

myweeklymarketing.

Janice Hostager: 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business and life in between. Welcome to My Weekly Marketing.

Janice Hostager: 0:35

Being a guest on a podcast sounds simple, right? You show up, talk about something you know and love and then, boom, everybody knows you're a thought leader in your industry. Oh, and then people flock to your website to buy from you. Okay, maybe it's really not that easy. Behind every great podcast guest appearance, there's a lot more than just chatting into a mic. First of all, how do you get on a podcast to begin with, and then how do you prepare to make your guest spot memorable? And, let's be honest, there also is going to be probably some sweaty palms about a question they may ask that you don't really know the answer to.

Janice Hostager: 1:09

In this episode, we're pulling back the curtain on what it takes to get on a podcast and how to prepare for one once you make the cut. My guest today is Michelle Glogovac. She's a top-rated podcaster, a podcast recruiter, and she literally wrote the book on podcasting with a book called How to Get on Podcasts. Michelle has helped many, many business owners get on podcasts to share their knowledge and their business with the world. So grab your headphones and let's explore how to be the kind of guest everybody's dying to have on their show. Hey, Michelle, thanks so much for joining us today.

Michelle Glogovac: 1:44

Hi, Janice, thanks so much for having me on.

Janice Hostager: 1:47

So I love to talk about podcasts. I know this is a little meta, right, because we're on a podcast talking about podcasts, but I think my audience especially is going to be really interested in this because, first off, I'll get your origin story in just a bit here, but who should be thinking about being a guest on a podcast?

Michelle Glogovac: 2:08

Honestly, I think, just about everybody. I think that we all have a story to share. We all have knowledge that we can share with others, and that's really what makes podcasts the most perfect platform, because as a listener, we get to be educated, entertained, we can empathize just by listening to the stories of other people. So if you have a story to share, then I think a podcast is the perfect place for you to do that.

Janice Hostager: 2:35

Okay, yeah, I would agree with you a hundred percent. I think that's really what pulls people in. I've listened to podcasts where they just get right to them, to the nitty gritty and you don't really know much about the person that is the subject matter expert or whatever, and I think it misses something. You miss something in that whole conversation, for sure.

Michelle Glogovac: 2:58

I agree. I think that podcasts, they allow us to get to know someone and really kind of fall in love with them. You know, to hear their voice, to hear everything in their own words and to eavesdrop in on those conversations. That's the beauty of this platform and that we can do that while also learning, you know, something about a topic that we didn't know before.

Janice Hostager: 3:19

Right, right. So tell me what your origin story is. How did you start out in this and why podcasting?

Michelle Glogovac: 3:26

I totally stumbled.

Michelle Glogovac: 3:27

For 18 years I was in corporate aviation. I sold jet fuel to corporate flight departments because in college I needed a part-time job and I could walk to the airport. And then, when I graduated, they gave me a salary and benefits. I didn't have to move back home like my friends and I went "I'll just stay. And so I stayed and I moved around the country. I had different opportunities.

Michelle Glogovac: 3:49

I met my husband, who's also in corporate aviation, and then, in 2018, I was laid off and I had two little kids at home, and it was then that I realized I want to do something else. I want to do something that I feel makes the world a better place for them, and that was

when I found the purple button on my iPhone that I could listen to podcasts, and it changed everything. I was listening to a life and business coach who said we all have a purpose and a passion and we have to figure that out. And I started sharing that message because I was on this quest to figure that out for myself, and she reached out to me and said do you want to pitch me to be on other shows? Because you obviously resonate with my message and I had no idea that that was even a thing.

Michelle Glogovac: 4:31

And this was the early beginnings of podcast pitching as a thing, and I dove in to learning everything that went into a podcast because I didn't just want to pitch, I wanted to know what are the mechanics and the tech parts, and so I produced her show. I produced some other shows, I launched my own show, but I fell in love with the pitching part because I get to connect with clients, define their story, their topics, talk to them and say not only do I get to know you, but that's a really great part of your story or whatever it is that you're teaching. Talk about that and connecting with hosts in that regard of who are they trying to reach and bringing these people together in order to do something that really changes the world. In my opinion, as woo-woo as it sounds, I feel like sharing these stories and conversations is going to make the world a better place.

Janice Hostager: 5:21

I totally agree. You went through that so fast though, so I just going to back up here. What did you major in in college that led you to aviation?

Michelle Glogovac: 5:34

Law. I always wanted to be an attorney. I have my bachelor's and my master's degree in law and I thought that I was going to be an attorney. But I kind of chased the money of, oh, if I work, they pay me, and before a salary, there was hourly and double time and all this and I was like this is great, look at the money that's coming in. And it was pennies back then.

Janice Hostager: 5:58

Oh, right, right,

Michelle Glogovac: 6:00

but that's really what I was doing. But I loved the relationships I was making, I loved the people that I worked with, the clients I had and the law, it helped me too, you know, to be able to read a contract, to go: Here's what are the rules and regulations with fuel storage and how the two could interact together and today, you know, I do my own contracts and

yes, I have an attorney and I have a trademark attorney but to be able to communicate with her properly as well and not be completely in the dark, it's helped, so it's been useful.

Janice Hostager: 6:37

Oh, that's super interesting and I love that, because so many of us start out in one at least our goals in one area and end up in a completely different area. And I actually started pre-law and then I got to my first constitutional law class and I was like, okay, this is not for me. I just kind of crashed and burned. But you have to explore those things, and that's true with life too. You pick up things. Heck, I mean, working as a clerk in a department store, I learned all about pillows and bras and all the things that I would never, ever think that I would need to know in life. But hey, I feel like I'm pretty accomplished because I had that experience.

Michelle Glogovac: 7:15

So I love that you find it. In high school I worked in an insurance agency and I learned so much about insurance of all kinds that is still applicable today, so it's been very helpful.

Janice Hostager: 7:30

That's cool, okay.

Janice Hostager: 7:32

So back to podcasting. So what are the key elements that someone should include if they want to be pitched for a podcast? So, actually, let's back it up a bit, all right. So let's say I own a business and I think it would be really good marketing to get on podcasts, which it probably would be. Are there special elements that would make a pitch more likely to be accepted, or how do you go about choosing a podcast? I'm just asking you like 100 questions at once here. So anyway, so let's talk about the pitch first, like, how do you go about pitching a podcast, pitching to be a guest on podcasts?

Michelle Glogovac: 8:08

So first, we want to make sure that you have all of your materials ready for this. So I create a media kit for my clients, which you can do as well, and it has your headshot, your bio, it's branded so it looks just like your website does; the same fonts, the same colors, you put in your bio, you define your speaking topics, and so, before you even put that together, you need to work on your speaking topics, and that includes what is it that you know? What's your secret sauce or the framework? Give it a title for what your

knowledge is. Create a title for your story, your journey, whether that's a life journey or your business journey, your career journey. Give that a title.

Michelle Glogovac: 8:47

Don't make anything generic. Generic is boring. You want to make it stand out, you know, do you have a timely and relevant topic? Is there something in the news or something that's being talked about that you can talk about? So your topics can always be changed. You're not married to any of this. You know we're creating a document that can always be updated and should be updated, but the podcast cover art of where you've already been and hyperlink all of this. I love Canva, so I always use Canva and you can just right-click and hyperlink so that it's a direct link to wherever you want it to go, your website included. So you want to have this first and foremost and then think about who is your target audience, who is it you want to talk to, and then start researching podcasts that align with that. Look at who's their audience. You can usually tell by reading the description of a show. Who are they trying to target and talk to? And does this align with who I'm trying to target and talk to?

Michelle Glogovac: 9:45

And then listen to the show, don't listen to the most recent episode. I like to say that's lazy. Scroll back and really find an episode that you relate to, that you're interested in, and include that in the opening of your pitch. Say you know what? I really loved your show and I listened to this episode and this is what I got out of it, or this is how I related, or it resonated with me because and get personal. Show them that you truly are a human being, but that you've actually taken the time to do your homework and then go into: Here's why I think I'd be a great guest for your audience.

Michelle Glogovac: 10:18

It's not about you. We know the pitch is about you. We know you want to be the guest. Do not make it about you. Make it about what you're going to bring to the audience. What kind of knowledge are you going to share that nobody else can? What are they going to get from you that is going to benefit them and, in turn, the host, because they're having you on, they're welcoming you into their home, essentially by having you on their show, and they're extending the trust that they have built with their listeners to you. So make it about them and not about you.

Michelle Glogovac: 10:50

Include your topics, not all of them. Pick the ones that are the most relevant to that show and since we were talking about topics being what are timely and relevant versus

your knowledge, versus your story, they're not all going to be applicable to every show. So pick the two or three that are the most applicable, then put that you've been, you know, on some shows and hyperlink those. Hyperlink everything. Your name should be hyperlinked to your website. You know everything should have a hyperlink so that the host does not have to leave the email to Google you. They can click to leave and find you, but they don't have to Google you. You don't give them any homework and attach your media kit to that, so then they see all of the topics that you have and your social media is also going to be on there and that again, it's all clickable so nobody has to Google you.

Michelle Glogovac: 11:40

Make it as easy as possible and be as personal and as real as possible, and that truly is what is going to get the yes versus we can tell when it's copy and paste. We can tell. It is obvious. Get their name right. There's one. Get their name right and names are always listed on all of these listening platforms. It's the simple things that so often get overlooked.

Janice Hostager: 12:02

Mm-hmm. Wow, all great advice. Yeah, so I get pitched many, many times a week and I'm sure you do too. You have a podcast as well, and I think what you just said was actually spot on. Now I will go ahead and send them a,

Janice Hostager: 12:21

actually, I have a form response that basically said thank you so much for applying. A lot of these are from representatives not necessarily for the individual themselves, but that basically said go to this form, fill out all the information here and then, when we start scheduling out our interviews, we'll take a look at everybody and see how relevant they are. But it's amazing to me how many people will ask to be on the podcast that are really just pitching their business and they really don't have any relevancy to my audience at all. It's pretty obvious who my podcast is for and if they are in doubt, I have it written on the form as well. Like, my target audience is this. I want you to talk about this, you know, but it's still, I get a lot of replies or a lot of form requests from people that really don't connect the dots you know what they're pitching or what their business is as to what I want my audience to hear or learn.

Michelle Glogovac: 13:30

And it's so shameful because people are paying these people to do this. It kills me. It kills me and it happens all the time. On my website I have that. Basically, I wrote the

book on how to do this, so if you don't know how to do it, I encourage you to go read the book, check it out at the library, but be personal and pitch me the right way, because that's literally what I do. Yet I get people who pitch me to pitch me and people just aren't paying attention.

Janice Hostager: 14:01

Or going to Chat GPT and saying I need a pitch letter. It was kind of funny because I started getting a lot of pitches in my email about people that said I heard your episode with so-and-so and I really liked it, or whatever, and it would be one after another, after another for the same episode, and so I started wondering and so I actually put it in ChatGPT, you know like, and it was the one that they were pulling out.

Janice Hostager: 14:31

So, ChatGPT is good for a lot of things, but you know, I love that the fact, yeah, I love that you said make it personal, because you really can't tell if somebody has listened to it or what they like about it, or, you know, including those little details really do make a difference, for sure.

Michelle Glogovac: 14:53

I saw an agency post that they're using ChatGPT for their pitches, and so I took it upon myself to use ChatGPT to pitch myself to myself, just to see what it would generate and the lies that came up where I had been featured and I was the author of this and that, and I was like, that's not even me. I don't know where it came from, but it told me that no, I will not be using that for my pitches.

Janice Hostager: 15:19

Oh yeah.

Janice Hostager: 15:20

Yeah.

Janice Hostager: 15:21

I love it as an idea starter and I've talked about this a lot on my podcast. It's great for ideas, it's great for structure, but always... You know, I was a journalism student too. You know it's like you always double check your facts. You know, no matter what it is.

Michelle Glogovac: 15:37

It even has a warning to check it.

Janice Hostager: 15:39

Yes, it does. Yes, it does. Not that it will always be that way, but for right now it does. Not that it will always be that way, but for right now, yeah, maybe don't rely on it. So what should somebody look for if they're going to be researching a podcast to pitch? What should they be listening for? You've mentioned the target customer, right? The audience, and do you just think kind of like bridge the gap and say this is why I would be really good on this podcast, I'd be really, my topic would be really relevant going forward, or do you wait for them to say this is what the type of people that I want to have on? Does that make sense?

Michelle Glogovac: 16:20

Yeah, no, I would be forward and say this is why I think that my topic and I would be relevant and you should have done your homework to make sure that the topic hasn't been covered yet, because if they just covered it last week then there's really no point, and you also didn't do your homework to see that that's been covered. But you can get a good idea just scrolling through the episodes of what is it that they're covering and would you be relevant to talk about? Whatever you're going to talk about, I think just taking that extra step of scrolling through and seeing; you're going to quickly figure out. Yeah, I would be good on this or not?

Michelle Glogovac: 16:56

And if you're listening, like I said you should, you know you can listen at two times speed. Nobody says you have to sit there and listen at the real time. Speed it up. I'm one of those like I'll listen to an audio book, but it's at two times, and the current one right now she's got an English accent and I'm like, oh, this might be a little too fast, but you can listen, you know, speed it up and figure out very quickly. Is this a good match? Am I going to have a good conversation? Is this the type of show I want to be on and just go from there.

Janice Hostager: 17:24

Yeah, yeah.

Janice Hostager: 17:25

Do you ever feel nervous about pitching to the bigger names, like the bigger podcasts out there, or do you feel like it's a level enough playing field where you just, of course, you never know if you don't try, right?

Michelle Glogovac: 17:37

Right and I don't know if this is from my 18 years of being in sales that I'm just okay with rejection. I'm like whatever it's fine, if I don't get it, I don't get it. But we've had some bigger ones this year that we have gotten, and I think that it really depends on what is it you're pitching. Is your topic really that good and that relevant that they want to have you on. Some you will not hear from? I've pitched to Glennon Doyle.

Michelle Glogovac: 18:02

I've never heard a word, but that doesn't mean that the right client might not pique her interest at some point in time and you'll get that, yes. So you just never know, but I always say, yeah, go for it. Don't go for it, though, if you've never done a podcast and you have nothing to back yourself up with. Make sure you have some interviews that can showcase that you can speak on the topic, you can hold a conversation and you know what you're talking about. So I wouldn't just start out going I've never been on a podcast. Yes, please put me on the number one show in the world. Start a little bit lower and work your way up.

Janice Hostager: 18:41

Yeah, yeah, it's like anything, I suppose. All right. So you've pitched a podcast. They're invited you on. You probably had a screening interview. I don't know if everybody does that, but I do.

Michelle Glogovac: 18:53

Not everybody.

Janice Hostager: 18:54

No, not everybody? Okay.

Michelle Glogovac: 18:54

Yeah, yeah.

Michelle Glogovac: 18:55

I would say less than 50%.

Janice Hostager: 18:58

Oh, really, okay, all right. So what are your top tips for getting ready for that podcast interview?

Michelle Glogovac: 19:04

I always say, say, go back and listen to another episode, so that you can really prepare for it. You know your topic, your story and so if there's a reminder you need for yourself that you forget to mention one certain thing. I had a client who she, for 10 years, worked in a corporate job where she couldn't use the word change. She was in a marketing job. She couldn't use the word change. They would cross it out of everything. Today she owns her own company and she has the change marketing network, the change framework, everything is change related. And when I interviewed her, I knew this and she didn't bring it up, and so I said you need to put a Post-it on your screen that says change. You need to remind yourself to mention that because it's such a big part of your story and why you are who you are today. So, if you need that reminder, put a Post-it on your screen, because nobody's going to see your screen, but you. Make sure that your tech is ready.

Michelle Glogovac: 19:58

Do you know what platform you're going on? Did you need to update your Zoom before you got on, because we all love when you get on two minutes early and it says installing updates? Now you're going to be late? You know, does your, is your microphone hooked up? Do you have the right ones? Did the AirPods come on or do you have your external?

Michelle Glogovac: 20:15

Make sure that that's all ready, that you're camera ready, because oftentimes now we're releasing video or even just reels and clips. So did you show up with your messy bun and you look like you rolled out of bed or did you actually prepare like you could go meet this person for coffee out in public? So make sure that you're simply just ready, and I think that's going to help you also if you have any kind of anxiety about talking, being recorded, you're talking to a stranger, essentially, but if you've listened to their episodes, you get a feel for who they are already, and that, I think, alleviates a lot of those kind of jitters as well. And those would be my big prep. Get your tech ready, camera ready and listen to an episode so you can become familiar with the person you're about to have a conversation with.

Janice Hostager: 21:05

Mm-hmm.

Janice Hostager: 21:06

Love that and relax.

Michelle Glogovac: 21:08

Yeah. And I think, if you prepare those things, it helps you relax, essentially.

Janice Hostager: 21:12

Yeah, yeah.

Janice Hostager: 21:13

You're absolutely right. So, is there some things that guests should avoid doing during interview, like never do this kind of advice that you've given?

Michelle Glogovac: 21:24

A lot. Make sure your phone is in airplane mode. That would be first and foremost because we can hear it. The dings pick up. We can see if your eyes are suddenly looking down looking around. Make sure that you don't have clanky things, that you're not banging a metal draw on.

Janice Hostager: 21:43

Bracelets.

Michelle Glogovac: 21:46

Earrings, any kinds of those things. Make sure that that's all not there, not part that's going to interrupt something. Make sure that when you're talking you're not selling something. We know that you want to sell your book, your product, your service. At the end of every interview, you will be asked, where can people find you? And that's your turn to plug whatever it is you want to plug. But show up and be ready to just share; share yourself, share your story, share your knowledge and make it as worthwhile for the host and the audience as possible. Don't go into saying that I have a book and I wrote a book and I did this book and my book came out this week. Don't. You know it's, because, again, we know this is about you, but don't make it about you. I think that's where we see the slimy salesperson. You know the car salesman come out.

Janice Hostager: 22:37

Yes, yeah, and that's part of the reason I do the pre-interviews is that I want to see how are they going to connect what they have; be it a book, a product, a business to what my audience really needs to hear, which is they want to learn something, right? We don't tune in to get sold to.

Michelle Glogovac: 22:53

We can watch TV for that.

Michelle Glogovac: 22:54

There's plenty of ads.

Janice Hostager: 23:22

So true. So, that's awesome. And I was actually just gonna ask you what, you know, I guess add value without being overly promotional but I think you hit it. I mean, there are times where you want your book, like you did earlier, you know you have a book and it's really valuable to the listener to know that as well, but yeah, you don't always wanna dwell on it. Okay, so we've done the interview, it went well. What do you do? What about after the interview? Do you do kind of follow up or what? Do you have a process in place?

Michelle Glogovac: 23:31

The interview does not stop just because the recording did, and so I compare the whole process to a dinner party. You've been invited to the host's house, which is their show. You've had a wonderful dinner and you conversed and you were engaging. Now, what do you do after the dinner party? Usually it's a handwritten thank you note, or you've said thank you in a text, or you're sending pictures, or you're doing something. What do you do with a podcast interview?

Michelle Glogovac: 23:54

Well, you're going to repurpose it.

Michelle Glogovac: 23:56

You're going to break it down into different marketing pieces, whether it's taking quotes from a transcript and promoting those as your social media, taking clips and making reels, doing something with it, putting it on your media page, creating a blog post out of it, sharing it on Pinterest, you know, putting something somewhere and tagging the host.

Michelle Glogovac: 24:17

It's going to create marketing content for you, but it's also thanking the host for having you on and it's growing their listener base, because a lot of your audience probably weren't listening to that show before. Now they've been alerted to this podcast. They know that you've been on. It gives them the opportunity to hear more from you, but then

it also gives that listen, the host, another download. So, you have to say thank you in that regard and there's so many different ways you can repurpose a podcast interview way more than you could a TV interview, because it's a long form content of 30 minutes or so that sometimes it's video included, but you have audio and you have transcripts and you know you can add it to Spotify and create a Spotify playlist and there's just so many different places that you can put it and help it grow as a way of saying thank you.

Janice Hostager: 25:10

I love that Spotify idea. I never thought about that.

Michelle Glogovac: 25:12

Yes, I make a Spotify playlist for every client. So you can, on Spotify, you can create a playlist like you would with songs and do it for podcast interviews. You can change the cover art to be your headshot and I brand all of those too, so book cover would go on there. And then you get to name it. You know Michelle Glogovac, podcast interviews and then the description is basically my bio and these are all the places that I've been. And every time an episode goes live we add it to the playlist and then the link can be embedded on your LinkedIn under your media for your current job. It can be embedded onto your website so that once you add it, it automatically updates everywhere, and then I also use the icon to add it to the media kit. So it's like a one and done type of thing and you just have the same link for everywhere.

Janice Hostager: 26:08

Oh, love that idea. Yeah, there's so many, so many ways we can integrate and repurpose. Yeah, so much of what we do that you know, we don't, and and that's something I think no matter what kind of content you're producing or being part of, you really do have to think about how you're going to spread that out and use it in different ways, because otherwise you're constantly creating content and you get no life, right?

Michelle Glogovac: 26:26

Yeah, and like what's also the point?

Michelle Glogovac: 26:29

if you're going on these interviews and then you're not going to share them and you're not going to use them, yes, why are you doing them?

Janice Hostager: 26:34

Yeah, right, right. And as a podcast producer, I am so thrilled when guests do that, because I do get a lot of my followers from other people's podcasts or other people who listen to other people; what am I trying to say? But both actually, people that listen to my podcast through my guests or when I appear as a guest on other people's podcasts. So, yeah, definitely very valuable. So do you feel like there have been some memorable podcasts that you've done or some memorable guests that you've had, or some unique or unexpected questions that you've had?

Michelle Glogovac: 27:23

I can think of the coolest interview that I've had a client do was, actually, I thought it was cool because I'm a big Chelsea Handler fan. Chelsea Lately, she's a comedian. I got her on Heather McDonald's Juicy Scoop and Heather I had watched over the years and it was in person in LA in a studio, so I flew down too and I thought that was like the coolest, to be able to meet

Michelle Glogovac: 27:39

Heather and to be there, yes, and to be, you know it's different when you're in a studio, versus you and I who are at home and we're doing this ourselves. But here we are with different cameras and you know, that producer's there and we can talk to each other. They're talking to each other and I'm like, oh, edit that for me please. We need to cut that. And she's like, okay, yeah, I see that too, and it was just a different dynamic that was really cool to be involved in, get to witness and be a part of. For me and my guests,

Michelle Glogovac: 28:09

I love every guest that I have on. I say that I'm very selfish in my show because I want the people that I have on, I want to hear their stories and I want to get to know them, and so I have people that you know they've come from all walks of life and things that I've never experienced. Whether it's a former federal prison inmate and, you know to, you know a New York Times bestselling author and everyone in between. I'm fascinated by what they've experienced and how different and yet how the same we are, that we all have pivots in life. We all think we're going down one path, and then there's something else that changes where we're going and what we've learned along the way. So, that's my favorite. Every guest is my favorite, so for sure I don't know about the questions, though Nothing stands out question-wise that I've been like, oh wow.

Janice Hostager: 29:00

Nothing's stumped you so far.

Michelle Glogovac: 29:02

No, no.

Michelle Glogovac: 29:03

So far, so good. Knock on wood.

Janice Hostager: 29:05

And I don't think there's a podcast host out there that really wants to throw their guests under the bus, so to speak.

Michelle Glogovac: 29:12

I hope not.

Michelle Glogovac: 29:13

Yeah, you never know, we're all human, but hopefully not.

Michelle Glogovac: 29:16

Yeah,

Janice Hostager: 29:17

Yeah, yeah. So that's super interesting, and I think you were talking today about being a guest on a podcast. But having a podcast, too is like a whole different conversation, for sure, and really understanding when you should do it and what's involved in it and everything else always thought about doing the live studio thing and it would definitely take everything to the next level. So for the time being, it's going to be, you know, scrappy from my office kind of thing, but

Michelle Glogovac: 29:48

It's too much effort to go somewhere.

Janice Hostager: 29:51

Yes, yes, I have had a guest, though ask me if I, you know, if I'm going to be like, I think it was LA, actually. If I'm going to be in LA in the near future, and I said, you know, maybe next year, but you know. And then they said, well, no, I'm not going to do your podcast unless it's in person. It's like, okay, that's, that's up to you. Yeah, so, but yeah. So it

definitely definitely varies. But so, how can people find out more about you and your book and all the things that you offer?

Michelle Glogovac: 30:23

Well, thank you for asking. You can find me at themlgcollective.com or my personal website, michelleglogovac.com. I'm on all of the social places, as we all are these days. Most active on Instagram. My book "How To Get on Podcasts" is available everywhere you buy books and the library too. There's also an audiobook, so if you like the way I sound, then you'll want the audio book, because I narrated it.

Janice Hostager: 30:46

Awesome.

Janice Hostager: 30:46

That's my favorite thing when the author actually narrates their audio book. I just, you know.

Michelle Glogovac: 30:52

I loved it. It was, I fought for that. Oh, and then I also have my podcast, My Simplified Life. We can't forget that one.

Janice Hostager: 30:57

Okay, perfect. Thank you so much, Michelle. I sure appreciated having you on and I learned a lot, so thanks so much.

Michelle Glogovac: 31:04

Thank you so much.

Michelle Glogovac: 31:05

I appreciate you.

Janice Hostager: 31:07

So are you ready to pull together your information for your guest appearance and start reaching out to podcasters? As someone who screens and talks to guests each week, I recommend giving it a try. You have a story to share and expertise that can help many other people and highlight your business and brand at the same time. To learn more about Michelle, her book or anything else we talked about in this episode, visit

myweeklymarketing.com/83. Thanks so much for joining me today. I always appreciate you. Take care. See you next time. Bye for now.