

HOW TO BECOME

A CLIENT MAGNET

USING AUDIO TESTIMONIALS



1. Raw Materials

Gather the raw materials needed to record your interview testimonials. Here's a short list of things you'll need:

- Microphone
- Recording software
- Skype or digital audio recorder

RESOURCE: PODPARROT.COM/EQUIPMENT



2. Interviews

Schedule in-person or Skype interviews with 12 of your most amazing clients. You can use free or paid scheduling software like Acuity, Calendly and ScheduleOnce to make life easier.

RESOURCE: PODPARROT.COM/TOOLS



3. Traffic

Once your podcast interviews are up, you'll want to drive traffic to each episode via your email list, paid traffic or social media.

My friend Angela Lauria of Author Incubator used this same strategy to close five clients in 60 days and generate \$50,000 in business.

RESOURCE: PODPARROT.COM/PODCAST



Ready To 10x Your Podcast?

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