



# BOSS Webinar

## Leveraging What You Know

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- CREATING PODCASTS THAT POSITION YOU AS THE EXPERT







- STEPS TO LEVERAGING WHAT YOU KNOW
  - PICK A TOPIC THAT YOU ARE THE EXPERT IN
  - DESIGN A SERIES OF SHORT DISCUSSIONS ABOUT THE ELEMENTS OF THE SUBJECT
    - SERIES OF 4 WORKS BEST (IT AVERAGES ONE NEW EPISODE EVERY WEEK, EACH MONTH)
  - WRITE A SCRIPT/TALKING POINTS PAPER
  - RECORD EACH SESSION
  - CLEAN IT UP
  - POST IT, SHARE IT, DISTRIBUTE IT

- FLIP THE TABLE
- SYNERGIZE YOUR PODCAST WITH YOUR OTHER MARKETING EFFORTS
- CREATE MORE THAN ONE MARKETING ACTIVITY SIMULTANEOUSLY
- BECOME THE EXPERT IN YOUR SUBJECT – IN YOUR MARKET



# **TAKE AWAYS**

**IT'S EASY AND FUN TO CREATE A PODCAST**

**IF DONE WELL IT WILL ENHANCE YOUR IMAGE IN YOUR MARKET FOR YOUR PRODUCT OR SERVICE**

**USE IT TO LEVERAGE YOURSELF AND BECOME THE "GO-TO GUY OR GAL" IN YOUR MARKET – THE LOCAL EXPERT.**

**WHEN THEY BEGIN TO ENGAGE YOU FOR ADVICE THEY ARE "PRIMED" FOR AN OFFER – EVERYTHING IS AIMED AT THAT.**



- Mike Kozlik is the President of Advantage Resources Inc., a privately owned business consulting firm in Birmingham, AL; ARI owns the TAB Central Alabama Franchise.

- The “Mike Kozlik Show” can be found at:

<https://www.buzzsprout.com/842494>

Or Contact Mike for More Information:

[mike@TABCentralAlabama.com](mailto:mike@TABCentralAlabama.com)

*MitziJane Media* is the media firm that is both a TAB Member, and ARI's marketing support firm.

MJM manages clients social media campaigns and does the posting every week on multiple platforms; they also create content over and above the TAB provided content; and they Produce and Engineer the “Mike Kozlik Show” – a weekly business PODCAST.

You should avail yourself to speaking with Mitzi about what MJM can do for your business in your market.

Call her at: (205) 862-0629 (tell her I sent you)

