

THE LAB REPORT

WEEK 1



Authority, Leads & Relationships: The Podcast Business Strategy

[\(Listen to the full episode here\)](#)

In this episode I clearly defined what a podcast is and how it can be leverage for your business. Contrary to what you may find on Google or Wikipedia, a podcast is an extremely effective tool that can be used for three things:

1. Building your online authority
2. Generating leads for your products and services
3. Connecting and engaging with your clients, customers and prospects on a more intimate level

Actionable advice: In this episode I also explained how a residential real estate agent could dominate their market with a podcast by interviewing local restaurant owners and services providers where prospects would be buying homes.

Variations of this example could be used for:

Insurance Agents

Sales Professionals

Attorneys

Lawyers

B2C Service Providers

Closing thoughts: Do you have more clarity on how a podcast can be leveraged in your business?

How can use this same same strategy or a variation to hit your sales goals?

Need more podcasting tips for growing your business?

Visit [Pod Parrot.com/blog](http://PodParrot.com/blog)