

- Speaker 1: [00:11](#) [Music]
- Trudy Rankin: [00:11](#) Welcome everyone to the online business launchpad podcast. I'm your host, Trudy Rankin. And today I have got Tom Schwab with me. Now, Tom is someone who reached out to me at a time when I was starting to think about getting onto more podcasts, other people's podcasts, not just my podcast, so that I could, first of all, meet other podcasters, but also to be able to share valuable things with their listeners. And interestingly enough, Tom started a business. That's about helping people do exactly that. And it's called interview valet. And I, he has this beautiful sheet. I'll call it. I guess we call it a one-sheet. People call it different things. It's a brochure. It's a one-sheet. It's an, it's a, it's a bio, but the sheet that came through had some interesting information about Tom on it. And he's got a really interesting background.
- Trudy Rankin: [01:07](#) I'm going to ask him more about that and I'm not going to spoil the surprise at the moment, but one of the things it said was is that he thinks differently. He's tough-minded, sceptical, and sometimes even cantankerous. And it just made me laugh. And I just thought really, you get to tell people that sometimes you're cantankerous. And I just thought, okay, this sounds interesting. I'm going to have Tom on my podcast. He has written a couple of books that he can talk about a little bit later. One of them is called [podcast guests for profit](#). Our podcast guest profits grow your business with a targeted interview strategy. And then the other one's called one conversation away, a manifesto for a rich life and a profitable business. And I do know that good guest podcasting is a great way for people to get started. Just widening people's awareness of who you are. So Tom, welcome. And thank you for being on the podcast.
- Tom Schwab: [02:00](#) Trudy thank you for having me. I appreciate all that you do. I always say that being the guest is the easy part being the host is where the work is.
- Trudy Rankin: [02:10](#) Well, you know, it's, it may be maybe, but I've always found that it's interesting talking to people about, you know, their businesses, what they're doing and the backgrounds. And for me, it just feels like fun. And, and that's one of them, I don't know, that's one of the exciting things about podcasting is that if it feels like fun, it doesn't feel like work. And so for those people who might be thinking about starting a podcast, you know, give it a go. So, Tom, I want to just get started with, with just finding out. And if you could just share a little bit with our

listeners, just tell us a little bit about your background, where you've come from, what's your journey to get to where you are now.

Tom Schwab: [02:51](#) Well, that quote that you use there about being cantankerous, always asking why that came from one of my first jobs. It was my first job out of college. I graduated from the United States Naval academy. So to anybody in the states that are listening, thank you for paying for my education, but Admiral Rick Over who was the father of the nuclear Navy. When we qualified, we got that card. Now he had passed away by the time I got in there, but we still got that same card and it's, you know, tough-minded, always asking why sometimes cantankerous and that taught me the whole engineering thing of processes, always asking, well, why do we do that? And after I left the Navy, I worked in corporate America. I worked in sales and marketing, and, h was, h was more creative and freer spirited probably than I should have been for being an engineer.

Tom Schwab: [03:46](#) And I became an entrepreneur and that's what I enjoyed and looking into, well, why do we have to do it this way? Why couldn't we do it other ways? And one of the things that I struck on in about 2014 was up to that point. One of the great ways to grow your business was guest blogging, right? Instead of being writing your blog and having it seen by three people, you know, thanks mom for reading my blog, you know, you'd put it up on other people's sites and guest blogs. And in 2014, I hypothesized, I'm wondering if you could do that with targeted podcast interviews. We did it, we had great results at first, I thought, Hmm, it's got to be a personality, a niche. And the more I tested it, the more I realized, no, this is a strategy and a system.

Tom Schwab: [04:34](#) So that's what the book is based on and really what the company is based on early on, I had people saying, as I was teaching it, they're like, I just want to be the guest. Do you take care of all the rest? And I'm like, oh, that's good. Copy. I'm going to take that. And so we started to beta test a done for you service in 2015, we launched interview valet in 2016. And now what seven years later we're serving over 170 people. We've got a team of 35 in Europe and North America. And our mission is to personally introduce inspiring thought leaders to millions of people they could serve for the betterment of all.

Trudy Rankin: [05:15](#) No, that's fantastic. And it instantly made me want to ask you, you've got many people that you serve. You've got a team of

people that help with that. Do you do any of that in other languages, besides English?

Tom Schwab: [05:31](#) That's funny that you should say that we are launching interview valley Espanola, and that was not my brainchild that came from some of our clients asking, Hey, do you do Spanish language podcasts? And then three of our team members were bilingual and they're like, why don't we do this for the Spanish speaking market? So we're beta testing that now. And it's fully launching first of 2022.

Trudy Rankin: [05:57](#) And that'll be exciting that that's kind of cool, sort of, sort of in terms of, in terms of the planning and the effort. I'm just curious about how has that been quite a long-drawn-out process?

Tom Schwab: [06:13](#) Oh, it has. And from talking from one business owner to another and other business owners listening in the best piece of fiction I've ever read and ever written was my business plan, right. Because when I started this out, I didn't want to start an agency. I knew people that had done that and knew what work it was. So I thought, okay, here's what I'm going to do. I'm going to do an online course and I'll do this cheesy PDF that I'll give away. And, you know, Trudy, I never took that out of beta because the people that were honest with me came back and said, you know, I understand what you're trying to do. I understand you're teaching it to me, but I don't want to do all the work. You do it for me. And so all of a sudden they had this, this business plan.

Tom Schwab: [07:00](#) It's like, well, this isn't going to work. The market doesn't like this. So I had, I don't call it to pivot, but learn, right? Because I've got an opinion. I could hire a consultant and they've got an opinion too. But the person that has the answer is the, is the customer and the market's forever telling us what they love and what they loath. Then we started on early on with interview valet and there were some other services we offered and we asked the clients and they're like, oh, we love this on like, well, what do you think of this? Oh, we don't use that. So, we learned that and always got better and better on what brought value to the client.

Trudy Rankin: [07:37](#) I think that's so powerful because for me personally, and is some of the, one of the things that we teach, the people that work with us and learn with us is that the only way you can have a successful business is, is if you continually ask your

customers, what are they challenged by? What are they struggling with? How do they want to receive a solution? How would they like you to help them? And, and I'm curious, do you, do you have a specific process that you use to gather that information from your customers?

Tom Schwab: [08:08](#) I don't know if it's a process. I think it's more of a philosophy of just always being curious of seeing what, what more can we do? So I would say it's curiosity. And then if you go back to like the Gallup strength finders, if anybody's ever done that, you know my big ones, you know, are achiever, maximizer focus. So all of those things that what we did five years ago is not what we're doing now. And a lot of people will say, well, you know, don't you protect that? Like my book, I tell you exactly what we do in there. And they're like, well, somebody is going to steal that. And I'm like, well, the truth is you can always copy what somebody did and you'll probably get 90% of it. Right. But you'll never be able to copy what they're doing now or what they're going to do. And so with that, I'm like, Hey, let's, let's all come along. Let's get better. But you know, we're always improving, always trying to do.

Trudy Rankin: [09:08](#) Yeah. Yeah. And it's fascinating that you say that, that people come and say, you know, but what if they steal your idea? You know, that does worry some people. And when you're just starting with an idea, but I love what you said about it, they can get 90% of it. Right. But they'll never get the rest of it. Right. Because they're not, you, they don't have your life experience. They don't have them, all of the experiments that you tried and failed on them. All of that learning, they have to go and do that 10% for themselves. And most people, if they've, if they can't be bothered coming up with something for themselves, oftentimes they won't do the work to get that extra 10%. So, you know, that's one of them, as one of the things, that's a bit of a secret, I think that people don't realize they worry too much about other people ripping off their IP, I think. Yeah. Yeah. So, so so just share a little bit more, if you would with, let's just say what our listeners are thinking about, starting a podcast and going, oh, it's just too much work. I just can't even imagine doing that much work. So maybe this idea of doing guests podcasting is, would be a better idea. So how would somebody get started doing that?

Tom Schwab: [10:19](#) Yeah. And I would back up. And when you're thinking about that, think of how it's going to fit in your entire business. Right? Because a lot of times people go, well, I want to do a podcast,

but they don't have the why behind it. And it becomes a very, very expensive hobby if there's no business reason behind it. And I know, you know, Gary Vaynerchuk for a while was telling everybody, oh, you should do a podcast. Well, why? Well, the thing is, is right now, you'll hear the number that there are 2.5 million podcasts. That's true, but only less than 500,000. Have been published in the last 30 days. So it's easy to start. It's hard to keep it going. And sometimes will, people will tell me or ask me, should I be a guest or a host? And to me, I don't think it's an either-or I think it's what your goals are.

Tom Schwab: [11:13](#)

It's almost like, well, should I be an Uber driver or an Uber passenger, same platform, but different goals. So if you want to nurture your current leads if you want to nurture your current customers, then having your podcast is a great way to do it. If you want to go out and get new exposure if you want to go out and get new leads, that's where being a podcast guest can help you because you're always going out into new audiences. And so I always ask people, could you, which one of those do you need most, how big of a commitment are you willing to make, right? Because if you start a podcast, you better plan on doing it for a year. So it doesn't turn into an embarrassment. You know, how many times have we said, I'm going to do this.

Tom Schwab: [11:59](#)

And then somebody else asks you a quarter later and like, oh no, I quit that. So don't let it be an embarrassment, but that's one of the things with guesting too, is that you can do it in the seasons you want, or if you need more clients or exposure, you can ramp it up and ramp it down with that. And ask yourself, do I need more exposure? Could I grow my business, grow my brand. If more people knew about me and that's my viewpoint is, is today every business, biggest problem is obscurity, right? I don't care if you've got your minimally viable product. If you are version 1.0 of your service or your product, there are thousands, tens of thousands of people that would buy it, that they would gladly pay you money. They're probably praying that they can find a solution. And the reason they're not buying it is that they haven't found you, you know, it's an obscurity thing. And so often we don't buy the best product. We just buy the best product that we know of. So, with that, just being able to get out there on podcast interviews is a great way to talk directly to your ideal customers.

Trudy Rankin: [13:11](#)

Yes, absolutely. It is. And pardon me, it's always an interesting journey getting started with that sort of a process. I know, I know that for myself. I was, I was a bit chicken about starting a

podcast. I knew why I wanted to start it, but I was, you know, and so I had to promise myself that I would do it until I'd reached a hundred episodes. And then I would decide whether I was going to keep doing it or not. And it's quite funny because by the time you sort of hit sort of 40, 50, 60, you know, whether you're going to keep going or not, you don't have to go to a hundred and I enjoy it. I do enjoy it. So, let's say somebody decided they're going, they've figured out their why. And they know that they, they, they kind of thinking maybe a podcast might be something in the future, but for right now, they're going to do the guest podcasting side of things. What would be the best thing that they should be doing to prepare themselves for starting to reach out to people and asking if they can be on?

Tom Schwab: [14:15](#)

Sure. So I think the first thing is to find the right podcast, right? Getting on a podcast is not hard, right? There's half a million of them but you want to get on the right ones and look and say, is this a pod? My ideal listeners would be listening to. And also my ideal customers would be listening to, right. So if you're, if you're selling B to B consulting, right, there could be a great ball, a great podcast on, you know, children's football, right. But it's not a great podcast for you. So find the right one, for your audience there. Then the second thing I would say is, think of the podcast, host, put yourself in the podcast, hosts shoes. Now, who does Trudy want to have on her podcasts? And this is like true of every podcast or Trudy, correct me if I'm wrong, you want to have your friends, your friends of friends and people that you would love to have you as your friends, right?

Tom Schwab: [15:22](#)

It doesn't mean cold pitches from somebody you don't know. So with that, you know, make sure that you listen to the podcast, make sure that you leave a rating and review, right? We're all vain. We listened for our names. So put some social media posts out there. I was enjoying listening to the podcast share their content comment on it. Now, you know, Gary Vaynerchuk always talks about jab, jab, jab, right hook. And I, I probably missed a couple of jabs on there. Well, I look at it as to give, give, give ask, right? So you've given a rating and review you've given by, by sharing it on social media. And you've connected there. I know who you are now, when you reach out to give even more and say, you know, I've been listening to the podcast and I believe that I could add value to your show with this.

Tom Schwab: [16:16](#)

You know, I tell you what you give, give, give the host will be asking you to be on the show. And let me tell you how it normally happens in podcasting. Normally the podcast host gets

an email that goes dear time. I hope this day finds you. Well, I love your podcast and would love to be a guest. I get about four or five of those a day, Trudy. And you do too. The only difference is I don't have a podcast, but I am on a list. And I get people pitching me saying, they'd love my podcast and want to be on it. And it's like, I just look at that and like, think you're just lying, right? This is just a robot pitch. And other podcasters can see that. So I would, I would encourage people to do that. Now. They'll say, well, that's not scalable.

Tom Schwab: [17:06](#)

Here's something scalable. Do that on your first few podcasts, then show up on time, sounding great, adding value, show up to make the host look like a genius, for introducing you. Right? And then at the end of the podcast, when you're talking with them, thank them, saying I've enjoyed being on this podcast. If you do a good job, you can ask, you know, do you have, do you know any other podcasts that I could bring value to podcasters? No. Pod-Casters and think about it, right? If you do a good job and every podcaster introduces you to two of their friends that also have podcasts, what was that old, old commercial? And they told two friends and so on and so on, you can do that math quick and realize, wow, I'm going to be busy on podcasts.

Trudy Rankin: [18:02](#)

Yes, and I'm just smiling because it doesn't take very long before you've got two others and then two others and two others, and you don't have space in your calendar to do that many. So, you know, but, but I do want to just back up just a little bit though because it can, I, yes, I do get a lot of pitches in my inbox and most of them are from people that I've never heard of. I don't, I've never don't recognize the name. I don't recognize the podcaster. And it's usually some sort of VA service where they're, where they're pitching on behalf of somebody who's their client. And, and to me, the most important thing is, is that there has to be congruency between what they say about what they think they know about my podcast and then what they're offering.

Trudy Rankin: [18:54](#)

And I get ones where that it's just pulled apart and I'm going, no, I don't think so. You don't even know what kind of podcasts I have. You haven't listened. And, or, or they'll mention somebody's episode and then have the completely wrong thing attached to the kind of person that was speaking as the interviewee. It's quite sad. So yeah, anybody who's thinking about grabbing or using a service that helps you find guest podcast spots, make sure that make sure they do a good job, and I'm sure, you know, for your, at the end, with your service,



it was spot on, you know, the pitch that was provided to the person who approached me about having you on my podcast had it, had it spot on. So, there's some work there that, that, that people have to do when they're reaching out to other people to be asked to be on their podcast. You have to also recognize that for somebody who's been doing podcasting for a long time, is that it doesn't take there's, you know, if you're doing one podcast a week, there's only one week. And so you need to, you know, you need to think about the fact that they, they might already have a bit of a full schedule, but don't give up. Yeah. How do you find that for yourself? Yeah. Yeah.

Tom Schwab: [20:09](#) And I, I, I cringe every time I hear the word pitch, that is a four-letter word at our company interview valet. You do not say that word because to me it's so transactional and I know where it comes from. You know, let me pitch you an idea for a story, but you pitch inanimate objects, right? You pitch an idea, you pitch a story, you pitch a baseball, right. But you introduce a human being. And unfortunately, you know, with automation now it's becoming normal. Well, let me pitch you, this person, let me pitch you this person to be on the show. And I think it's, it's dehumanizing to the guest, to the host and also to the audience. Right. when, when my buddy introduced me to the woman that would become my wife, it wasn't like, Hey, let me pitch you a, a girl that I think you'll like, know that you know, that she would have slapped him. And I would have been like, no, I want no part of this. It's an introduction. So human introduction, I would like to introduce myself to you. I would like to, you know, introduce these ideas to your audience, all the rest of that. And I think even coming with that heart, it makes a world of difference and people can see that,

Trudy Rankin: [21:21](#) Yes, people can see that. And just to me, the key is getting the match right between what the listeners need and what the podcast guests can provide. And just being clearer, being clear about that. So it, I, I'm just curious, cause obviously, you've been on many podcasts as a guest. What's the worst experience that you've ever had?

Tom Schwab: [21:48](#) Wow. That's, that's interesting. I'd have to say the worst experience. I've made a lot of mistakes. The worst experience I would say was where there wasn't that congruency you know where there wasn't that chemistry where I couldn't bring value you know, early on I worked with a company for a very short time and, you know, I got, I got pitched and there was like only one company doing it at the time I got pitched to an I was



talking about inbound marketing and at the time, and they put me on a podcast called fatherhood is leadership. It was, it was a nice podcast, right. It was a Saturday morning. I can talk about fatherhood right. Four kids, but I just looked at that and thought, am I the best person? You know, because he was talking to young fathers is if you're just listening, I've got a lot of grey hair and I've got grandkids.

Tom Schwab: [22:47](#)

Right. So was I applicable to them? And I just felt like it was almost like being introduced to somebody that you, you know, at the very beginning, this is, this is not a good match. Now there are other stories too. Like I can remember being on a podcast and not checking my microphone first. And being, I had booted my computer up and you know, I talked through the entire episode at the end, the host asks me what kind of microphone I had and then pointed out, oh, I think you were being caught by your internal microphone. You know, nothing ruins your credibility more than sounding like you're calling in from a bathroom. And then in the Navy, I had, a boss that said only kids and clowns, like surprises, which one do you take me for?

Tom Schwab: [23:37](#)

Never a good conversation when it started that way. And I don't like surprises, especially on podcast interviews. So our team, we prep every one of our clients and I'm a client too. So, you know, before this, I got a brief sheet that said, you know, here's about the podcast. Here are some things about Trudy, all the social media and there's this one podcast and it was called beyond the rut. Great, great show. And one of the questions they were asking at that time was what is your favourite Renee Zellweger movie? And they asked all of their guests this, and it was like an inside joke. And so I'm reading through the brief sheet, I get to this and I'm like I know that name, but I was able to Google it. And I'm like, oh yeah, that's, that's the one from Jerry McGuire, you know, show me the money. So I could answer that. But I thought about that afterwards. And I'm like, what if I would have been caught off guard on that? And I hear this now and then where, you know, you've got a podcaster that asks the same question over and over and somebody goes, huh, I've never thought of that. And it's like, that's disrespectful to the host. And the audience is like, you're yelling. I've never listened to this show before.

Trudy Rankin: [24:51](#)

So, yeah, I've just, noticed the name of it and haven't listened properly. Yeah. So, all right, look, I can resonate with those stories. Absolutely. And, and so I want to ask the opposite

question as well as is it, you know, what, what would be an example of a time when you've just walked away thinking, wow, that's just been so great. And then what made it that way, I guess, is what I'm asking

Tom Schwab: [25:20](#) To me. I think podcast interviews work as therapy for me because often people ask me questions that I should have asked myself. And to me, the best interviews are conversations, not, Hey, here's five questions that, Hey, Trudy, I just gave you a list of questions that you should ask me. Right. Because it sounds like talking points at there, but there have been times where I've, I've had interviews, real conversations, and somebody will ask me about something and I'll have to think about it. And it brings up some memories. And my bride, God loves, I think she listens to all my interviews, and I can think of somewhere she would listen to it afterwards. And she said when you would tell them that story about your dad you started to tear up on that one, didn't you? And I'm like, yes, I hadn't thought of that story in a long time.

Tom Schwab: [26:15](#) And you know, my dad's hasn't been with us now for 20 years, but to me, those are the kind of raw, good, authentic conversations that that, that people like that, that people resonate with that are meaningful. Right. To, just sit there and talk about your, talking points, that's boring. Right. but to have an actual conversation and, and to think through things, you know, at times I'll somebody asks me a question and I'm like, ah, I don't know. I haven't thought of that before, but let's work through it here and just there. And to me, those, the ones that I enjoy the most, I always say those conversations feed my soul.

Trudy Rankin: [26:57](#) Yes that's a fantastic answer. Yes, I think, and that's what it makes me enjoy. The whole process of podcasting is, that you can hear other people's stories about what's been happening in their lives and how they've managed to make it through really tough times and come out the other side and being able to share that with other people because it creates hope for people. I'm part of a community. I talk about this community a lot, SPI pro and there was just a conversation in the community just really recently about how to choose the music for a podcast. This person was asking, how do I, how do I figure out what music to have, you know, as a, as an introduction, as an exit and, and people were giving advice and, and what sort of came out was that you want your music to reflect the way that you want people to feel about your podcast.

- Trudy Rankin: [27:58](#) So when, you know, when people are listening to your podcast, how are they feeling? Are they feeling hopeful, energetic, cheerful, or is it meant to be thoughtful contemplation of, you know, et cetera, et cetera. And, and it made me sit back and think, and yeah, what is it that I want people to feel when I have when they're listening to the podcast is I want people to be hopeful and energetic and feel energized by the fact that other people have done this. They've been able to do it successfully. Yes, it's hard work, but it is possible, you know, and for you, do you, have you come to your podcast, guest interviews with a bit of a, of an ethos about how do you want people to feel when they're listening?
- Tom Schwab: [28:39](#) That's a great question. I hadn't thought of that one. I want to make sure that I leave people sometimes with more questions than they had when they first started. Right. I want to introduce a new way of thinking, maybe something they hadn't thought of before. I think the best interviews are, if you will, are the ones where people listen to it and then go on throughout the day and think about it, or, you know, it'll come up in conversation. You can always tell someone that listens to podcasts because there'll be saying, you know, how was your snow podcast the other day? And they brought up this idea, or they were talking about this and you can tell that it's just ruminating in their head. You know, and so from that standpoint, and I realize I'm not everybody's cup of tea, right.
- Tom Schwab: [29:32](#) I want to be who I am 55 years old. I realized if you don't like me, I'm probably not going to change. If my mom couldn't change me in the first 18 years the world's not going to change me, but I want people to either turn me off or turn me up. Right. And if they turn me off, that's fine. It doesn't mean I'm a bad person. That doesn't mean they're a bad, bad person, but you know what, we don't mesh, but I want to talk to the people that you know, that are open to the ideas and, and open to thinking differently. So I don't know what music would go along with that. But I'm going to be thinking about that for sure.
- Trudy Rankin: [30:10](#) Yes I just, thought it was a great question, you know? And the fact that somebody was asking that and wanting feedback is, really cool. I just liked that idea. I had, I was smiling when you were talking about that because you're talking about, you know, people are always saying, you can tell who the people are, who listen to podcasts. And I'm a person who listens to a lot of podcasts. I, get a lot of value out of them. And one of the things that you said right at the beginning was, as I'm going to take

away and think about it. So it's a quotable quote. And that is, is that the best piece of fiction that you ever read was your business plan? I just, I had to laugh because, you know, I have, I come from a background in corporate, right.

Trudy Rankin: [30:53](#) And so as a senior manager, I've seen a lot of business plans and a lot of them, even at that level, they never get, they get written and they never get touched. And as a small business owner, if you take the time to write a business plan, that's this thick, you will never use it. So let me ask you a question about that when you were, when you were getting started and even, you know, now every year, do you still plan, how do you plan, even if it's not that like a business plan doorstep.

Tom Schwab: [31:21](#) I, I do, but at the pace, we're growing and we're seven years in. Right. And I still say, we're, we're growing, we're learning, we're figuring it out to me. A quarter is like a year. So when somebody says a three to the five-year business plan, I don't where I don't know where podcasting is going to be in three to five years, but I know where it's going to be three to five quarters. So you know, every quarter we get together with the leadership team and we go through and plan out the next quarter, which for us is like the next year. But then we're also looking for the four quarters ahead of that. So I, I look at it as, you know we look out what five quarters and for us, as fast as the market's moving as fast as we're growing as fast as it's changed. And I sort of look at that as, you know, almost like five years out.

Trudy Rankin: [32:14](#) Yeah, yeah, yeah. It's, it's fascinating. We, we use a system called an entrepreneurial operating system for all of our planning and sort of running, running the business and things like that. It's a really good system. Do you use it? Do you use something like that?

Tom Schwab: [32:28](#) We use a variation of it. I'm not, I don't use it a hundred per cent, but I know the system, I love it. And the inventor of it or the father of it is from Michigan too. So I'll take credit for that.

Trudy Rankin: [32:42](#) Yeah. You got, I got something, something in common there. Yeah, yeah, yeah. So, I, you know, that whole planning side of things is important, but it's fascinating to me how quickly the whole, that whole podcasting arena is changing. I, I don't know about you, but I'm just trying to think when it happened and would have been, it would have been, oh, several months ago. I got some notice I found out it had some way that you could submit your podcast to be on Amazon music. And, and I, I did

that and, and only just recently heard back and they said, you're in. And I thought, whoa. And I thought, okay, now, what am I now? What do I do with that? And you know, there's, there's just, there's this new places where you can be and the new way of reaching out and increasing your audience. And that's kind of interesting. Well, how was it like for you at this stage?

Tom Schwab: [33:32](#) It's interesting because when we first started, you know, people would say, so, Tom, what do you do? And I have given my elevator pitch for interview valet, they'd shake their head and go, what's a podcast. And then right around, I'd say it was probably about 2019. By this time I was, you know, we'd always ask the question before I even started. Well, have you ever listened to a podcast? And people just started rolling their eyes. Like, yeah, I don't live under a rock. You know, I know what a podcast is. And then they got really hot and all the rest of that, I think what's going to be interesting is the whole term podcast, because you know, my two youngest daughters I remember asking them, what's the pod stand for in podcasts now they're granted now they're 22 and 25, but this was a few years ago.

Tom Schwab: [34:19](#) They rolled their eyes and said, I don't know dad, what's the pod stand for it's iPod. Right. But they had never known an iPod in their life. And I think it's going to be interesting. So if it's on Amazon music, does that still count as a podcast, right. Facebook now allows you to embed or have your podcast played off of Facebook, YouTube. Most there's a lot of podcasts that are on YouTube put up there. Sirius XM you know, satellite radio bought a podcast company because they wanted the content. So it's the question. Well, if I hear it on my radio through satellite radio, is that still a podcast? I think it's going to merge and I don't care what they call it. As long as people hear me, I'm fine with it.

Trudy Rankin: [35:06](#) Absolutely. And, and it's, it's kind of interesting, just trying to keep up with that expanding universe and trying to maximize, not because you want to be big and famous, but because you want to be able to reach the people who need what we can offer. And I think that's critical. Tom, it's been fantastic having you on, on the podcast just really quickly. Is there anything that you think people should know about that we haven't talked about or haven't asked you a question about

Tom Schwab: [35:42](#) There's a few resources that I'll always share, right. I come onto these podcasts to serve. So there's a checklist that we have, you know, it's 10 questions, will podcast be marketing work for me.

Everything, is there, you know, you mentioned my book, we sell a lot on Amazon, but I give more away. So, you know, if you come to the website there's a free copy of the book. If you live in the states, I'll send you a physical copy. If you're outside the states, I'll send you an electronic version of it. And then finally, you know, if you've listened to this and it's like, wow, that's interesting. I wonder how I could do this. You know, if interview valet, could help me, well, just reach out there. We'd love to talk with you. Our mission is to help inspiring thought leaders, to want, too, introduce them, to millions of ideal customers they could serve for the betterment of all. So if that's you, we would love to talk with you.

- Trudy Rankin: [36:41](#) Fantastic. So, so just, just so that we've got it clear and we will have some of this stuff in the, or we have all of the links in the show notes, but you just want to share them, your website address again.
- Tom Schwab: [36:51](#) Sure. So just go to interview valet that's with a v.com. So [interviewvalet.com](http://interviewvalet.com).
- Trudy Rankin: [37:00](#) Fantastic. That's been, that's been great. Thank you so much, Tom.
- Tom Schwab: [37:04](#) Thank you, Trudy.
- Speaker 1: [37:17](#) [Music].