

S5Ep22 Book Marketing with Podcasts with Angie Trueblood

JODI

Welcome to the Write.Publish.Market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the Write.Publish.Market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed up yet.

I am so excited about our guest expert today. I know we are all going to learn so much from her. So without further ado, let me tell you a little bit about her. As a podcast visibility expert and host of the "Go Pitch Yourself" podcast, Angie Trueblood knows that the only perfect pitch is the one that leads with value and focuses on building a genuine connection. Whether she's teaching entrepreneurs how to pitch themselves or working behind the scenes to secure opportunities for others. Angie leverages her super connector powers to grow businesses and build long lasting relationships. And when she's not working with our clients or being active in our local community, and she loves to explore Richmond, Virginia as parks and playgrounds with her two kiddos, check out new restaurants with their hubs and laugh about motherhood over cocktails with friends. I am so excited that she's here today.

Welcome, Angie. I'm so happy to talk to you today. I'm so excited. You're here.

ANGIE

Thank you, Jodi, I'm excited to be here.

JODI

I have been talking with Well, I mean, every day I'm talking with you know, potential book writers, people who are recently launched, getting ready to launch and you know, in the craziness of our world right now, especially with all the in person events being canceled left and right. Almost every conversation about book marketing, I have podcasting comes up. Yeah. So we're very lucky that you're here.

ANGIE

Well, I'm glad to be here. And it is such a weird time right now. I feel like there are a lot of people looking towards guesting on podcasts and some even starting their own that would never have considered that just, you know, four months ago even.

JODI

Right, yeah, I think that I mean, book marketing, podcasting has always been a good tool for book marketing. But I think you know, sort of, especially right now is, you know, people's ears are probably perking up knowing that. But can you talk a little bit about why it's a good, good tool in the book, author's tool belt.

ANGIE

Sure. And I mean, especially for the types of business owners that you serve, often the book is going to be an extension of their business. And so being able to come on a podcast and share a bit about your journey, as well as your expertise really warms people up to you as an author, as a business owner. So often, it's a really nice kind of one two punch, when they hear you on a podcast, because they are warmed up to the idea of purchasing your book, right, they get an idea of what it is about, and then often will go and purchase it because it's a low cost entry really to working with you. But then they also get to know you a lot better actually, than if they were to read something of yours on the internet, for instance, you know what I mean? They just get a fuller idea of what your personality is. So often, they'll be able to move from hearing you on a podcast to purchasing your book to also working with you a lot faster than if they didn't hear that conversation.

JODI

I love that. Yeah. I mean, it's sort of like a whipping through the funnel almost.

ANGIE

Yeah, it definitely, honestly, it definitely speeds up the amount of time from people, quote, meeting you to actually hiring you because they get a real sense of who you are and how you work.

JODI

Yeah, that's a really, that's a great point that I had not thought about that that part of it before about, you know, that it's like an easy way to build up that know, like trust with you know, not just potential book readers, but potential, you know, members of your community, whatever that looks like. That's a really, that's a good point. So how much should authors be shared? I mean, most of the people listening to this podcast are, you know, they've written a business book or a personal development book or that sort of that trendy hybrid right now of the part memoir, Part, Part business development or personal development. But should they be looking more for podcasts to share their story or looking more for podcasts where they're showcasing their expertise or is there sort of, you know, a middle ground there like what kind of best practices should they be thinking about?

ANGIE

Yeah, so it really goes back to understanding Who their reader is, and also who their buyer is for whatever they're offering in their business. Ideally, those are the same people, right? The people that are the people that are gonna buy your book are also the people that might hire you to work with them in some capacity. And so first, you really start from a strategic perspective of well, what are those listeners listening to, like, what types of podcasts are they listening to, and then you kind of take a step back, and depending on how those podcasts are kind of created, and the angle that they come at with

their own audience is how you decide if you're going to go the story route or more of the expertise route. The beautiful part about this hybrid model that you speak of, is most of the folks then that are writing books within this hybrid, their story, very well positioned them also as the expert, right, like they became an expert at whatever this is, because of their story and their journey. So often, it creates a lot of depth in the conversation that they can have in an interview, because they can allow the audience to get to know them, right, they can tell their own story, a little bit of how they got to where they are. But in doing that, they're also sharing how they've become an expert, and how all of this time it took them to, you know, navigate their own journey allowed them to kind of hone their chops at whatever it is that they are offering and that they are an authority in. So the hybrid piece is great. And it also allows you to flex depending on the type of show that you find your listeners, or your ideal client is typically listening to.

JODI

Mm hmm. That's yeah, the intertwining of those two I think is I mean that and that's not, you know, that's not new. That's something that we as business owners have always known that we need to be, you know, showcasing, but it's hard for a lot of a lot of us to do so. So that sort of that, that model I when it became a trend in book publishing, I was fascinated, because I've been sitting there thinking like, Yes, this is what I've been talking to people about doing all of these years. And a lot of them have been so resistant. But I mean, like you're saying it makes perfect sense. So I'm, I'm hoping this is one of those trends that you know, sticks around for a little bit in book publishing. Some do? Some don't. But yeah, well.

ANGIE

And I think it speaks to the power of story, both in written word and in interviews, I mean, I'm a prime example. I had a business previous to the current one that I have. And I actually pitched myself a lot and got a good number of visibility opportunities, and then saw that, oh, not everyone loves doing the pitching part. Whereas for me, it came so naturally. And so then I was able to transition over. Well, I have that story to tell, and data to back it up to show that oh, she actually honed her craft in a previous way, you know, and since has continued to hone it, but that story just allows the listener to have a better sense of who you are.

JODI

Hmm, yeah. You just mentioned something to that. I would love if we could touch on where you said people don't love the pitching part. And I think part of that probably is just because well, I mean, one, you know, pitching yourself. It's uncomfortable. But also, I think a lot of people probably don't know, the best way. You know, so like, what are some like do's and don'ts? Maybe? I mean, I think a lot of people are afraid of you know, like, Oh, that was a no, no, what?

ANGIE

Right? Yeah, I think a lot of it is people frame pitching to be kind of a one way street also. So I think there is a little bit and I am not a woowoo person. I think there's a little bit of mindset stuff kind of worked into people's fear of pitching regardless of whether it's to be a guest on a show or to pitch your book or a service. And so I'm a super connector at heart. I mean, all of what I do in business is really

about meeting people and figuring out the synergy that we have and how we can serve each other's audiences to lift people up. And I think if people first start to think about pitching as just that, identifying people who have complementary audiences that you are capable of serving, then it takes the pressure off of it being Hey, I'm just trying to sell myself. So in that sense, if that's how you're looking at it, if it's a no then it's something you take really personally. Whereas if it's something that you're suggesting, Hey, I see your audience, I get a real sense of who they are. And I think I might be able to add some value that you don't typically add just because you know, we have different wheelhouses of Genius. If you get a no to that, it's more like, Oh, it's just not a right fit. It's not really a dig on you. Right? So I think the first piece of the pitch is getting your mind wrapped around the fact that it's really you just suggesting a collaboration. And that other person has the opportunity to say yes or no, this is a good fit.

JODI

That is brilliant. As you're talking, I'm sitting here nodding, thinking, yeah, that makes perfect sense. Why does it feel fuzzy?

ANGIE

Well, I mean, you know, when we get pitched for folks to be on my podcast, or your podcast, I mean, some are truly horrible. And we will talk about it. I mean for real. but the ones that reach out with, Hey, I have an idea, kind of, I'm throwing an angle your way, because I really see who you are, and I get who you're serving with this be beneficial to your audience. And I can easily respond like, yeah, that would be great. Or, yeah, that would be great. It's just not in my plan for the next three to six months of the show, you know? Yeah. So it also allows you I don't I don't see knows as a personal dig, I guess on me, I don't take it personally any longer.

JODI

Yeah, well, I think that I mean, that comes with experience to know when you're been in business for a while, but that's yeah, that's a really, that's a great way to reframe it, though, mentally. You know, as you're putting yourself out there, I love that.

ANGIE

Well, and if you can reframe it mentally. So if you kind of do that as the first step, then it really does lead into well, then how do you send a great pitch, and you send a great pitch, really acknowledging who that person is and what they do. I had a podcast host that I pitched. And then she became a client of mine, and I interviewed her for my show. And she said, when I read your pitch, I really felt like I was seen that you really got what I did. And so that should be the goal of any pitch is to first acknowledge to whomever you're reaching out to, that you get what they do. And so some of it is restating what they do, right? But also the angle. And the topic that you suggest, goes really far in showing that you've done your homework that you're doing the legwork for them, and suggesting a topic that makes sense for who they're serving and how they're serving them. So it's, it's always less about the actual words, and how you're communicating your intent. I'm one of those people that is super resistant to the idea of there being like a perfect pitch template. Although I did think the other day, I mean, that would be a killer opt in and I know people. I think it's because you run the risk when you're just copying someone's

template of not doing the real legwork and getting to know that host, which is how pitches get accepted. When you put forth something that is well aligned with what they do.

JODI

Yeah, I the alignment there, I think is so so key. Because I mean, we've all as podcast hosts received those template pitches, and you're just like, Yeah,

ANGIE

I mean, that's literally what you're left doing that sound

JODI

Yeah. I mean, it's like, have you I mean, do you even know the name of the podcast and the debt? Let alone? Have you ever listened to an episode or two?

ANGIE

Yeah, well, and actually what you say there is a really good thing for your listeners, too. So after you've written your pitch, before you hit send, a really good way to know if you've personalized it enough is to read over it again. And imagine if I handed this pitch to someone that doesn't know, you know, this podcast, would they be able to get a good sense of who that host is serving? And how, because a lot of the pitches that we get, you're right, they don't even include the name of the podcast. And they then sure don't include any sort of topic angle that is well aligned. So if you could give your pitch to a complete stranger, and they would get a real sense of who you're pitching and how they kind of talk to their audience, then you're already head and shoulders above the crowd.

JODI

That's a great Yeah. Give the pitch to a stranger test. I like that.

ANGIE

I need to trademark that. I should trademark that.

JODI

That was pretty good. And how about so I mean, the template thing is a no no. What are some other like absolute please don't do this kind of things that you see?

ANGIE

So the template is not necessarily a no no, but using one canned email to send to 20 different hosts is Definitely a no, no. So we definitely, in the client side of my business, we have a template and then in the program, go pitch yourself program, like we walk our students through how to create a pitch template. But then we also spend a ton of time teaching them how to personalize it. So the template is important because it helps increase efficiency. But people miss the mark when they think a template is just one email that you send in that form to everyone. So that part is a no, no.

Another thing that I see a lot is people not being specific in the topic that they're suggesting. So you're actually sending a pitch. And in that email, there needs to be a pitch, which is an idea that you have, right. And it needs to be specific, so that the podcast host isn't left reading an email, and then thinking, Oh, I have work to do to figure out how I would fit this person and their expertise on my show. That is actually up to the person who is suggesting this collaboration. So you really need to do the legwork and come up with a very well crafted topic that you think might really benefit their audience. And it's great, because it's not left. It's not leaving the podcast host wondering what you would talk about. But it also shows again, the personalization, and that you've done your homework and you get who they are.

JODI

Yeah, that's, I mean, it seems so simple. But it's, it's, it's hard, sometimes in execution to do that. But I mean, I think even as a podcast listener, as like a student of podcasts, which I admit I am, I'm not as big a listener as a lot of business owners are. But I did a lot of listening as I was preparing to launch my own podcast. And I feel like you can really tell sometimes, when there's been that legwork done beforehand, versus Yeah, we just kind of put this together on the fly. And we're hoping for the best. I mean, that doesn't end up serving anybody, not the podcast host, not the guests, not the audience, and then you know.

ANGIE

Yeah. I mean, you want to feel like, Oh, they're talking to me, like, as a listener, that's how you want to walk away from an interview, or any conversation, or any episode really is, oh, this host, whoever it is, you're tuning into week after week really understands what I'm showing up to get from them, and is working really hard to deliver it. And so if, if the host is doing a well enough job to make that clear, then you as the person pitching, should be able to gather that from their website from previous episodes, you know, there's a million different ways you can get information on what the hosts intention is, and then crafting something that is in alignment. A lot of times people will pitch multiple topics, or just a general topic. And it's, they have no ill intention by it. But a lot of times, it's because they're nervous that will if I pitch one topic, and they don't like it, are they gonna say no, you know, so it's almost that fear mentality, which is why we just a couple of months ago, started creating one sheets for our one to one clients, and we teach our students how to do it too, because that's kind of a, it's a little workaround to where you can still pitch one specific topic. And then you can attach a one sheet to the pitch so that the host can look and say, oh, whoa, she does talk about a couple of different topics besides this one, and they can pull from it if they want.

JODI

That's a great workaround. Yeah, yeah. That's super, super smart.

ANGIE

And I still didn't believe in it until we did get an email back from a host. And I didn't, I was like, we're just doing all this work for nothing. But we had a host write us back and say, Hey, Tasha is great. I love you know, this idea. But can we do the topic that's listed on the one sheet rather than you one? The one that you pitched? So for me, that was enough validation?

JODI

Yeah, definitely. Yeah. Definite validation. I'll be curious. I'd be curious, you know, six months from now, if you have a bunch more of those stories, I would bet Yes. Yeah. Because that I mean, as you're saying, that seems like something that as a podcast host, I think I would, I would enjoy that.

ANGIE

So yeah, yeah.

JODI

I know that you have a treat for our listeners, but I can't before we get into that and talk about that a little bit. I like to ask everybody that comes on the show. Angie, what are you reading right now or it's or something that you've recently read? I've expanded it and some people are not doing a lot of reading right now. I know, pandemic, some people are either like reading like out the wazoo, or like they haven't, like even thought about cracking a book open in months. So yeah, something that you read recently and loved something that you're going to read when you get some free time. So anything just, yeah,

ANGIE

I just started reading, I need to get the title of it because I cannot remember it for the life of me. But for a while I was reading not self help, but business books, and I just I can't do it right now for some reason. But it's a Lianne Moriarty. And oh, yeah, it's not Big Little Lies. It's the library because I get books from the library all the time. And they didn't have that one in but I can go look for it if you need me to. It's like the nine strangers or it's on my book stand.

Oh, I haven't read that one yet. What is I can't like I can't think of the title either. But we'll link it in the show notes.

ANGIE

Okay, I was gonna say if you can pull it up. I can.

No, no, she you know what? She is a fantastic writer. And Big Little Lies is my least favorite of her books.

ANGIE

Oh, well, good.

JODI

isn't that funny? Yeah. Like, that's my favorite. I'm like, that's not my favorite.

ANGIE

Well, and I'm glad our library is still allowing you to check out books and you can pick them up like they send them out on a table and you call when you get there. So it's really been a great little godsend for us.

JODI

Yeah, ours stopped doing it. I was bummed. I mean, I understand obviously, but we can they our library, though, just recently were slower out here in the in the farm country of New Jersey. Just started doing ebook lending, which is also kind of fun. So I've been checking that out a little bit.

ANGIE

Okay. Yeah. My husband has just gotten addicted to that yet. Just kind of discovered it. Okay, nine perfect strangers that nine Perfect Strangers,

JODI

nine perfect strangers. Okay. All right. I'm gonna check that one out. I do I enjoy her writing. So I'll check that one out.

ANGIE

Yeah, this is my first one by her but okay.

JODI

Yeah. Yeah, she's a good writer. I first discovered her as part of my book club. I had never read anything of hers. And now I think we've read three or four first, last few years. But yeah, so. Okay, so let's get to this goodie, that you are very generously sharing with our audience, your roadmap for podcast pitching success? Can you tell me a little bit about it?

ANGIE

Yeah, so I created it. You know, when you do. And this probably, if you have any listeners that are service providers, sometimes you're so busy doing the work, that you don't really think through what the actual steps are to getting the work done, especially for folks that are really strategy focused. And so this was me, pulling out of my brain, the six steps that we take with every one to one client, and it's what I teach my go pitch yourself students. But it's really the six primary steps to take to not only pitch yourself, right, because that's kind of where that template comes in. But it's the idea of some of the strategy work that you need to do to make sure that you're getting on the right shows all the way to amplifying is the sixth step. Like what do you do when you have an opportunity go live, go live to actually keep it alive, right, and to get the best results from it. So it's kind of a deep dive into that, as well as five of the most common mistakes that I see people making when they start pitching themselves for podcast interviews.

JODI

I love it perfect. Well, like you were talking about before that template versus a canned email, like the efficiency, you know, that you can gain in business by you know, documenting workflows and things like that, which we don't always do. Oh, yeah. But it's similar to that.

ANGIE

Yeah, yeah, it's really hard for my brain to do that. But I feel like having that framework will allow listeners to, because a lot of times people will jump in and say, I'm going to send five pitches this week.

But if you can look back and recognize, oh, I need to actually craft the topics that would make sense to attract people back to me. It just gives them a starting point, which is super helpful. And they can grab that at [Angietrueblood.com/wpm](https://angietrueblood.com/wpm).

JODI

Perfect. And we'll link that in the show notes also. And then you had mentioned the go pitch yourself, which I know is your group, your group program, which is currently running and not open, but people can get on the waitlist if they check out that that roadmap, right?

ANGIE

Yeah, absolutely. They can check out the program. If they go to my website, angietrueblood.com/program. And it's closed right now. I kind of like to run the content live. So it's not in an Evergreen State at the moment, but if they grab that roadmap, then they'll be on the list to be notified when it opens again.

JODI

Oh my gosh, thank you so much. This was the I was resisting the urge to take notes while you're talking. I can say this in the conversation, so I can't wait to give this a listen. I'm sure it's going to be so helpful for everyone. Thank you so, so much for being here.

ANGIE

Yeah, it was so good to chat with you.

JODI

Thanks for listening to today's episode of the right published market podcast. I know just how busy your schedule is as a business owner. So I'm grateful you've taken some time out of yours to journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership. The author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab.