

THE *Radio* **PITCHMAN'S** PODCAST PLAYBOOK

How Podcasts Build Traffic Through Content
& Credibility For Today's Home Service
Professional

By Jim Klauck



THE *Radio* **PITCHMAN'S** PODCAST PLAYBOOK

In a world where home service companies get lost in a sea of advertising and marketing options, The Radio Pitchman's Playbook offers simple methods to get your service company to stand out online through credibility, third party endorsements, and relevant audio content.

TheRadioPitchman.com

The Radio Pitchman – Podcast Playbook

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Preface

For most of my life, I have had a love affair with arguably the best medium ever – radio. As a young boy, I would pretend to be a radio broadcaster using my Radio Shack walkie-talkies. One as a radio transmitter and the other as a receiver. In high school, I took an elective class in the basics of radio. I built my first am radio receiver with just 9 electronic parts. In college, I was a D.J. and ran the campus radio station in the position of General Manager. At an early age I was exposed to radio and had a fascination with it!

This book isn't so much about me and my history, but rather what I have learned over the decades in the Direct Response Radio industry. I've written this playbook to be read within an hour,

evening or a plane ride and arranged the content for easy digestion.

The Radio Pitchman's Podcast Playbook is written in short, concise chapters allowing you, the reader to quickly digest the information most important to you as a marketer of your business.

I've written this book as a reference guide on how to get the most exposure online with credibility, SEO, and cataloged podcasts for your clients to learn more about your business.

I suggest highlighting sections, dog ear pages, and reread chapters of interest, multiple times. The Radio Pitchman's Podcast Playbook is for the individual who wants to have their company's products or services stand apart from the pack. Also, to use a winning formula to give the credibility it needs to stand out in the busy world of

digital marketing. Don't get lost in a sea of advertising and marketing options. Learn how to use a podcast to build your brand, reputation and build credibility.

Enjoy!



— CHAPTER 1 —

Winning Companies

*“I’m not in the business of helping losers win. I’m
in the business of helping winners win more.”*

- Dan Loc, Entrepreneur

This is just something that must be said! If you don't believe you're a winner, then you must be a loser? This could be the case. Henry Ford's famous quote - "If you think you can or can't, you are right." This is so true. It's obvious to me that your state of mind will lead you to your destination. If you are positive, you will win. If you go into all new opportunities with the thought, it might fail it probably will.

The quote above by Chinese immigrant and entrepreneur, Dan Loc says it all - "I'm not in the business of helping losers win. I'm in the business of helping winners win more." This is brutal! But very fair. Once I made this a mantra of mine, I've been able to assist winning home service professionals win more.

I bring this up because I love to help others win. I really love to help winners win more! So why don't I help others who aren't winning? Well, I do,

just not with a podcast campaign. Podcasting is for big boys and girls. One must commit to consistently being heard week after week or even day after day on the internet. This takes a commitment to win the marathon, as you aren't running a sprint.

Here's the good news! Most home service companies can afford a weekly podcast program which will drive new customers to your doorstep. The demographic that is reached through podcasts are ideal. This group owns their home, they are educated, often empty nested and have the funds required to make the home improvements required. As a home service professional, I'm sure you'll agree this a fantastic target demographic for most products and services such as HVAC., Plumbing, Water Softeners, Roofing, Attic Insulation, and similar essential items for the home.

Now that we have qualified you as a candidate for podcasting, we can now move on to the beauty of how this system will predictably get you the customer you want.



— CHAPTER 2 —

Be A Podcast Rockstar

It's like being an international Rockstar!
"Hello Cleveland!" "It's a great day in Tampa!"
"How is everybody doing in Phoenix today?"
"Dallas Fort Worth – Love ya'll!" "What's up H-
Town! You know here in Houston it's hot..."

Who doesn't want to be a rockstar? The attention, the fame, and the fans. Well, I'm sure you're advertising in all the right places - Digital, television, print, referral marketing and such, are all great ways to bring new customers to your home service business.

But what if you had your own podcast platform? A unique podcast platform profiling the owner, the team members, the culture, the products, the services and the differences between you and your competitors. This would be uniquely yours. Your custom podcast program would complement your other advertising, marketing, and promotional efforts.

When I produce a unique podcast site under the Check A Pro brand for clients, I remind them to tell their prospects and customers that they have been featured on the national radio program, The Check A Pro Radio Show! People are always

impressed with the fact that a local home service provider has been featured on a national radio program.

I know what you are thinking. What do I, as a contractor, know about producing and airing a podcast? Most likely not much actually. I get it. Everything is handled by me and my team at Check A Pro. As you read this book, you will see how easy it is to have your own custom podcast platform, which profiles your business in a positive light. I detail what you need to get started, and how to put an effective promotional podcast program together, step by step.

In short, the goal of a custom podcast site is to gain credibility, inform your customers and prospects, and receive the benefits of digital marketing.



— CHAPTER 3 —

The Credibility Factor

Sure, you operate a credible company. Aren't we all operating a credible company? It's like asking the question, "Are you trustworthy?" Of course! Well just because we believe it doesn't mean our customer do.

What really makes your company credible? Oh yes, reviews. Who can say no to 457 five-star Google reviews. Well, that is very nice, but a lot of your compadres, or what some might consider the competition, also have five-star reviews to boast about. What sets you apart from the other plumbing, HVAC, remodeling, garage door repair or any other home service company?

You see, most contractors all do the same thing in terms of marketing. Google Local Service Ads (LSA), SEO, Networking, Vehicle Graphics, Radio, T.V., Billboards, etc. Who do you know that has their own podcast site with podcast episodes disguised as helpful hints from the owner of the company? Who has Alexa, Apple Podcasts, Audible, iHeart, Google Podcasts, Spotify, TuneIn, Pandora, YouTube, and many others working for them 24/7? Trust me, I invented this concept and none of your competitors have even thought about doing this!

With a lineup of podcast episodes not only on your custom podcast site, but also on the aforementioned giants, this is a no-brainer.

My podcast clients love to differentiate themselves from the so-called competition. This is so easy! The system we created at Check A Pro is simple for home service providers to plug into. It is designed for individuals who have no prior knowledge or experience in the podcasting arena.

After you have received ample accolades through the customary Google review process; it's time to turn up the 'Volume' with a credible podcast platform! Seriously, does your competition have a custom podcast site? Are the giants like Audible and Spotify 'talking' about them? When I ask if your competition has a podcast of their own, I'm not talking about XYZ Plumbing Company being asked to speak on the latest *freeze*, on someone else's

podcast. I mean have they spent the resources to build their own podcast platform.

Of course, not everyone knows how to build their own podcast platform. Don't worry we cover that a little later on.



— CHAPTER 4 —

The Influence of Podcast Giants (SEO)

We have all heard how an influencer can help our businesses. Who can we hire to be an influential spokesperson? Maybe a Kardashian? Tom Brady? or William Shatner?

O.K. let's make this simple and easy. When we build podcast sites for our clients, we embed backlinks in all associated podcasts which link back to our client's main website.

So, here's how it works! When we produce a new podcast for our client's custom site, we include keywords and add backlinks to all the podcast giants. Do you see it now? The podcast giants - Alexa, Apple Podcasts, Audible, iHeart, Google Podcasts, Spotify, TuneIn, Pandora and YouTube are your influencers. These 'influencers' work tirelessly day and night, 24/7 working to bring your podcasts to the forefront. These giants in the industry bring both credibility and backlink power to your podcast site.

What is a backlink?

A backlink is a link created when one website links to another. Backlinks are also called "inbound

links" or "incoming links." Backlinks are important to SEO.

Why are backlinks important?

Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another.

In essence, backlinks to your website are a signal to search engines that others vouch for your content. If many sites link to the same webpage or website, search engines can infer that content is worth linking to, and therefore also worth surfacing on a SERP (Search Engine Results Page). So, getting these backlinks can have a positive effect on a site's ranking position or search visibility.

A backlink is essentially the lifeblood of a business website. They're important because Google counts them in its algorithm when

determining where to place a website in SERPs. The number of high-quality backlinks affects your site ranking.

Backlinks also build brand authority. The more backlinks you have, the more authoritative you appear in your field. You can then use this credibility to grow your business, as people are more likely to trust a site that has been vouched for by others especially top-ranking podcast sites such as Apple Podcasts and Spotify.



— CHAPTER 5 —

The Podcast Library

One of the most exciting aspects of having your own custom podcast is the fact that you have a 'Podcast Library'. This podcast library allows you to have a collection of helpful tips and information for your customers and prospects.

For instance, if you are an HVAC service provider, you could have the following podcasts in your podcast library.

1. The importance of changing your filters every month.
2. What does SEER stand for?
3. How you're A/C system takes the heat out of the air through the use of coils...
4. The advantage of using a smart thermostat.
5. Why it's important to maintain and clean your HVAC system(s) twice per year.

The length of your podcast could be 5 minutes or 1 hour. We have found that a podcast between 5-10 minutes works best as most people have a

short attention span and won't listen much longer than that.

What's important to understand, is that you are building a library of information that can be accessed by anyone, at any time. When prospective customers are searching for your services, they will find your company much more credible than the other guys.

In a bid situation, you can refer your prospective customer to the episode or episodes from your podcast site that pertain to the job in question. For instance, let's say you have a prospect who is interested in getting a new roof, and they have no idea of the process to get a new roof installed. Well, the podcast on "What we do at ACME Roofing When It's Time For A New Roof – A Step by Step Explanation For Homeowners" is a perfect podcast for this prospect.



— CHAPTER 6 —

Online Relevancy

Online relevance? What does this mean? Well, if you look it up it means a lot of different things. To me it means – “What does the general population see when they view your company online?”

Everyone wants to do business with a company that is reputable and relevant. How do you get a good reputation? Maybe it's more Google reviews. Maybe it's testimonials from happy homeowners on your website. Maybe it's an 'A' rating with the Better Business Bureau.

I ask my clients, "What is seen when someone does a Google search for your company?" Hopefully, your company's website is at the top of the first page. I actually saw an organic search result pop up on page one of Google for the competition, when I searched for a garage door repair company. This is unacceptable!

All organic results, which appear in the search for your company, should be about you and your company. When a podcast result appears on Google, referencing your company, and originates from platforms such as, Alexa, Apple Podcasts,

Audible, and iHeart Radio, you know you are in a good place.

So, go online now and type in your company name into the Google search bar. You know your customers and prospects will. What do you see? If all is working well, you should see your company at the top of the first page. Here's a hint: use a URL (website address) with your name in it. So, for instance if your company is, ACME Doors, Windows, and more, don't use a URL such as, acmereno.com. I know that you don't want a long website address, however, I suggest a relevant name. In this case, maybe acmewindows.com

When we build podcast sites for our clients, we always use very literal website addresses, as Google is literal. Google always will search for exactly what you put in to search bar. For instance, we use URLs like
ecogaragedoorrepairserviceaustintexasradioshow.co

m. When a homeowner types in “Eco Garage Doors” in Google’s search bar, not only does their main site show up at the top of Google but results from their podcast site, Apple Podcasts, Google Podcasts, Audible, Spotify and more also show up on the first page of a Google search.

Now that’s being relevant and therefore more credible and reputable!



— CHAPTER 7 —

Third Party Endorsement

We all think we are the best at what we do! We hear this all the time from business owners. “Not to brag but most other HVAC companies can’t compare to our services.” Is it true? It may well be true!

Even if it is accurate, nobody wants to hear from the person who claims to be so great. Let someone else brag about you. You do it all day long with reviews from Yelp and Google. Why not try something that most others haven't even considered.

Ah yes, the third-party endorsement. This is a beautiful thing. Did you know that people really buy into this? Have you heard of Kylie Jenner? Yes, Kylie is the daughter of Bruce Jenner and Chris Jenner.

Kylie is a billionaire! Yes, with a 'B', not millionaire but billionaire and has achieved this by a young 21 years of age, by hawking goods and services to people around the world. Kylie is a trusted voice and personality who endorses the products she showcases.

So, who is your Kylie? Over the years I have worked with the likes of Dave Ramsey and other

national personalities to endorse and promote my businesses. This truly makes a huge difference in terms of credibility.

My clients generally put the third-party endorsement toward the top of the reason list, as to why their podcast campaign is so effective.

O.K., who is your Kylie, Dave Ramsey or...?

My clients use me, Jim Klauck, a.k.a. Check A Pro Joe as their third-party endorsement. A well-established company which has been vetting contractors since 2005; Check A Pro prequalifies all its contractor clients including a check of proper insurance while at the same time places its clients on a pedestal and offers a strong endorsement.

On the podcasts, I refer to myself as ‘Check A Pro Joe’ and it goes something like this – “Check A Pro Joe here - with my friend Billy Jones from Acme Garage Door Service in Cleveland, OH. On

the program today Billy is going to explain the importance of regular garage door maintenance...”

Remember, have someone else tell everyone else how great you are!



— CHAPTER 8 —

The D.I.Y. Kinda Guy

We all have stories of the D.I.Y. guy. He says, “I can repair my own garage door” or “I’ll do my own plumbing”. This rarely works out well for most. This is something that occurs in all industries. We are all better off if we just keep to our core competencies and let the experts do their jobs.

Having worked with home service professionals for 20 years, I know how frustrating it is to hear that a homeowner doesn't want to pay your fee and they will do it themselves.

Believe it or not this happens in my business as well. Everyone seems to be an expert at everything! Really!? Come on, stick to do what you do best, and I will as well.

If you want some tips and advice, I'm always willing to hop on a call and help you out with your project.

Remember, what I had mentioned earlier in the last chapter, a third-party endorsement is better than you telling the listener how great you are. Too often we want to 'Toot' our own horn. This may seem fine but does not come off well in a radio or podcast format.

I've been using radio and podcasts to promote my business for years. I'm very careful not to boast

about myself. However, I have had national radio personalities such as Dave Ramsey, Dennis Prager, and Sebastian Gorka endorse me and my company. This makes my brand even more credible.

I have a C.P.A. and other professionals to assist me in my business. You've heard the famous quote, "A lawyer who represents himself has a fool for a client."

The moral of story is to have others boast and brag about you. It's fine to be a guest on someone's show but don't be your own guest. It never works!



— CHAPTER 9 —

Standout From The Pack

“Competition is for SISSIES!”

- Grant Cardone, Entrepreneur & Author

Grant Cardone is an entrepreneur and businessman, and he can be harsh! However, I totally agree with him when he says, “Competition is for Sissies!” So, what does Grant mean by competition is for sissies?

Well, why are you competing so hard? Why are doing what everyone else is doing? “My competition is doing billboards, so I’ll do billboards.” “Other providers in my space are buying local T.V. spots, so I’ll buy some T.V. as well.”

Have some imagination pal! Yes, let’s include all the necessary advertising, marketing, and promotion like, Google, Vehicle Wraps and the like. But let’s think outside the box a bit. Let’s be different from the competition. We don’t want to be same as all the others in our space.

Since I quit my job and left the corporate world in 2003, I have created companies that were totally

unique. I never had direct competition for what I did. This allowed me to sell easily and charge a rate that could not be compared.

There are so many ways to ‘standout from the pack’. Having your own podcast platform is one of them. Imagine that you are in a bid situation. You are one of 3 contractors the homeowner is considering. Is it price? I hope not. Even though price is often the factor in a purchasing decision, it isn’t everything to be considered.

Most buyers will purchase on value, and not just price. How valuable would it be, to have a custom podcast site, that you could refer to while in the bidding process. How does this work you may ask? Well, with the ‘Podcast Library’ you have built, you can copy and paste a link to a podcast which is relevant to the job you are bidding.

Let’s say you are a roofer, and you are bidding on a roof replacement. The owner of the home

wants the best job at the lowest price. So, you tell them about your warranty, how many years you've been doing roofs, testimonials, pictures, you know everything!

But is it everything? Did you tell them that you have been featured on the "Check A Pro Radio Show" and that you discussed just this type of project on the program?

This is where the third-party endorsement comes in. It goes something like this – "Mr. Smith, I know how important it is to get the job done by a reputable roofer. As I explained we are reputable and experienced here in Anytown, USA. Just 3 weeks ago I was interviewed by Check A Pro Joe on his national home improvement radio show. Let me text or email the segment from our podcast site. We discussed a roof job just like yours on the show."

Well, that should make a difference! Oh, and by the way it does :)

Hopefully, this book has given you some ideas on what needs to be put into a successful podcast platform.

I know how exciting it is to launch a promotional program which is unique and helps you stand apart from your competition. Remember what Grant Cardone says, “Competition is for Sissies.” Think differently and get original.

I’m here to answer all your questions regarding your new custom podcast platform and will help guide you every step of the way.

Live Your Dream!

- Jim Klauck, *The Radio Pitchman*

About The Author

Jim Klauck is a radio fanatic! At an early age Jim was fascinated with radio and its unique ability to engage the listener while in the car, living room, kitchen, garage, garden or just about anywhere.

He is known as “The Radio Pitchman, the guy who makes the phone ring for his clients.” Jim is the author of two other books, Meet Check A Pro Joe and The Radio Pitchman.

His education includes a B.S.B.A. from the University of Hartford with a major in Marketing and minor in Communication. Jim would tell you that his experience at W.S.A.M., the university’s student run radio station was the greatest benefit while attending college.

Jim is the founder and president of Check A Pro, a referral-based marketing company, based in Houston, Texas. He has spent his career helping

small businesses grow through the magic of Radio & Podcasting.

Jim has been married to his wife, Robin for 24 years, and they have two wonderful children, Jimmy and Ashley.



Jim's First Gig
Circa 1985

WSAM Radio
The University
of Hartford

CONNECT WITH JIM
jim@theradiopitchman.com



JOIN OUR GROUP OF WINNERS

