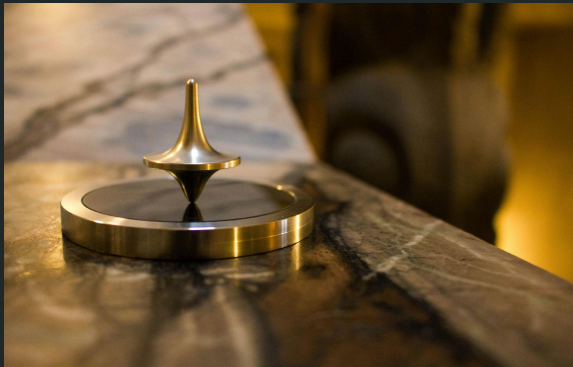


SPIN™ Your Podcast Guesting to Maximize ROI



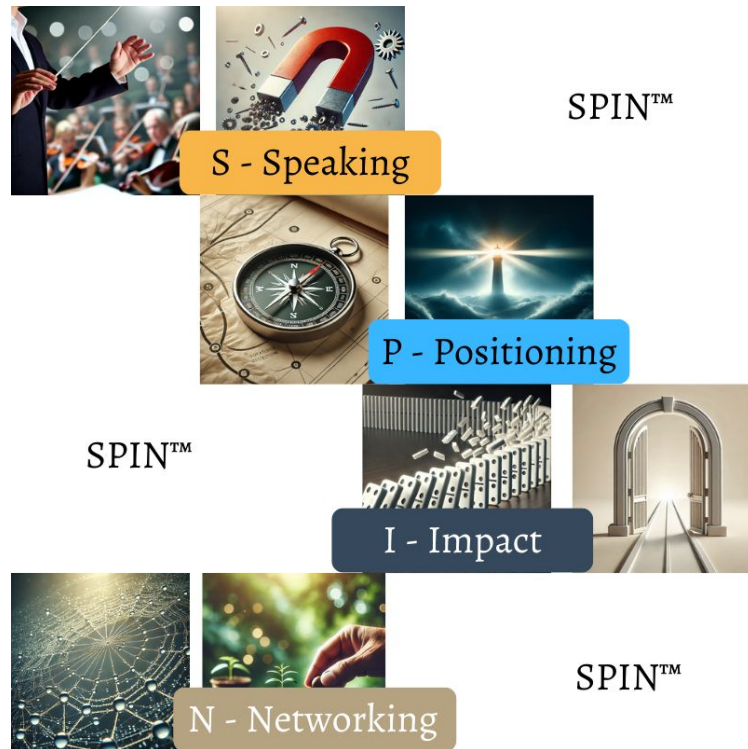
By Josef Schinwald



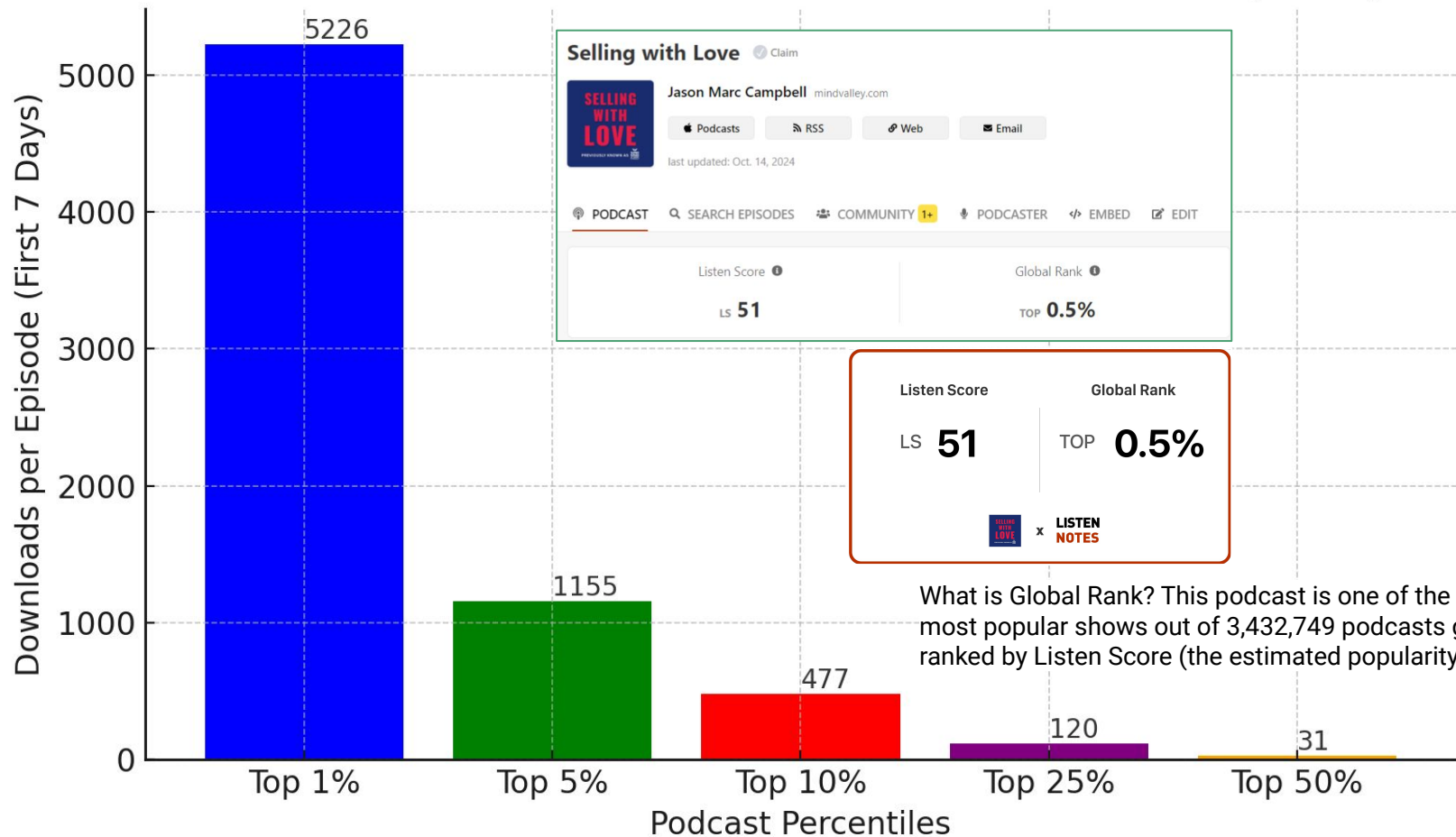
How Speaking, Positioning, Impact, and Networking Can
Transform Your Podcast Appearances into Profit

Welcome to SPIN™

- **In the next 30 minutes**, I'm going to show you how you can turn a single podcast appearance into **4, 5, and even 6 figures in new business**—without spending a dime on ads or complex funnels.
- By making just a few **small tweaks** to your podcast guesting approach, you can transform every interview into a **client-generating machine**.



Audience Reach for Different Podcast Percentiles (2023)



Testimonial



"I have personally worked with Josef and had a great experience. He has a lot of knowledge and insights so that you get a great ROI. His strategic podcast bookings and expert coaching, especially his SPIN™ method have directly contributed to me making up to five-figures of revenue per show. The high-impact shows have elevated my visibility, but it's Josef's guidance that truly maximized my results."

— Daniel Packard



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[Daniel Packard](#)

Anxiety Solution Expert & Performance Coach



"Josef is a master of his genre and truly understands the podcasting business. He secured top-notch podcasts in my field, ensuring I reach my ideal clients. Josef is highly supportive, generous with his time, and provides precise data to keep me informed throughout the process. Guest Experts on Air impresses with their seamless guest requests, professional introductions, and efficient follow-ups. Their attention to detail is exceptional. I highly recommend Josef and Guest Experts on Air."

[Dr. Melissa Robinson-Winemiller](#)

Helps leaders maximize personal & business potential through the effective leverage of EQ and empathy



"I am thrilled with the outstanding results delivered by Josef Schinwald. His expertise led to numerous high-quality conversations that have been invaluable. Beyond that, I now possess an array of useful recorded segments, perfect for enhancing my promotional efforts. These excellent video clips have become a key asset for my website and social media presence. I wholeheartedly recommend Guest Experts On Air for anyone looking to elevate their promotional strategy."

[Jon Freeman](#)

Thought leader in the Graves development theory and a DeepChange master trainer in emotional and spiritual intelligence.

Who is This Webinar For?

- This webinar is for professionals who are ready to see **real, measurable results** from podcast guesting.
- If you've been guesting on podcasts without seeing a return, or if you're struggling to turn appearances into leads, this is for you.
- Learn how to use podcasting as a tool for **business growth, visibility, and client acquisition.**



What You'll Achieve Today

- You'll learn how to turn every podcast appearance into a **client-generating opportunity**
- Gain **actionable strategies** to increase your **visibility**, generate **leads**, and drive **sales**.



How to Get the Most From This Webinar

- Stay until the end to access **exclusive resources** that will help you start seeing results right away.
- I'll guide you step-by-step on how to implement these strategies on your own, or you'll have the option to work directly with me for **faster results**.
- My goal is to make sure you leave this webinar **ready to take action** and get real returns from your podcast guesting.



Who am I



- **Who Am I?:** I'm Josef Schinwald, a seasoned media expert and CEO of a Premium Podcast Agency called Guest Experts On Air. I have helped hundreds of professionals transform their podcast appearances into tangible business growth.
- **Why Should You Listen to Me?:** Over the years, I've booked over 5,000 podcast interviews, helping clients generate leads, boost sales, and establish authority in their industries.
- **My Story:** Like many of you, I struggled to see results from podcast guesting at first. But then, I discovered a few key strategies that changed everything.
- **The Turning Point:** Through trial and error, and thanks to my clients - I developed the **SPIN™ Method**, a proven framework that turns every guest appearance into a client-generating opportunity. This discovery is what I'm sharing with you today.

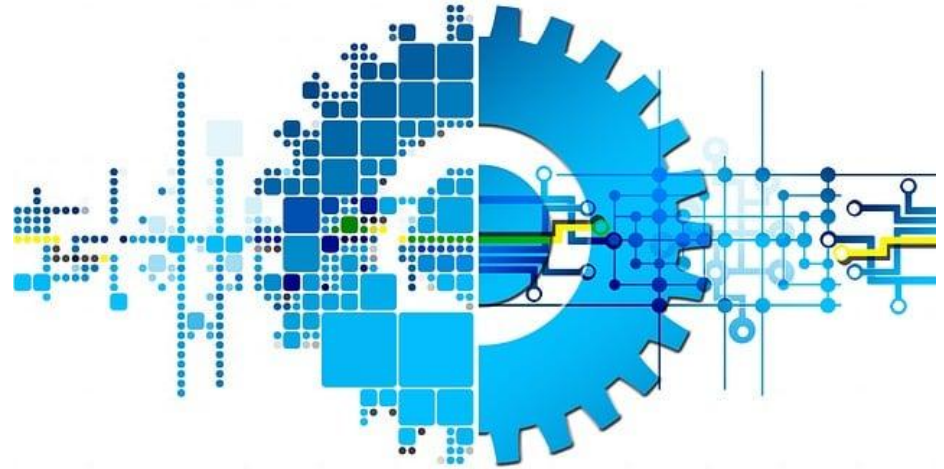
Why Podcast Guesting Can Deliver 10X Returns

- Podcast guesting is one of the most **cost-effective** ways to build **trust**, **authority**, and **high-quality leads** with your ideal audience.
- I'll show you how, with the right approach, you can achieve **10X+ returns** from a single appearance.



What Does Podcast ROI Look Like?

- **Lead Generation:** Convert listeners into prospects with **clear calls to action** that move them into your funnel.
- **Sales Growth:** Position yourself as an expert, increasing trust and driving **sales** of your products or services.
- **Brand Awareness:** Boost **visibility** and establish your brand as a leader in your niche.



10 Blind Spots Preventing You from Achieving Podcast ROI

1. **Losing Interest:** Not able to keep the audience's attention.
2. **Missing Emotion:** Not engaging the emotional brain through storytelling.
3. **Lack of Control:** No control over the flow of the interview.
4. **Over-Talking:** Talking too much without taking pauses.
5. **Poor Listening:** Not listening actively during the interview.
6. **Selling on Air:** Trying to sell during the interview.
7. **No Offer:** Nothing to sell after the interview.
8. **Weak Connections:** Not building relationships with the host.
9. **Insufficient Research:** Not researching the host or the audience.
10. **Average Bookings:** Getting booked on average podcasts with small or irrelevant audiences.



SPIN™ Method: The Solution to Fixing These Blind Spots

The **SPIN™ Method** addresses these 10 Blind Spots directly:

- **Speaking:** Captivating and engaging the audience from the start (fixing blind spots 1, 2, and 4).
- **Positioning:** Booking the right podcasts to reach relevant audiences (fixing blind spots 9 and 10).
- **Impact:** Using clear CTAs and an optimized website to convert listeners into leads (fixing blind spots 3, 5, and 7).
- **Networking:** Building long-term relationships with hosts and audiences for future opportunities (fixing blind spots 6 and 8).



S: Speaking



Quote:

"The most powerful voice is the one that speaks with purpose." – Winston Churchill

Metaphor: *The Orchestra Conductor* – "Just like a conductor directs an orchestra, the speaker must guide the conversation, ensuring every word creates harmony."



Quote:

"It's not what you say, it's how you say it that keeps them listening." – Lilly Walters

Metaphor: *The Magnet and Steel* – "Words are like a magnet—carefully chosen language pulls the audience in."

Speaking: Fixing Blind Spots 1, 2, 4

Blind Spot 1: Not keeping the audience's interest—Fix this by using **curiosity hooks** and telling **compelling stories**.

Blind Spot 2: Not engaging the emotional brain—**Storytelling** is key to bypass objections and connect emotionally with listeners.

Blind Spot 4: Talking too much—Learn when to **pause** and let your message sink in. Silence can be powerful.

Speaking: The Hook That Changed Everything



Anna dreaded podcast interviews—nerves took over, and she failed to connect with listeners. She was losing out on clients, with missed opportunities costing her \$60,000 in potential revenue. We worked on a personal story hook: *“I almost lost my business, but one decision turned everything around.”* The emotional connection drew listeners in.

Outcome: Anna’s confidence soared, and her podcast appearances brought in \$60,000 in new clients.

Moral: Facing your fear of speaking unlocks a wealth of opportunity.

The Anatomy of a Curiosity Hook

A powerful curiosity hook sparks interest and keeps listeners engaged. Here's how to craft one:

1. **Outrageous Promise** – Make a bold or unexpected claim that grabs attention.
2. **Without...** – Follow it up by removing a common obstacle or concern (e.g., "without spending a dime" or "without leaving your home").
3. **Time Limit** – Add a sense of urgency or brevity by mentioning how quickly you'll explain it (e.g., "in just 5 minutes").

This structure hooks your audience and leaves them eager to hear more.



The Anatomy of Storytelling for Podcast Guesting

A great story captures attention and connects with the audience on a deeper level. Here are the 4 key elements:

1. **The Problem** – Start by identifying a relatable challenge or issue.
2. **The Implementation** – Share the steps or actions taken to address the problem.
3. **The Outcome** – Reveal the result or transformation achieved through the actions.
4. **The Moral of the Story** – Wrap up with a key takeaway or lesson, leaving the audience with something to reflect on.



P: Positioning



Quote:

"If you don't position yourself, someone else will." – Jack Welch

Metaphor: *The Compass and the Map* – "Positioning is your compass, guiding you to the right podcasts."



Quote:

"Positioning is not what you do to a product. It's what you do to the mind of the prospect." – Al Ries

Metaphor: *The Lighthouse in a Storm* – "Proper positioning is like a lighthouse, cutting through the noise and guiding your audience to you."

Positioning: Fixing Blind Spots 9 and 10

Blind Spot 9: Not researching the podcast host, audience, or show—Fix this by using **tools** like Listen Notes to find relevant shows.

Blind Spot 10: Getting booked on average podcasts—Focus on podcasts that have **engaged audiences** and align with your goals.

Positioning: From Invisible to Irresistible



Michael was appearing on all the wrong podcasts, losing time and money with no return. His \$80,000 opportunity cost was due to targeting too broadly. We repositioned him on niche podcasts that aligned with scaling entrepreneurs' urgent needs.

Outcome: In just three interviews, Michael generated \$80,000 in new business.

Moral: Success isn't about being everywhere; it's about being in the right place.

ChatGPT & Listen Notes

Identifying the right podcasts

- Pitch Document - in Resources under SPIN Workbook
- Podcast Tracker Sheet - in Resources under SPIN Workbook
- [ChatGPT](#) - in Resources under Tools
- [Listen Notes](#) - in Resources under Tools

Impact



Quote:

"Your website is the window of your business; keep it fresh, keep it exciting." – Jay Conrad Levinson

Metaphor: *The Gateway* – "Your call to action is the gateway that invites listeners in."



Quote:

"You can't just speak and expect results. Action must follow your words." – Tony Robbins

Metaphor: *The Domino Effect* – "Each podcast appearance is like a domino, triggering a chain of results if executed properly."

Impact: Fixing Blind Spots 3, 5, and 7

Blind Spot 3: **No control over the interview flow**—Guide the conversation by preparing key talking points and **guiding questions**.

Blind Spot 5: **Not listening actively**—Stay present in the conversation to build **rapport** with the host and audience.

Blind Spot 7: **Nothing to sell after the interview**—Have a clear **offer** or **free resource** that brings listeners into your ecosystem.

Impact: One Simple Shift = \$50,000



Lisa's podcast appearances drove traffic, but no conversions—thousands of potential clients lost. The problem? A lack of clear direction on her website. We simplified her landing page with a strong, actionable CTA that resonated with her audience.

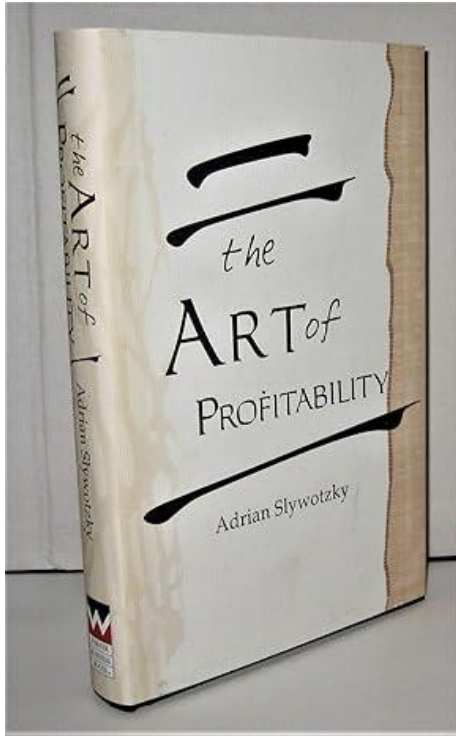
Outcome: One tweak turned \$50,000 in new business from a single interview.

Moral: A clear call to action turns listeners into clients.

Demo of 3 websites that have what it takes...

1. <https://www.danielpackard.com/>
2. <https://rachaeljayne.com/>
3. <https://faisalhoque.com/>
4. <https://matthewpollard.com/>
5. <https://bodhialdridge.com/>
6. <https://donnagriffit.com/>

Profit Models Driving Podcast ROI



1. **Customer Solution Profit:**
 - **Example: Nike** – Personalizes fitness solutions based on customer insights, enhancing engagement and conversion by addressing specific audience needs.
2. **Pyramid Profit:**
 - **Example: American Express** – Offers tiered credit card options, catering to various customer segments and increasing overall profitability through tailored benefits.
3. **Multi-Component Profit:**
 - **Example: Adobe** – Generates diverse revenue streams through multiple subscription services (Photoshop, Illustrator), optimizing offerings to meet different user requirements.
4. **Profit-Multiplier Model:**
 - **Example: Tesla** – Uses successful media appearances to create buzz, amplifying demand for its products and driving further sales opportunities.
5. **Specialist Profit:**
 - **Example: Salesforce** – Positions itself as a leader in CRM solutions tailored to specific industries, enhancing its appeal and establishing expertise in niche markets.

N: Networking



Quote:

"Your network is your net worth." – Porter Gale

Metaphor: *The Spider's Web* – "Networking is like weaving a web; each connection strengthens the network and leads to greater opportunities."



Quote:

"The currency of real networking is not greed but generosity." – Keith Ferrazzi

Metaphor: *The Seed and the Garden* – "Networking is like planting a seed; with time and care, it grows into a flourishing garden."

Networking: Fixing Blind Spots 6 and 8

Blind Spot 6: Trying to sell during the interview—Build **trust** first, then use post-interview marketing funnels to sell.

Blind Spot 8: Not building relationships with the host—After the interview, follow up and nurture the relationship to create **future opportunities**.

Networking: Turning One Interview into a \$100K Partnership



James treated podcasts as one-offs—missing huge opportunities. By following up with hosts and exploring collaborations, he shifted his strategy. One host turned into a six-figure business partner.

Outcome: A single follow-up led to a \$100,000 collaboration.

Moral: Relationships don't end after the interview—nurture them.

SPIN™ Assessment: Know Your Strengths

- Curious where you excel in podcast guesting? My **SPIN™ Assessment** will help you discover your strengths in **speaking, positioning, impact, and networking**.
- Get **personalized insights** to understand how you can improve and maximize your podcast guesting ROI.
- I'll provide **exclusive access** to the SPIN™ Assessment at the end of this webinar.

Resources Page

Seize our special offer from the webinar or podcast and put your newfound knowledge into action. 50% OFF for a Limited Time.



Take advantage of Josef's invitation to schedule a Zoom call, where you can explore your podcast guesting opportunities.



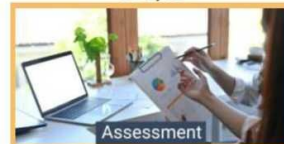
Download Josef's insightful ebook or audiobook to discover how to secure bookings on impactful high-end podcasts.



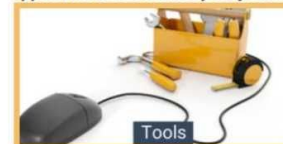
With our SPIN™ Workbook and resources from the interview and webinar, you'll be a pro-level podcast guest in a flash.



Take our online assessment to evaluate your podcast guesting skills. You might already be a pro!



Explore our curated list of essential podcast guesting tools, research resources, and AI applications to enhance your journey.



Transform Your Podcast Guesting Journey

Eliminate Costly Mistakes

Ditch the 10 blind spots that drain your podcast ROI, such as weak hooks and poor positioning. Start captivating your audience from the first moment.

Instant Expert Coaching

Unlock two free 30-minute coaching sessions packed with actionable insights to supercharge your podcasting strategy.

Target the Right Podcasts

Get on the right shows that resonate with your ideal audience, maximizing your visibility and engagement.

Turn Listeners into Clients

Transform curious listeners into loyal customers with compelling calls to action that drive conversions.

Elevate Your Impact

Build Lasting Relationships

Forge meaningful connections with podcast hosts, paving the way for future collaborations and opportunities.

Save Time & Money

Skip the trial-and-error phase. With the proven SPIN™ method, achieve rapid results without wasting resources.

Proven ROI System

Utilize a strategy that has generated substantial profits for hundreds of successful professionals.

Bonus Interview

Receive an exclusive 4th interview at no additional cost, amplifying your reach and influence in the podcasting world.

Personalized Support

Experience tailored coaching and a discovery call to address your unique challenges, ensuring you stay on the path to success.

Act Now: Your Investment for Transformation

The Cost of Inaction

Time is of the essence. Every moment of hesitation is an opportunity lost. Don't let ineffective strategies keep you from success. Take action now to transform your podcast guesting experience and unlock the results you deserve.

Your Investment for Transformation

With a minimal investment, you can access this comprehensive package designed to elevate your podcast guesting journey. Benefit from instant expert coaching, personalized support, and proven strategies tailored to ensure your future success.

Exclusive Webinar Offer: 4-Interview Package + Coaching

Get **50% off** a package that includes **4 podcast interviews** and **2 x half an hour of personalized coaching**.

I'll help you avoid common mistakes and guide you through the process of **maximizing your podcast guesting results**.

This offer is designed to **fast-track your success** and ensure you're fully prepared for **high-impact podcast guesting**.



The Webinar Offer

3 Bookings for \$899 plus an extra Booking and 1 ½
hours Coaching \$550 = \$1449

You pay only \$699 for 4 Bookings plus Coaching at no extra cost to you.

Your price today is only \$699

50% Discount for Attendees who act now

Ready to Take Action?



Book your discovery call today to start implementing everything we've discussed.

Visit the **resource page** for exclusive tools, downloads, and next steps to begin transforming your podcast guesting into measurable success.

Let's work together to turn your next podcast appearance into a **client-generating opportunity**.

[guestexpertsonair.com/resources/](https://www.guestexpertsonair.com/resources/)