure of creating interesting content was off my shoulders. Now, the guests I invited to the podcast created the content for me. I'd ask a few standardized questions (so I didn't have to do a lot of interview prep work) to get the conversation going, then we just *had a conversation*.

What I discovered is that if the guest and I were having fun in the conversation, covering a business topic we found interesting, our prospects listened and found it interesting, too.

I now had a way to show up every week, like clockwork. I had something interesting to share with the people in our database, and most importantly, to *hold their attention over time*.



## Always Stay Top-of-Mind

Imagine having your own easy follow-up using a podcast. All of your key prospects happily paying attention to your follow-up every week or every other week. And, when you send them that follow-up, you're able to embed simple, no-pressure offers for your prospects to take the next step with you when they are ready.

While your competition gives up when prospects don't become clients right away, you stay top-of-mind, valuable, and interesting to those same prospects for as long as it takes. And, you do it in a way that's fun and scalable.

We've solved your follow-up problem, but we're really just getting started with how we use and repurpose your podcast to generate new business. So, let's jump now to how we leverage your podcast to generate new leads.

## Generate More Qualified Leads: The Gold Standard for Attracting Great Clients



**I**n Chapter 1, we talked about how to simply “show up and talk” on a podcast of your own, creates interesting, compelling content to use in your follow-up with all of your prospects. When

you have your podcast in place you've effectively plugged the holes in your bucket.

Now, let's fill up your bucket with people interested in doing business with you and your firm.

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## Why Lead Generation is so Hard in a Service Business

One of the biggest challenges you face as the leader of a service firm is taking something that is completely intangible—your service—and demonstrating how it works to your potential clients.

The way we're all taught to generate business is to go out and build relationships by getting involved in the community. Serve on charity and community organization committees in the hopes you'll "rub elbows" with a prospect, build a relationship and, eventually, maybe they'll hire you.

Early in my career I followed this advice. I volunteered. I joined those referral groups where you're supposed to bring a referral for another member each week. I did hours of "coffee dates," lunch meetings, and chamber mixers every month.

And, I was pretty good at it. People seemed to like me and to trust me. I made a lot of "business friends." I even worked to bring referrals to the new connections I was making.

At one point I was spending 8 to 10 hours each week "networking" in the hopes that I'd meet a prospect or generate a referral.

It was exhausting.

Yes, I got some clients, but the cost in time, energy, and money spent on all of those activities (and lost, not billing clients) was huge.

Even when I met someone who might be a prospect it was always awkward to pivot the relationship to one where the prospect started

asking questions about what we did and how we could help. That left me to try and tactfully start selling, often without any of the right context to do so.

To be honest, all of this just wore me out. In 2012, I made the decision to stop all of this effort. I went completely cold turkey on all of the local networking I was doing and looked for a better way—a scalable, easy, friction-less way to get interested prospects to identify themselves to me.

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## The Gold-Standard of Lead Generation for Service Businesses

It took a couple of years, but by 2014, I'd found what I now call the "Gold Standard" of lead generation for service businesses.

In 2014, I published my first book [\*Unstoppable Referrals: 10x Referrals, Half the Effort\*](#). At the time, we were a small consulting firm, serving a handful of clients.

When it was time to launch the book, I asked those 50 experts I'd interviewed on my very first podcast if they'd be willing to share the new book with their network. Just 15 of those 50 people agreed to help.

When the book launched and those 15 partners shared the book, they helped get it in the hands of 5,268 people. Think about that for a moment. At the time, our entire database of prospects, clients and partners had around 1,000 people in it.

And, almost overnight 5-times that number became aware of our business. And not just aware. I was introduced to those people as the guy who "wrote the book" on referrals. The person (and firm) who could really help them solve that specific problem.

## The Context for Selling

More importantly, I know that every person who asks for a copy of the book (now over 12,000 people worldwide and still growing) is experiencing a challenge with referrals. I'm not randomly wandering around town hoping to bump into someone with that problem, I get a list every day of new people who identify themselves by their own actions as having the kind of problem I can help with.

Imagine how much easier it is to strike up a conversation with someone who indicates they have a problem and an interest in how you might help them. That's exactly what they tell you when they ask for a copy of your book.

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## Why a Book?

I call books the Gold Standard of lead generation because they accomplish a number of things for you that no other type of lead generation tool does as effectively.

- A book has a well-established (and high) value in the minds of your prospects. We know that books contain useful information and, in our society, we value them. It's even a bit taboo to throw them away or destroy them. While webinars, speeches, free reports, checklists, and the other common lead generation widgets all have a place, the book is the only one that carries such high perceived value.
- As the author of the book, you are immediately perceived as an expert and authority in your industry. You may, in fact, be the only author (or one of just a few) in your industry. Imagine opening every new prospect relationship

positioned as the guy or gal who “wrote the book,” instead of being perceived as a mere salesperson.

- Your book carries your unique wisdom and allows you to make the case for why you and your firm are different and superior to your prospect’s other options. But unlike you standing before your prospect and “pitching” them on that idea, your book makes the case authoritatively for you, and without your personal presence.
- A book delivers you to one prospect, 100, or 1000 prospects with no additional effort on your part. It scales in a way that traditional business development activities simply cannot do.
- When your prospect requests your book, they are telling you, “I’m interested in what you do.” There is no question of whether you should engage with them in a conversation about how you help. They indicated that they are in fact looking for some kind of help. Will all of them need to hire you? Of course not. That’s never the case. But you know that all have an interest. Now, qualified, interested prospects are identifying themselves to you.

Books have a kind of staying power in the mind and in the world of the prospect that other forms of marketing just don’t have.

In fact, I had a prospect recently tell me on a sales call that he’d received a copy of my book two-and-a-half years ago from a friend of his (in other words his friend referred me without me ever knowing). This prospect admitted to me that he’d not yet read my book, but it had occupied a spot on his nightstand for those 30 months.

Every night when he went to bed, and every morning when he awakened, he saw my book and my name and my website. It worked

on him, and worked on him, until he finally decided, “I need help, I’m just going to get an appointment with Steve.”

And, on the call he said, “I’m never going to read the book, I just know I need your help.”

Variations on that story happen in our business every month. And, as you might imagine, I don’t have to be very good at sales to turn those prospects into clients. They’ve already decided that “I’m their guy” that “We’re their firm.”

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## How to Write a Book, the Easy Way

You’re probably thinking this is all really great, but writing a book seems like a daunting task.

I’ve written four. Writing a book is daunting. In fact, before I published *Unstoppable Referrals* I started and failed to complete two books. When I finally wrote *Unstoppable Referrals* the only way I could get it done was to get out of bed at 4:30am, put on a pot of coffee and write for an hour each day. It took about six weeks (about 30 days of writing) to complete it. And, I like writing.

I’m guessing you’ve already decided that it’s just too hard. I understand.

But what if there was a way to skip the writing?

When you have a podcast, you have the perfect excuse to talk your book. When we work with our clients, we’ll help them outline the chapters and topics of their book. Then, we’ll conduct four to six interviews, where we interview them to cover each topic.

This gives you really great content for your follow-up, and at the same time, it captures your unique expertise in just a couple of hours.

We then have one of our professional writers turn all of that audio content into a clear, compelling book—what I call The Referrable Book™.

And you don't have to write a word.

Within just a few weeks you have your own book to use as the driver of new qualified leads for your business. It's such a great strategic byproduct of your podcast.

I've seen many professionals who've written a book with the hope of it attracting lots of clients, only to be frustrated and disappointed when they don't get those results. I don't want that same outcome for you, because it can be really demoralizing.

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## What are the Characteristics of a Great Lead Generating Book?

The temptation most people have, when they think of writing a book for their business is that they need to write their own “magnum opus.” They think it needs to contain everything they know and be a real “thought leader” kind of book.

But what I've found is that those sorts of books usually slow you down, and they often don't produce great results. Your book really just needs three things:

1. A really great title that will be irresistible for your ideal clients. The title will do more to attract the right clients than any other part of the book. You may find that strange. Wouldn't the text of the book be more important? You'd think so, but if you stop to think about what part of the book gets the prospect to say “I need that” it's the title, and only the title.



2. A short length. The goal should be to get your persuasive argument for the transformation you sell across in 45 to 50 pages. A book of that length is what I like to call an “air-plane book”—the kind of book you can read start to finish on a short-leg of an airline trip, or less than an hour.
3. A clear next step offer. You’ve got to tell your prospective client what you want them to do next, after reading the book. Should they book an appointment, watch a recorded webinar, come to your office...what’s the next step?

Those are the three characteristics you want to make sure you put into your book.

In the next chapter we’ll look at how to use your book to multiply your referrals.

## How to Multiply Your Referrals



**V**irtually every study on referrals I've ever read comes to the same conclusions:

1. About 60-percent of all new business is the result of a referral or recommendation from a trusted friend or colleague.

2. About 80-percent of business owners report that they have no method or process for influencing referrals—they're just hoping it'll happen.

Let's pause and take that in for a moment...

Eighty percent of business owners admit that their strategy for referrals—the source of sixty percent of their new clients—is *HOPE!*

Chances are that as you read this, you're one of the eighty percent. Don't sweat it. You're in *a lot* of good company. Now, let's fix it.

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## Why You're Not Getting More Referrals

I've spent more time than most studying and testing referral strategies (I even [wrote a book](#) on the topic ;- ) and I've discovered that the traditional referral approach has one significant barrier built-in.

It's the goal of the traditional process. See, when I come to you and say, "Who do you know who could use some <insert whatever your do>?" I put you in a difficult spot. I'm asking you to do the single most difficult task in business—to figure out who my prospects are and get them to agree to meet me for a...wait for it...

*SALES MEETING*

*YIKES!!*

Look, I sell for a living, and even I don't want to go to a sales meeting unless I'm doing the selling. And you've just tried to turn your client into your unpaid and untrained sales force. It usually ends like this: "Let me think about it and get back to you."

Then your client suddenly enters the witness protection program...crickets.

## How to Easily Multiply Your Referrals

The secret I discovered and detailed in my book *Unstoppable Referrals: 10x Referrals Half the Effort* is that the idea of getting your client to “sell” someone on the idea of having a sales meeting with you is risky—for your client. In fact, it’s all risk and no real reward for your client.

I discovered that if we removed the risk of the sales meeting, lowered the initial commitment, and in fact, set it up so we were giving 100% value with no strings attached, we could instantly unlock all the referrals you’d ever want.

Really. Look, I know it sounds a bit too good to be true, but I’ve seen business owners who’d only received four or five referrals in the previous year, suddenly get ten or more from a single client and get a hundred or more in a single month.

So how do we do this referral magic trick? Simple...

Remember that book we created as a byproduct of your podcast?

You use your book, coupled with what I call The Value Conversation™, to *enroll* your clients and referral partners in the mission you’re on to be a hero to the people you and your firm serve.

Here’s how it goes...

*“John, I’m so happy we are able to help you <solve the big problem you solve for people>. As you know, I’m on a mission to help as many people as I possibly can solve that same problem. That’s why I wrote my book <say the name of your book>.*

*I know you know some people who would benefit from the ideas I share in the book. Would you be open to brainstorming with me on a few people we could send the book to, as a gift from you?”*

Now, think for a moment about your clients, who already love what you do. Think about how they’d respond to this kind of

opportunity to help people they know in a completely value-forward, no-risk way.

When I'm explaining this approach on some of the podcasts where I've appeared, I'll ask the host, "Have you ever been given a book as a gift?" They all say "yes." Then I'll ask, "Were you ever offended by the gift, even if you didn't find the book interesting?" Every person I've ever asked has said "No, of course not." In fact, the usual response is that they're grateful the person thought of them, even if the book wasn't exactly on target.

I share all that to illustrate the worst-case scenario—if the recipient doesn't want the book, they'll still appreciate the gesture. So, we've removed ALL the risk for your client in sharing you via your book.

And, the upside really comes into play when you schedule 20 or 30 minutes to brainstorm with your client to co-create a list of people to send the book to. This both ensures your client will follow-through, because you're doing it together. And, it helps you help them identify the people who might be a really great fit for you.

And the whole process is actually a lot of fun. You're helping your client give value to people in their network—something we all want to do, and we all know we should be doing more.

I could go on and on about this strategy—in fact I went on for about 150 pages in the [\*Unstoppable Referrals\* book](#) and love brainstorming with business owners in our Unstoppable Referrals Accelerator™ Program as they apply these ideas to their business, but you get the idea.

Starting from your podcast, we're repurposing your effort to create a book, then leveraging the book as a referral multiplying asset. And that's really how I like to think about marketing—how can we keep layering things on top to leverage the work you've already done.

## How to Use Your Podcast To Manufacture an Endless Supply of Referral Partners (and Leads)



**L**et's recap what we've accomplished so far...

We've fixed your long-term follow-up with your podcast. We've repurposed some of your podcast content to create your very own version of The Referrable Book™. Then we used your book to multiply your referrals.

All great stuff up to this point, but now we need a way to create a continual stream of referral sources.

Your podcast is the perfect tool for creating these kinds of business relationships. Here's how it works.

Each episode of your podcast is an opportunity to start or strengthen a relationship with a key referral partner or center of influence. There are three reasons these interviews are like rocket-fuel for relationships:

1. You're leading with value for the partner. When you invite them to be a guest, you're saying, "I think you're doing great work and I'd like to give you an opportunity to share your expertise and wisdom with everyone I know." You're giving them a "no strings attached" venue for promoting their business. Why wouldn't they jump at the chance? (Note: I've done close to 100 interviews on other people's podcasts. When I'm asked it takes a-half-a-nano-second to say YES!)
2. You're giving the partner a venue for doing what most people *love* to do—talk about themselves. They'll spend about an hour with you sharing their story. At the end of the interview you'll have formed a strong beginning to a relationship. When I started podcasting, I never would have believed it, but in every interview I've done (now over 250), we get to the end and there's a powerful positive energy. We've both had fun. The guest feels exhilarated.

Our relationship is off to a great start.

3. As a result of #1 and #2, you've created a desire for reciprocity on the part of your guest, which means they're inclined to help you if it's easy and makes sense.

Now, the question is, how do you transition these new relationships into referral opportunities?

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## An Authentic Approach to Extending Referral Relationships

The last thing you want to do is have your interactions feel like some sort of bait and switch. That's not at all conducive to creating long-term reciprocal relationships. The point is to find easy ways for you each to add value.

The most effective way to do that is to ask a simple question I learned from a mentor of mine—Dan Sullivan, creator of The Strategic Coach® Program. Sullivan's book, [\*The Dan Sullivan Question\*](#), lays out an elegant question that helps you uncover where the referral partner wants to be in the future.

The question: *"If we were having this discussion three years from today, and you were looking back over those three years, what has to have happened in your life, both personally and professionally, for you to feel happy with your progress?"*

When your partner answers this question, they will lay out for you a vision for their bigger future. That's exactly the knowledge you need to add value for them by helping them reach that bigger, better future.



Your podcast gives you the perfect platform and “excuse” to invite the people you really want to be in a relationship with, then reach out in a powerful, value-first way to start your new relationships.

When you do, you’ll have an endless supply of new referral sources.

# Engineering Massive “Referral Events” Using Your Podcast



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## How to Help Your Referral Partner (and Yourself)

Often as I listen to the answer my referral partner shares when I ask the Dan Sullivan Question, I quickly see an opportunity.

Most business owners have growth goals and need easy, non-salesy ways to connect with their prospects. And, you can help give them an excuse to do just that.

When I approach this, I simply say to the partner, “What if there was a way to get all your best prospects into your conference room, where you could deepen your relationship with them?”

Of course, the partner is interested. Who wouldn’t be?

I continue, “The hardest part about rounding up your best prospects is having a reason for them to gather that’s more compelling than ‘come to my office so I can sell you something.’ What if we put on a show that would be really valuable for your prospects? I could come in and be the talent and present an educational session on <insert your compelling topic>. You’d be the host and could really focus your time connecting with each prospect. What do you say?”

We both win.

My partner gets to be a hero to his prospects and spend valuable time building relationship with them—something he or she likely struggles to do.

I get introduced to a bunch of people who, if I’ve selected my podcast guest/referral partner strategically, are great prospects for me too.

Oh, and the prospects are also well served. They get great information from me that they couldn’t easily get elsewhere.

---

## Taking it to the Next Level

Sometimes, you’ll connect with a referral partner who’s built a larger audience of thousands or tens of thousands of people.

The same basic strategy works just as easily with these “mega-partners” and can produce truly massive results.

Generally, the venue moves from a conference room to a webinar, where the limits of location and room size go away. We've successfully booked webinars with as few as 20 prospects and as many as 1500 on a single presentation.

We typically book 2 to 4 of these webinars each quarter. It's an easy way to "juice" your lead generation.

Now, some people think "Well, you're a professional marketer, these things are just too hard for me." I get why you'd feel that way. We're talking about doing some high-level marketing, and that might put you outside your comfort zone. And, it's important to know that we have ordinary business owners like Adam Lean (profiled below) who are *not* professional marketers executing these strategies every day.

#### *7 Clients in 75 Days*

*"August and September were our biggest months since starting the business. And we still have prospects booking sales appointments every week from our webinar follow-up. It's totally transformed my business, and my biggest problem now is scaling up our delivery systems and team to handle all the new opportunities."*

*I knew that a lot of the fad marketing tactics like Facebook and Google ads wouldn't work well for the high-dollar, high-trust sale we have to make. Now with my podcast, I have a never-ending way to connect with influencers, generate leads, and grow my business."*

Adam  
The CFO Project

Lean,

Founder

*How Adam Lean Went from Local Networking for Clients to Generating Hundreds of Referrals from Influencers in Less Than 3 Months*

*Adam Lean, Founder of The CFO Project, developed a unique method for transforming the profitability of a business and creating both financial and time freedom for the entrepreneur.*

*The problem: Adam had happy clients, but no way to multiply them and grow his business. He was stuck doing the hard, manual labor of networking in his local chamber and BNI groups.*

*After working with us to transform his offer, message, and build a lead generation system, he landed 7 new clients outside his local area within 75 days!*

### **From Blurry Message to Clear and Compelling Offer**

*When Adam came to us, we recommended he start with our GrowthAudit™ process. During the GrowthAudit we identified a major roadblock to growing the business--his message and offer were unclear. The real result and benefit to the future client had to be inferred--this is common in a lot of businesses, and it prevents people who need your help from understanding how you help.*

*We worked with Adam to create a proprietary 4-step process, name the steps, and present it as a "success roadmap" that telegraphed how clients get results from Adam and his team.*

*Immediately his message went from muddy to clear and compelling. Having a compelling and clear offer is 80-percent of the solution to attracting clients.*

### **Networking...Not Working**

*Adam's next big challenge was to find a way to scale up his lead generation. His current business development was focused on networking in local groups in his hometown of Columbia, SC. He knew that strategy could get the business off the ground but would not take it much further.*

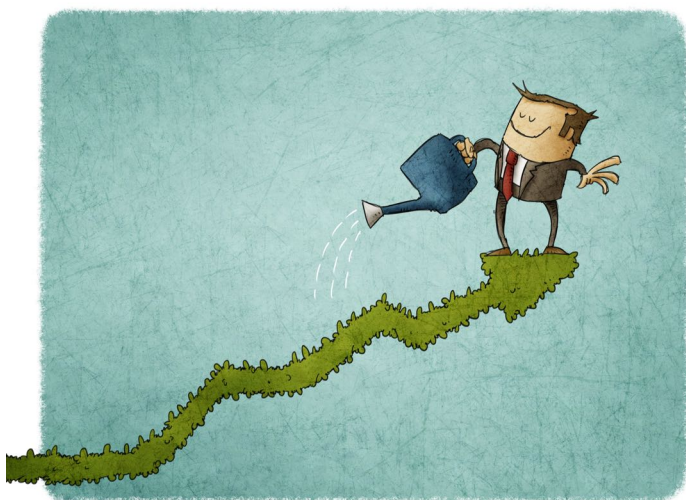
*He needed a leveraged way to build relationships and generate leads.*

*We recommended our Podcast Prospecting™ approach. For Adam, we built a Target 100 list of potential influencers and referral sources and invited them to be guests on a new podcast we created for him called “P is for Profit.”*

*Adam got to work conducting interviews and using our process for turning those conversations into massive referral opportunities by offering to present an educational webinar to the guest’s audience.*

*Adam booked seven webinars from the first batch of nine guests. From those webinars he generated over 250 leads, landed 4 clients in August (less than 45 days after starting) and 3 more clients in September.*

## Podcast Prospecting



**N**ow that you can see how to continually expand your network of referral relationships by using interviews on your podcast in a friction-free way that adds real, and immediate value to the other person, there's an advanced strategy that can open the door to high-level prospects.

## Bypassing the Gatekeeper

There are entire books written about how to get past the gatekeeper and reach the hard-to-reach prospect.

Executives, CEOs, and business owners are notoriously hard to reach. They're busy running a business. And, they suffer from "attack of the zombie vendors" all day, every day.

So, they've built elaborate and strong walls to repel unwanted sales calls, drop-ins, emails, social media pitches...you name it, they know you're coming, and they've put a barrier up to stop you.

Why?

They have their own agenda and their own goals. And right now, as far as your prospect knows, you're working on your agenda—selling something—and your goals.

Sure, you know that you've got to deliver a solution that supports the prospect and what they want to achieve, but they've been burned before by other "salespeople."

You get lumped into the same category until you prove that you're different.

So be *different*.

---

## Be the "Success Journalist" for Your Target Market

As you've already discovered, most every businessperson (and most humans in general), enjoy talking about their own success. Specifically, most want to talk about the things that they believe made them successful.

The reason this is such a strong pull is simple—to reach success, we always stand on the shoulders of those that came before us. We



learned lessons through study, so that we could avoid (some) of the pain that a mentor experienced.

And, in most people, the desire to share our experiences so that others might “stand on our shoulders” is so strong, it’s almost irresistible.

Yet, in most industries, in most markets, no one is cataloging these stories of success.

Which means, there’s an opening for you to be that person. To be the *success journalist* of your market and for your prospects.

Rather than trying to beat the castle door down as a “salesperson”, get invited in, to discover the success secrets of your best prospects.

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## Why Now is the Best Time in History for This Strategy

This strategy isn’t new, however, in the past it was more difficult. Those who used this strategy in the past might compile all of the interviews into a book.

Still highly effective, but it’s a lot of work to publish a book. So much work in fact, that very few people ever tried the approach.

But today, podcasting allows you to conduct and publish the interviews very easily. Distribution of your “media platform” is free/easy through email and social media and that means you can offer the benefit of fast and wide distribution to the prospects you interview.

All of that combines to make this a highly attractive offer to your prospects. Executed well, this strategy will have prospects aware of other interviews you’ve done with industry leaders, and they’ll actually work to get themselves on your interview list.

## Focus on Your Target 100 Prospects

To make this approach work, it's important to be intentional. Start by identifying, and listing, your Target 100 prospects (more on this strategy in Chapter 7).

*For your business, 100 might be too few, or too many. Adjust the number to fit your growth goals, but make sure it's large enough to make an impact in your business.*

Without the intention that this list brings you, it will be difficult to stay consistent and you won't get the end result you want.

---

## Publishing to Your Top 100 Prospects

Not only do you want to interview your top prospects, but you want to publish every interview you complete to all of those same prospects.

The goal is to position you as the leader who gathers together the influencers in the market. You also want to pre-sell the prospects you've yet to interview on the idea of being interviewed. The easiest way to do this is by sending them interviews you've done with their peers in the industry.

---

## No Faster Way to Go From “Best-Kept Secret” to “Known Authority”

A funny thing happens when you become the “success journalist” in your market...

You're suddenly, almost instantly, a *known authority*. Word gets around that you're interviewing top leaders in the industry—they talk

to each other—and that increases your authority in your target market.

There's no faster way to go from being *the best-kept secret in your market* to being recognized as a leading authority in the industry.

Think of the celebrity and authority that journalists such as Larry King have gained by simply interviewing other leaders.

They actually accrue the perception of leadership and authority by their association with the leaders they interview.

## The Target 100 Ad-



**vantage™**

In Chapter 6, I mentioned a concept we call The Target 100 Advantage. The idea is very simple—focus on and go deep with a small number of hand selected future clients instead of wandering the Earth hoping to bump into a prospect in the general population.

This is in stark contrast to what I see too many business owners doing today. They go to the Internet and “throw stuff at the wall” hoping something will stick and produce a client.

In our firm, we call them “dabblers.” They dabble in a little of this and a little of that.

---

## Dabblers Try Anything, and Master Nothing

At this point in history, there’s no shortage of ways to try and market your firm. Dabblers are trying them all...

- Google Ads
- Facebook Ads
- Buying leads
- Instagram posts
- Spamming LinkedIn groups
- Doing the Internet-era equivalent of cold calling but with email, Facebook and LinkedIn
- Content marketing / blogging
- And on and on...

And you know what. It’s completely understandable. It seems like this is what we’re supposed to do now, but it’s a trap. And your prospects aren’t paying attention in all of these places.

I had a call with a firm owner last year. She'd had some decent success but had hit a wall. As she explained all of the ways she was generating leads, I started counting...

*Thirteen.*

That's a lot of spinning plates to keep in the air. Then she explained that half of her business comes from referrals, and the other half is equally divided among the other twelve sources.

She's probably the most successful "dabbler" I've seen. She had each of those sources producing *something*. But the work required to keep a machine that complex running had stopped her growth.

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## Knowing How Many Clients and Leads You Need

One of the consistent lies I'm told by firm owners (especially in solo and smaller firms) comes after I ask, "How many clients would you like to add in the next 3 years?"

They almost always answer, "As many as I can!"

So, then I'll test that by asking, "OK, so I'm pretty good at what I do. What if we dropped 50 new clients in your lap by Monday, could you handle the load?"

**Business Owner:** "Well maybe not 50 by Monday..."

**Me:** "OK, what about 25?"

**Business Owner:** "That would be hard, probably even impossible, with our current workload."

**Me:** “What if I could deliver just 10 by Monday, would you be able to serve 10 new clients within the next week?”

**Business Owner:** “It would be a stretch, but we might be able to.”

**Me:** “What would be a comfortable number where the growth made you happy, but it didn’t break your systems?”

**Business Owner:** “I know we could take on 1 or 2 new clients by Monday.”

Your answers may be different in degree, but knowing the answer is critical. The way you go about generating 50 clients a week is very different than the way you go about generating 3 or 4 high-value clients a month. Without getting real about your end goal, you’re stuck—unable to choose an appropriate strategy for getting clients.

So, how many do you need per month to hit your goals, without breaking your firm: \_\_\_\_\_?

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## Choosing the Right Lead Generation Approach Based on Your Number

For the vast majority of service businesses, especially what I call *expertise-based* businesses—anyone who gets paid primarily for the application of specialized knowledge and advice—the number you came up with is probably less than 10 clients per month. And, it’s more likely less than 5 per month.

If that’s you, then your podcast, book and the referral strategies we’ve already laid out are likely all you need, until you grow your

capacity to take on new clients and are able to increase your monthly new client number.

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## The Target 100—Why 100 is Enough

You also don't need to go to the Internet to fish in the vast ocean of people. A well-researched working list of 100-200 prospects and an ever-growing list of referral partners (generated by your podcast) is enough to sustain your growth.

Notice I said *working list*. The idea is that you'll win some of those 100 as clients and you'll disqualify some because you find they're not a good fit. When you take people off your Target 100 list for these reasons, you'll want to replace them, so you always have a working list of 100-200 prospects.

In my experience, this smaller number of **identified prospects** is far more useful to you than doing what most people do, which is show up at networking events and blindly hope they'll bump into a prospect, or randomly (and inconsistently) advertise, post to social media, or send one random marketing communication a year.

When you've got just 100 (or so) on a list and you "know them by name" it becomes both easy and affordable to dominate that small market.

As you generate referrals, and you create massive referral opportunities like the ones I described in Chapter 5, your list will naturally grow beyond 100-200 people. That's great.

We've already setup your marketing so that as your list grows it requires no more effort on your part to stay top of mind with these additional leads until they're ready to work with you. You just keep them on your podcast email list and every 1-2 weeks they'll hear about your latest podcast episode and get a low-key offer to engage with you.



## What If You Need More Than a Few Clients a Month?

Great question. Your goal might be to grow your firm to the point that you want and need dozens of new clients each month. You might be there now. How should you approach lead generation in that situation?

Think in terms of layers. We're building a client-getting pyramid. At the base is your podcast. It drives your marketing and keeps you top of mind with all of your prospects, clients, and partners with minimal effort on your part.

On top of that, using The Referrable Book™ you derived from the first few episodes of your podcast, execute the referral strategies I described in Chapters 3 through 5.

If you're *whale hunting* for a few large or trophy clients, use the Podcast Prospecting™ Strategy from Chapter 6.

And, when you need even more leads add the Robotic Lead Generation strategy we're going to cover in Chapter 8.

## Robotic Lead Generation



In the Chapter 2, I shared my experience that a book is the single best lead generating tool. In Chapter 3, we outlined a strategy for using The Referable Book™ to multiply your referrals. But what if you need even more leads, or simply want a “lead faucet” you can turn on and off whenever you need it?

## How To Create a New Lead Vending Machine

One of the things most business owners want when they hire our firm is a simple, predictable way to get new leads—prospective clients—to contact them. When I'm working with clients to create these systems, I like to think about it as if we're building a vending machine for the client. They put a little money into the machine and out comes a batch of prospects at the bottom of the machine.

There are two ways we accomplish that feat with your book. Depending on the business and the type of clients we're trying to attract we'll use one or the other or both methods.

### **Offline Marketing for the Win**

The first method is with direct mail. We conduct research to build the client's Target 100 list. We take their ideal client profile and search for people who fit that profile. We build a list of 100 initially, then grow that list to 500 or 1000 prospects.

Then we send simple postcards to those prospects. One postcard each month, offering the book as a solution to a specific problem the prospects might face.

---

## Strategic Online Marketing

The second method is to take those same messages used in direct mail and using online ad platforms to target leads that fit the ideal client profile.

For the business owner, it's a system that can be turned on or off depending on the needs of the business. And, it doesn't require endless random posting to social media, hoping Google will sprinkle magic fairy dust on your SEO efforts, or hours of blog article writing.

## Your Book is an Ideal Way to Prospect Cold Leads

Anytime you're prospecting cold leads you have a problem. Out of any batch of 100 leads, you don't know who might be interested and ready to buy what you're selling. Old-school cold calling techniques solve for this unknown variable by attempting to speak with each prospect.

When you have a book, you can approach this cold market very differently. You can simply offer your book to all 100 prospects in our example. Then, watch to see who says, "I want that book!"

When a prospect requests your book, assuming you've carefully chosen the title, you now know an awful lot about your prospect.

Let's just look at this very book you're reading as an example.

It's very possible you received a postcard or saw an ad offering this book, and you decided to request a copy. When you did so, I instantly learned something very important about you.

I learned that you're interested in attracting more clients, *and* you have at least some interest or curiosity about how to use a podcast to get that result.

How do I know that? I choose the title of the book *Podcast Prospecting* to specifically speak to people, like you, who fit both of those categories. And, now that I know that you have an interest in attracting more clients and an interest in podcasting, it's very easy and natural for me to strike up a conversation with you about those topics.

When you have a book and use it to prospect in a cold market, you go from chasing prospects to having them come to you, and come to you for something very specific.

The process of engaging your prospects and guiding them to a 1-on-1 sales or diagnostic meeting is infinitely easier.

## Top 10 Biggest Mistakes



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### 1. Not hiring a team.

I started my first podcast—*The Small Business Marketing Show*—in 2012. It lasted 50 episodes and was certainly a success. We landed new business as a result, and there lies the problem. I was trying to produce the podcast myself. When I got busy, the podcast stopped.

When I conceived of The Unstoppable CEO™ Podcast in October 2016, I sat on the idea for four months, until I could build a team and the systems to guarantee the podcast would be sustainable.

Your job as the business leader is not to become a podcast producer. Your job is to just “show up and talk.” Focus on the relationships you’re trying to build and the message you want to communicate. Get a team for the rest. You can build an internal team, hire and manage a bunch of freelancers, or hire a team like ours, but whatever you do, get a team!

---

## 2. Not committing to the long-term.

Every prospect you attract to your business is an asset. And each of those assets has a maturity date. Some will mature immediately. Some will mature next year. Some won’t mature for a decade. Your job, if you’re smart about it, is to invest in those assets over time, by staying in touch with valuable and interesting content.

If you do, you can almost guarantee those assets will accrue to you when they mature. If you fail to stay in touch for the long-term, it’s likely that *your* asset will accrue to one of your competitors. That would be a real waste.

---

## 3. Focusing on technology before strategy.

Anytime we have a new client they always have a bunch of questions about the kinds of specific technology they should use to record their podcast. Here’s the honest answer...it doesn’t matter one lick. You could have the most expensive mic, mixer, and sound booth money can buy, or you can dial in from your iPhone with a pair of headphones.

Yes, you want decent sound quality, but more importantly, you want to be building relationships with the right people—strategically. If you don't do that well, everything else is useless.

---

#### **4. Trying to jump too far too fast.**

This idea of trying to do too much, too fast is the #1 reason marketing campaigns fail. When you're sending a complete pitch for hiring you on a tiny ol' postcard to a cold prospect, you're jumping too far, too fast.

You want to look at each marketing piece as if it has just one job. For example, when we send a postcard to a cold prospect, the **ONLY** job the postcard has is to get the prospect to request a copy of the book we're advertising.

If they request a copy of the book, we send an email. The **ONLY** purpose of the email is to get the other person to reply to it.

When you turn your marketing into a process—a series of steps—it becomes easy to see how you can move someone from start to finish, one small step at a time.

---

#### **5. Not being strategic with guests.**

This is one of the easiest traps to fall into. When you look around at other podcasts and want to land “big name” guests like they have, you can quickly get yourself off-track.

Choose your guests very strategically, focusing on influencers who can refer you (ideally those who can send a massive number of referrals), or on strategic prospects.

---

## 6. Worrying about downloads and listener counts.

The reality is that it doesn't matter how many people listen to your podcast. Your real goal is to build relationships with referral sources and send the podcast to any lead who has entered your database. Any listenership beyond that is gravy.

---

## 7. Thinking you'll make money from sponsors and ads.

If you think the money in podcasting is in sponsorships and advertising, you'll want to read this...Typical pricing for podcast advertising is around \$18 per thousand downloads for a 15 second pre-roll ad at the beginning of a show. You can probably expect to get paid about \$25 per thousand downloads for a 60-second mid-roll ad that happens in the middle of the show. Now let's bring this into focus. Rob Walsh, who's the VP of podcaster relations at Libsyn (they're the 800-pound gorilla in podcast hosting), has been doing this for a long time and he has a lot of data.

He said that a podcast episode that's been live approximately 30 days, averages 141 downloads across their system. If you have over 3,400 downloads, you're in the top 10%. If you have over 9,000 downloads in those first 30 days, you're in the top 5%. And if you have over 50,000 downloads per episode, again, after having it live for 30 days, you're in the top 1%.

So, if we do the math on that: You've got 141 downloads per episode over the first 30 days, you'd produce \$6.60 per episode and you're not going to attract a sponsor at that level anyway. So, you're not going to make any money.

If you're in the top 20% you're getting 3,400 downloads per episode in the first month after an episode is released, your earning



potential is somewhere in the neighborhood of \$146.20 per episode, or \$584.80 for a weekly podcast that puts out four episodes a month.

The money from sponsors doesn't even get interesting until you get into that top 1% with over 50,000 downloads per episode in the first month. And at that elite level, you're right around \$100,000 a year (gross) from a weekly podcast where all four episodes together are getting a combined 200,000 downloads in a month. That's a lot of downloads (and a lot of work, for relatively little in payout).

---

## **8. Failing to be consistent.**

The tale of the podcast (or newsletter, or any other kind of follow-up) that started strong, then a month or two in the business owner got busy, missed an installment or three...restarted, then hit another gap of four or five installments...then just got discouraged and gave up...that tale is almost legend.

Probably 70% of the business owners I talk to have lived that kind of pattern before. Inconsistent follow-up demonstrates to your prospects that you're not reliable. That you're not trustworthy.

This is one of the biggest arguments for making the investment in a team to produce your follow-up. The investment alone will help keep you accountable, and the team will do all but the essential work for you. You're just the "talent." It's the easiest way to guarantee you'll be consistent.

---

## **9. Not making easy offers to take a next step with you in every podcast.**

Every time you email your prospects to announce a new episode of your podcast, the email that delivers the announcement must include an offer (or offers) to take a next step with you.

We use a simple form of the “Super Signature” popularized by Dean Jackson of the [\*I Love Marketing Podcast\*](#) that looks like this..

*AND... Whenever you're ready...here are 4 ways we can help you land more and better clients:*

*1. Be a guest on The Unstoppable CEO podcast: I'm changing things up on the podcast and am looking for a few people who'd like to jump on a call where we brainstorm how to get you some clients (what fun!)*

*- [Click Here](#)*

*2. New--Get your Inevitable Growth Score: Wouldn't it be great if your business growth was inevitable! See how you rate now and know exactly what you need to improve next - [Click Here](#)*

*3. Get a copy of my book The Exponential Network Strategy (free, really). It'll show you a simple way to network, get referred, and get in front of prospects without spending all of your time on business development - [Click Here](#)*

*4. Work with me One-on-One. If you'd like to work with me 1-on-1 to help you build a system to get new clients and keep your pipeline full, reply with "1-on-1" in the subject and I'll get you all the details.*

*And, check these out, too...*

*[Unstoppable Referrals Launchpad](#)*

*[The Follow-up Formula](#)*

*[SellingProfessionalServices.com](#)*

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## 10. Not approaching your marketing with “Purity of Intent.”

I’ve saved the most important, and potentially damaging mistake for last. When you fail to approach your potential referral partners and prospects using the strategies I’ve described in this book with “purity of intent” you’ll quickly be found out.

“Purity of intent” means approaching your prospects and partners with their best interests at heart. With the mindset that you’re going to help and give value when you can, without expectation of direct benefit to you.

When you approach referral partners with purity of intent, they’ll sense it and be open to helping you. When you approach selfishly, they’ll smell it, and be repelled. The same goes for prospects.

Failure to act with purity of intent is the quickest way to kill your reputation.

[illegible]

*(Note: We have an affiliate relationship with some of these companies and they pay us a small commission, which does not increase the price you pay, when you buy from them using one of the links below.)*

- Podcast Hosting: Transistor  
<https://unstoppableceo.net/go/transistor>
- Email Marketing: ConvertKit  
<https://unstoppableceo.net/go/convertkit>
- Website Hosting: SquareSpace  
<https://squarespace.com>
- Book Print-on-Demand: Amazon Kindle Direct  
<https://kdp.amazon.com/>
- Conferencing Service: UberConference  
<https://uberconference.com>

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## The Team

To produce your podcast and create your book, you'll need the following team roles:

- Audio editor
- Copywriter
- Social media manager
- Web/tech manager
- Email marketing technician
- Graphic designer
- Printer/Mailhouse
- Guest/Target 100 Researcher
- Guest/Target 100 outreach manager

- Referral manager
- Project manager

It takes a village to execute this strategy at a high level. You can hire these roles, train internal staff, or plug into a team that's already got all these roles filled, where you can buy them "fractionally."

## CONCLUSION

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# Lifelong Simplified Marketing and Client Attraction



**W**hen you have your podcast, your Referrable Book™, your Unstoppable Referrals™ process, and your customized, robotic lead generation system in place, you have all the tools to continually simplify your marketing and client attraction, for the entirety of your career.

Your podcast platform is an ever-evolving tool to share your unique and powerful message with your market...to demonstrate your expertise and authority...and to connect with strategic influencer and prospects.

And it's easy and fun to do, when all you have to do is show up and talk.

---

## **Always in Context Lead Generation**

Every new lead is easier to engage because you know they have a specific interest in how you can help because they requested your Referrable Book.

Conversion is simplified and streamlined. You're no longer chasing prospects; they are seeking you.

---

## **The Ultimate Referral Multiplier**

Your podcast platform multiplies your strategic partner relationships and your book gives you a simple tool for getting referred to everyone that each new referral partner knows.

You remove all risk from the referral process and allow your referral partners and clients to spread the word about you far and wide in an easy and high-value way.



## **Never Let Another Lead Slip Through the Cracks**

You can be confident that every new lead and referral that comes to you will be nurtured, frequently and consistently, until they are ready to buy.

You'll build relationship and trust at scale, and without being an annoying pest.

---

## **An Ever-Expanding Pool of Prospects**

The goal is to create for yourself and your firm an ever-expanding pool of prospects who have entered your world because they were referred or expressed specific interest in what you do, via your book. Then that growing pool of opportunity, all of those people are divided into two groups—those that are ready to buy now, and those that will buy in the future.

You know what to do with the “ready to buy now” leads. And, when you have your podcast in place, you'll have a bullet-proof system for continually developing new client opportunities from your pool of prospects.

You'll soon have very easy enrollment conversations, because your potential clients will know you so well through your podcast and book that they have already decided that you're the person and firm they want to help them.

I can't wait to see your powerful new book and podcast!

## NEXT STEPS

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I hope that this book has sparked some new thinking and new insights for you. Whenever you're ready here are three ways we can help:

**1. Be a guest on The Unstoppable CEO™ Podcast:** Let's jump on a call and brainstorm how to get you some clients (what fun!). <https://unstoppableceo.net/beaguest>

**2. Get your Inevitable Growth™ Score:** Wouldn't it be great if your business growth was inevitable! See how you rate now and know exactly what you need to improve next. [TheGrowthScore.com](http://TheGrowthScore.com)

**3. Join our Podcast Prospecting™ Program:** If you'd like to press the "easy button" to get your podcast done, create your book, and implement a lead generation strategy custom tailored to your business, so you can win more clients, without doing all the hard work, send me an email ([steve@unstoppableceo.net](mailto:steve@unstoppableceo.net)) with "Podcast Prospecting" in the subject and I'll get you all the details?

## ABOUT THE AUTHOR



Steve Gordon is the author of *Unstoppable Referrals*, *10X Referrals*, *Half the Effort* and founder of The Unstoppable CEO Program, a marketing and business growth firm that builds systems to attract clients for professional service firms and successful solo practitioners.

For more information about The Unstoppable CEO Program:  
[unstoppableceo.net](http://unstoppableceo.net) or call 1.877.316.4448



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For more information about The Unstoppable CEO Program:

**[unstoppableceo.net](http://unstoppableceo.net)**

**1.877.316.4448**

# PODCAST PROSPECTING

Do you ever feel that attracting great clients is hard? Do you find that you rarely have time for business development because of all the demands of your existing clients? Do you find yourself losing touch with potential clients because you just aren't sure how to follow-up or it just slips your mind?

If you're ready to escape the feast or famine "Revenue Rollercoaster," this book gives you the path to freedom.

Finally, discover a method for attracting highly qualified clients, building your pipeline (and keeping it full), and staying top of mind with every potential client, existing client, and center of influence, without ever being annoying, so that when they're ready to buy or have the opportunity to refer you, you're the only one they think of.

And, do it all, in just a few hours a month, without schlepping across town to even one more charity committee meeting, chamber mixer, or networking breakfast.