

S2: E153: What if you didn't *need* social media to grow?

Welcome back everyone to the Your Legacy Brand Podcast.

I'm super excited today to introduce you to our incredible guest, Dustin Riechmann. Dustin is a serial entrepreneur and the founder of Seven Figure Leap.

He specializes in helping mission-driven experts build seven-figure brands by telling their story.

Dustin specializes in teaching profitable podcast guesting, so we are going to talk about that today and other tactics and so much more.

So Dustin, welcome to the show.

Yeah, I'm grateful to be here, Tiffany. I'm excited to share the microphone with you. I'm sure we're going to have a lot of fun, hopefully add some great value for your listeners.

Absolutely, that is the goal. And so we met at PodFest last year and super excited. We're both speaking this upcoming year.

And when a mutual friend introduced us, I was like, oh, this guy is the real deal. I just immediately had that feeling that I get when I'm like, this person's aligned, they have the same values, all of those good things.

And so the more we got talking, I knew that you would be a great resource for my community because so many of them, coaches, speakers, authors, either have a podcast or want to have a podcast or neither of those things, but they want to grow their business. And so podcast guesting is a big thing on their mind. So I'm really excited to dive into all of that soon.

But before we do that, I'd love to hear your backstory. And I don't even think I've heard your full backstory. So I'm eagerly wanting to hear, how did you get to where you are now in your business? And what were the steps you took?

It's a great question. I get asked this all the time because people are like, wait, your whole business is podcast guesting? I've never heard of that. Or if I've heard of it, I didn't know people did that as a thing.

And so yeah, for context, my professional background was actually in engineering. So I went to school for civil engineering and had a 17-year career doing traffic engineering as a specialty.

And throughout my career, I got a lot of joy out of that career and it did a lot of cool things for me. But really throughout that whole time, I had this entrepreneurial itch to scratch. And so I was a big time side hustler.

And so actually marriage ministry that my wife and I were doing way back in 2009, and the heyday of blogging was my first opening into online business.

And so I went and created a website and started writing and wrote a book and kind of got pulled into online through that.

And then that really pulled me over into digital marketing.  
I was like, I really like this a lot.

And so I wrestled for several years, probably several years too long with maintaining an engineering career while having several different online businesses.

So finally, in 2018, I quit the engineering job, went full time on myself and started doing marketing consulting of different shapes and sizes.

A pivotal part of that was I met someone who was a local client of mine, he actually owned a third generation family butcher shop of all things.

And I was helping him with marketing and getting the email list established and things like that. And one day, he said, hey, now that you're full time, do you know how to sell stuff online?

And I was like, yes, I do. Like, what do you have in mind? And so we launched a whole new brand and it was called Fire Creek Snacks, and it was selling meat sticks.

So people are following along as yes, engineering, marriage, marketing, now meat sticks. And this actually is really relevant because that business did a lot of different things for me.

It took me on the road and we started doing trade shows and learned like the whole different side of the world with wholesale and brick and mortar and a whole different skill set really of sales and marketing.

And then in 2020, while literally driving to a trade show, everyone can remember, you know, March 2020, where were you? I was driving to Chicago for a trade show, got a phone call, like, go home, it's canceled. I came home and a lot of these local businesses I was serving were shut down.

And so I was really left at a loss. Honestly, I was pretty beat up and had three kids trying to do online learning at home and a wife who's a special ed teacher who's also trying to be in the same space that I'm recording this in today.

And I said, How am I going to grow this brand, this Firecreek Snacks brand, if I can't go sample and like be in front of people, because that's how we were doing it.

And so I realized at some point in that journey, that I listened to a lot of podcasts, there's all these founders I really respected, I learned a ton from, I'm like, if these people with pretty large brands are out here telling the story of their brand and teaching people what they know, there must be something to this.

So summer 2020, I pitched my first podcast and got on there, had a ton of fun realized that the story actually had a ton of value to people. And that really was, you know, the big inflection point.

And so I did that for about 18 months for that brand. Just that was our main marketing driver was me being the spokesperson being on podcast.

And then you know, people started noticing and said, Hey, Dustin, can you help me with that? And I said, Sure.

So then this coaching arm of what we did sort of emerged from that. And so yeah, I did that for a couple years where I was the partner and Firecreek Snacks and doing some on kind of side hustling coaching.

And then finally, about three years ago, I realized this was definitely the thing it was really taking off and people had a really had a form and function for it.

So for the past three years, you know, exited Firecreek, shut down all the other side hustles, quit doing consulting. And so I've been full time focused on what we now call seven figure leap, which, as you said, in the intro, we work with coaches, consultants, agency owners, a lot of the same folks that you help with brand, we help with podcast guesting as a marketing channel to Yeah, just to generate leads, grow awareness and ultimately help them, you know, build hopefully a seven figure brand out of their expertise.

So that's kind of the that's the actually the short version.

But that's, that's kind of the long and winding road of like, how did Dustin end up doing podcast guesting as like a thing that that's it.

People always love hearing those journeys, too. Because, you know, whoever's listening wherever they're at in their journey, they're like, Oh, yeah, Ben, they're done that through like the different navigation, or they may be still in their, you know, corporate career and saying, Okay, I really need to get, you know, moving on this.

So, yeah, I just love sharing that. And I didn't I remember the meat sticks, but I didn't know even before that. So it's so fun to learn.

So yeah, let's get into it a little bit. So you know, you teach specifically how podcast guesting can add seven, six, or even seven figures to your business. And one thing that I talk about a lot with my community is being social media optional.

So some of my clients love being on social media, like they they like being on other platforms. That's totally cool myself, I've, you know, gotten off all the platforms, except right now, I'm just on LinkedIn. And that may shift and change.

And so it's not one of those things of like, Oh, you have to be completely off or it's just this platform. I think it's really unique. Like when we're doing the branding process, we look at what really makes sense for each person unique for them, right.

And one tactic that I often share with people is the podcast guesting. But again, then that's not my sweet point where I'm like, this is how you do it. And this is how you approach it.

So that's where I think it's so beautiful. It's one way that I've built my audience is, you know, through partnerships and podcast guesting. And I think either, you know, there's a couple different camps of people who think like, well, I'm, I'm not there, I don't have my own podcast, so I can't do podcast guesting, or, you know, I'm not big enough to do that, like people have all these thoughts.

So let's just kind of boil it down. And just, I just love to start hearing, like, how does it even work if people really don't have any clue? And then, you know, what are some of those tips on how to get started?

Yeah. So for your audience, this may resonate. So a common phrase I hear pretty much daily at this point is, man, Dustin, I love what I do. I'm really good at the work that I do. I'm not that good at marketing.

And so my whole goal and the way that I view this is, what if the thing you do, you're teaching, you're coaching, like, how you level on your clients, like, what if that became your marketing?

And I feel like podcast guesting is a really unique opportunity to kind of marry those two things up, right? Where it's like, let's just take the thing you're already good at the thing you already love to teach and talk about, and put you in front of someone else's audience. So you can be an expert there. And then that will attract your ideal clients over into the core work that you do and, you know, get you paid and grow your business.

And so that's like the one kind of overarching thing I want, you know, people to kind of hear. The other thing I would say is, you know, we grew Firecreek Snacks kind of from the ashes, you know, into a seven figure company, of course, never had a podcast for that.

And in this company, we grew to seven figures in less than two years. And we hit seven figures in this business before I ever had a podcast, I do have a podcast. Now I believe in having a podcast, I do believe guesting should come first.

And I also think that the podcasting as a host can be optional, like it's really cool. It's, it's very powerful. It's a great way to form partnerships. I do it.

So I'm not saying don't do it. But if you're sitting here looking like, should I start a podcast? Or like, you know, is there a better way? I'm pretty strong in the opinion that start with guesting, it'll get you more clarity, you can start building a lot of relationships, you're basically plugging into other people's audiences who have already done all the work to like aggregate an audience and get people's attention and grow that trust. And you can just come in for 30-45 minutes, do your thing and bring some people over into your world.

You know, ultimately, I think it's great to have both like you do and like I do. But I wouldn't suggest starting there because I think you'll get overwhelmed.

So those are sort of baseline, I guess, thoughts that I have been in this industry for quite a while now.

And so do you want me to kind of go through sort of how we look at podcast guesting like as a framework?

Yeah, that would be great. And I love that you pointed that out specifically, because I think so many people, their first thing is, oh, I have to make a podcast. And if I'm going to do it, it needs to be like, top 10 podcast.

And they put so much effort and then, you know, maybe don't see results. I mean, you can or you can't. But podcast guesting, I feel like to your point, you're going to see results so much faster because you're utilizing other people's audiences.

So that's an amazing foundation. But yeah, let's let's hear the framework and go from there.

All right. Yeah, I'm sure there are things we might want to double click on in here. But I'll kind of go quickly through our framework.

And so we work with folks. And if you hear me at PodFest, or you hear me on any podcast, or you know, get on our email list, you're going to hear a lot about the five Ps, not a super creative idea, but we have five steps and they all happen to start with the letter P. So it makes it easy to remember.

So real quickly, and I'll kind of go through each one briefly. Step one, purpose, two, plan, three, pitch, four, perform, and five is profit.

And so how those break out is we start every single person with purpose. And this is actually the step that most people skip. And it's the reason I hear on a daily basis, like, Oh, I dabbled in podcast guesting.

It was fun. I got a client. I don't know how to do this consistently.

Or believe it or not, Tiffany, I get a lot of, hey, I've been on 100 podcasts. I'm like a master guest. I'm like, that's great.

Like, how's that going for your business? And people like, I don't know. They don't have any way to measure like whether it's whether it's actually working.

So step one is purpose. And that's we really answer very clearly discreetly like why do you want to do podcast guesting? What are the goals that you're driving? Who are you trying to reach? What transformation do you provide?

And this is where we get into messaging. Being a story brand guide, messaging is really core to how I see this whole strategy. So all of it starts there.

And once we get that clarity for someone, step two, we call it plan, which is basically finding the right podcast, actually becomes a lot easier because most people skip to that. And they're like, hey, this sounds cool. Which podcast should I be on? I'm like, well, that depends a lot on why you're doing it, who you're trying to reach, you know, all the things I just said.

So step two, though, is just finding very specifically target podcasts. So which podcasts are in my target market, have my ideal clients, are reachable for me. They do interviews, you know, some kind of basic criteria.

Then step three is pitch. So there's a misnomer that like, no, we're feeding into the myth because you and I met at Podfest. But a lot of people think, oh, the only way to get on someone's podcast is like your buddies or you're in the same sorority or something, you know, it's all.

And of course, a lot of that does emerge over time. But everyone, including me, actually starts by that cold, but by reaching out to a host and saying, hey, I have something amazing to share with your audience. I think I'd like I think you'd really enjoy having me as a guest.

So we say pitch that can sort of have a negative connotation and we can break that down. But just imagine it's a warm outreach. It's all about service and how you can be a huge resource to their audience, how you can fill in a gap in their current content.

And you want that host to see that and say, oh, my gosh, I got to have Tiffany on my show. She's going to be such a great addition. That's step three is basically asking.

Step four is perform. So that is they said, yes, awesome. Like you've got you've got an interview scheduled.

You're going to show up and then what? So it's like, how do we be a super effective guest? And this is really important because I think a lot of people in the camp of like I've been on 100 shows. They're great conversationalists. They're friendly, like people like them, yet they sort of waste a lot of opportunity because the show is not structured in a way that paints them as an authority and it doesn't call people to any sort of action.

Right. And so in this step for perform, we're helping people introduce themselves effectively, like position themselves, tell the right stories and then most importantly, have a really clear call to action. So anyone listening that's starting to feel like I really like this person, I really like this idea. I've learned something valuable. I want to take the next step.

Like that's where you need to call them over into your audience and your email list. Right. Because we don't want to just leave it out in the the anonymous ether of the Internet.

So that's step four is like, how do you perform effectively? And then step five is profit.

So I work with entrepreneurs like there's a lot of reasons to do podcasting that don't have to drive profit. I happen to be very interested in helping people drive profit. And so like we work with people for 90 days typically.

And the first 30 days is everything I just said. It's the first four piece. It's like the foundation, getting the podcast guesting system, all the stuff people would expect.

We actually spend 60 days, so most of our time on the profit part. And this is really like what are the strategies we can use to leverage each one of these opportunities we've been given to be interviewed? How do we actually bring that over and grow our business with it? Right. And you use the word partnerships like for me, podcast guesting is a really useful kind of universal vehicle that we can all use.

What it feeds into is a much bigger picture of strategic partnerships, going deeper with certain communities and audiences. And there's so much that we can do to leverage each of these opportunities, which is why we spend twice as long on that as everything else combined.

But in a nutshell, that's the five piece. And hopefully that'll give people kind of context for maybe what they've tried and it hasn't worked so well, or if they're sort of like, I don't know where to start. Just start with the purpose part and everything after that will get much more clear.

Yeah. Thank you for going through that. And it's so, I love that you start with the purpose. I do the same thing in the branding world.

Yeah. Because again, what's the point of creating something or doing something if you haven't set that foundation and have those clear goals? But again, most people are like, oh, I need a brand. Let's just make it look pretty.

Or, oh, I'm going to do podcast guesting without a clear outcome. And they may think, oh, it will lead to sales. But without the clear path and a call to action, all of those things, I love that so much.

And then also to your point, who is the target market? Because I think sometimes people just like they pray and spray on whatever social media platform. I'm like, oh, I'll just get who I get. It's like, well, if you are, say, serving mothers and helping them with their children or something, and then you go on a podcast that's for men, businessmen, obviously that's a waste of time.

And it sounds so common sense. But at the same time, I think the first thing people do in their podcast guesting is just like, I will go out and I can't tell you how many pitches I get in my own podcast. And I'm like, I don't think these people did any research.

It has nothing to do. My audience would, I'm sorry, no, my audience would not want to listen to this. And it's so interesting.

And so I love that it's like, it's not you just go and you pitch everybody all the time just to get on a show. It's very strategic and action-based and then service-based, effective.

I think the through line, the word I would highlight here is intentional. Every step of this process is highly intentional. Like this whole strategy, and I probably should have started with this. This whole strategy is about quality, not quantity.

I don't want you to be on a hundred podcasts, frankly. I mean, maybe over some period of time, but being on 10 of the right podcasts is going to be way more power with the right strategy and the right positioning and the right pitch and all that stuff. That's going to move the needle way more than being on sort of a hundred randos or a hundred low-level organically sourced podcasts.

Let's choose the podcast we want to be on based on the audience, the relationship with the host, the other guests who get featured on that show. There's lots of great criteria to look at for show selection. But the main thing is this is all very intentional and strategic.

And even, like I said, the pitch, this is not what you receive and what I receive every day of like these just it's spray and pray, like exactly what you said, it's like LinkedIn DMs or however these come at you. That's not what this is.

We're not just like sending out a thousand and hope that two say yes. We're sending out 20 in the hopes that 10 of the right ones say yes. And that's a way different dynamic. So we're more invested in each of the, I guess, outreaches, but we also get a much higher hit rate.



And then the ones that say, yes, we've already basically chosen in advance that these are the ones that we know are going to be effective. And so it's just a, it's a different paradigm than I think a lot of people think of PR and air quotes or sort of cold outreach media placements. That's not what this is.

So I just want to, I'm glad you said that because I'm going to kind of say it out loud. That's really important for people to hear.

Yeah. And it's, it's so important. I think that's the thing too, like you said, back at the beginning, you know, most of my clients come to me because they're not great at marketing or branding. And so, you know, we do some of that messaging work as well, and then translate it out.

And the main thing is you can have the best marketing, you can have an amazing website, all those things. But if you don't have those qualified leads coming through, then that can be an issue. So, you know, there's definitely other ways to do it, but I think the podcast guesting is, is like you said, it's such an easy way for people who don't love marketing because they can show up the way they want to, and you don't have to worry about paid ads or any of those things, which, you know, between you and I, I see so many people wasting just thousands of dollars on paid ads.

I've never even tried to do it myself because I've just seen so much money wasted. I'm like, maybe there will be a day. I shouldn't say never, but, yeah, it doesn't make sense.

So I kind of grew up in digital marketing. Yeah. I was going to say, I think paid ads, I think it's an important thing to point out.

Like I kind of grew up in digital marketing. I mentioned, you know, and so I did some paid ads for some of the previous businesses and I'm like you, I'm not saying paid ads are evil. However, I think it's a horrible place to start and you're going to lose a lot of money quickly if you try to start there.

But I think a better mindset around this is use something like this strategy to be very intentional and find the right signals. It's like, oh, this audience loved this and I got like five leads from this one podcast and I made \$20,000 or whatever, right? Well, now we know I should spend money maybe to amplify that. Like I'll go sponsor that podcast all day or I'm going to find one just like it, you know, because now I know the signal that is resonating.

I think that's really important. I know you and I both believe deeply in clarity and storytelling and all that. And like sometimes, the honest truth is you don't really know what resonates until you get some reps in.

And one of the nice things about podcast guesting versus like starting a whole podcast and assuming a lot of stuff is like I could go do five of these and five of these and five of these and all I'm out is maybe a few hours of my time. And I will very quickly realize which relationships are the strongest, which audiences resonate the most. And then if I want to go deeper with that, with this strategy, or maybe I do want to amplify it with a paid ad or whatever.

I've also never done paid ads for Fire Creek Snacks or this business. It's all been through podcast guesting, partnerships, and things that grow out of podcast guesting that are free, you know, other than the maybe the investment to get it going or the time that's required to go out and be an expert.

But yeah, I know you and I share a lot of these same thoughts. And I didn't say this earlier, but I also am not really on social media. I use LinkedIn as well. And I feel like it's sort of a pseudo social media, you know, it's getting probably a little more like traditional social media nowadays.

But I like that because mostly because it's a great direct outreach tool. It's like a great place to do DMs and have conversations with people that the, you know, the feed part of it's okay. But yeah, I have LinkedIn only.

And I've only had that for about two years. And I have my own podcast for about a year. But I've been doing podcast guesting for five and a half years at this point for two different brands.

Right. And so a lot of times people look at the Oh, what's Tiffany doing today? Or what's Dustin doing today? And that's an evolved version. But that's why I'm very passionate. Like you don't need your own podcast, you don't need LinkedIn, you certainly don't need all the social media.

If you just have one strategy that feels good to you. And you can go all in on it like that can definitely be the most effective marketing strategy for most of us who are like founders, thought leaders, and who love to teach and coach.

And, you know, that's kind of how I opened my preface with why I think this strategy can be applicable to a lot of the people that are in our audiences.

So yeah, so the other thing that, you know, we've talked about in the past, but also, I think, where a lot of alignment happens is, and I see with a lot of my clients is people who necessarily think, okay, I'm not that good at marketing, or I don't want to spend all my time marketing, they just really want they're like, have a service heart, right? They really want to be out there serving people making a difference, enjoying what they do. So again, this is an easy way to do that.

But a similar thing that I found that the same subset of people typically struggle with is sales, because they don't want to bug people, or they don't want to seem like that sleazy marketer, you know, or like a bro marketer, or Becky marketer. The bro always gets thrown in there, but I like the Becky marketer. I'm like, it's not just men that have manipulation tactics and things like that.

And so that's something I talk about, you know, on my own podcast and things like that is, you know, there's definitely ways to do without that. And so you specifically teach three keys to low pressure high ticket sales. So I'd love to talk about that a little bit too, because again, there's this crossover when people have that service heart and are humble and really want to serve.

But they also might want to make money, right? Like that's why we're in business. So oftentimes, I see the true experts not really making it as far in business as people who maybe don't have, you know, the same values and things, but they're just really good at marketing, or maybe they don't even have the expertise, and they're really good at marketing.

And that's one thing that I really am passionate, even though it does have to do with branding, but it doesn't, but it's just such a passion of mine is to like really help true experts be seen, be visible and make more money.

Yeah, absolutely. Yeah, I'm also very passionate about this. When you introduced me, there's a reason it says mission driven entrepreneurs.

And I know you use similar language on your website, like mission driven, purpose driven, impact driven, you know, people kind of different nuances of that. For me, what that means is the people I like to serve. Yes, they're entrepreneurs, like there is a money part of this, right? Like we want to we need to grow our business.

That's how we know this is working. And we're keeping score. That's what business is.

Although we work with nonprofits and people too, but in general, it's like, they're entrepreneurs. The mission driven part means like the first and foremost, and that comes first, they actually want to have a big impact in the world, right? And a lot of times that comes from their own origin story. It's like, hey, I struggled with this, I overcame it.

And I, you know, maybe it's a God thing, or just internal motivation, whatever the foundation of that is can vary by person. But when you talk to them, they're like, I got to get this out there. I got to help more people.

And yes, I'm growing a business with this. Like I said, these are not they're not exclusive. They're actually, they actually go together in my in the way I see this.

And so yeah, if you're that type of person, which Tiffany is, and I am as well. Like, why, like, how can you view sales, I would say a couple things here that and we could go deeper on any of this, if it makes sense.

First and foremost, I would say, what I just said is like, remember, like, accept that like business is not evil business is a means to serve more people and have a bigger impact in the world when you do it the right way.

And therefore sales is a form of service. And I know maybe that's a can be thrown around as a cliché, like, Oh, sure it is. Yeah. And then you manipulate me and high pressure salesman and all that, like, it isn't it's, it's truly a service, because if there's someone that needs your help, and you don't show them

that and you don't tell them how it works, and you don't invite them and call them to action, they'll never get the help, right.

And like, that's horrible. So you have this gift, and someone else needs it. Sales is simply the invitation. It's like, yeah, come over, let me help you with this. Right.

So I think that's, that's really key. And then, you know, marketing and sales that can sometimes be sort of a gray line. It's like, what's marketing, what sales, I think one of the reasons I like this format of podcast guesting and other forms of it of like, guest training, doing partnerships and other people's communities, these are all sort of in the same vein, in a way I view this, let's just call it podcast guesting.

For now, like, it is marketing and sales, like in one package, in a sense, because because of the format, like, it's long form educational format. And it's, if you do it the right way, it's it's service, right?

Like, I don't sell on any podcast, but we've made a lot of money from podcasts. Why is that? It's because we get on there. And this is what we teach our clients to like, teach, serve, like, just talk about your story, talk about the things you're passionate about.

And then when people come over and say, Can you help me with that? Say, heck, yeah, I'm like, I'd love to, you know, like, that's the sale, the sale could be way easier. It shouldn't be a, it shouldn't feel like manipulation, it should feel like just a completion of the conversation that you opened in the marketing.

And long form educational content is pretty rare, right? Like I'd say, podcast guesting, maybe like keynotes at conferences, some YouTube content could fall into this bucket. But most of the way people think of marketing is very transactional. And it's very interrupting in the posture.

This is not this is like, Oh, like, I already like Tiffany, I already listened to her podcast. And this headline about podcast guesting drew my interest. So I want to go listen voluntarily and hear what Dustin has to say.

And then you know, some of the people that do that will be like, I want to go deeper with this. So then they'll come get the free resource that I'm going to give them. And then some of them may say, you know what, I'd actually like to do this for the next quarter. I want to like see what his programs about.

None of that in there is sleazy, manipulative. It's all like service.

And so anyway, I can go off on this because it's like it is a and I know it's important for you too. But that's the big thing. Services, sales is a form of service, do long form educational marketing, and it will make the sales process way easier because you're building that know, like and trust factor in the process.

And so when someone gets to the point of a call, they already know you, they already understand what you do, and they already like you to some extent. And then it's just a q&a session to see if this is the right time and the right program for them.

Yeah, I love all of that the sales service, I say the exact same thing.

And I love that you said it's actually an invitation, I actually say on my own workshops, when I call people in, I say come and have your invitation call because it truly is, it's not like a sales call, and I'm trying to sell them. It's, it's an invitation to join if they feel called. And if they don't, that's fine, too.

Like I'm there to help facilitate a decision one way or the other.

You know, I love that. I wrote I wrote that down. Tiffany, I like that they I use that language a lot. But I like that idea of it's an invitation Call that's really what it is.

It's like come and see like come and see what we have you already understand that you like you're not coming in completely blind like you have an idea of what we do and then it's just like here's our invitation. This is what it would look like if you decide to do it. Would you like to do that?

There's nothing scary, sleazy or gross about that, right? It's truly a form of service.

So and and actually one thing that you said I had not thought of before but you know long-form Versus short-form and I think that's why so many of us don't are kind of moving more away from social media because it is so short-form and then you have to hit people and then there's the algorithms and then you're creating all this content and you know, I could go on and so.

But I didn't really think about I mean so it just made it obvious that like podcast guesting and and for me having a podcast but also the idea of it being long-form content I didn't like really think about that and it's so true because in one short-form post nobody's gonna get to know so much about you but like okay, we've been talking for about a half an hour or so and People probably feel like oh, I understand this Dustin guy.

Like I know who he what he sees about I know what he values like they know so much about you so quickly in the scheme of things, but it's just one time it's really like when you say it that way It's it just gives so much more depth to it.

Yeah, I think and to go just a hair deeper on that part of it a big part of why this is effective is it's long-form educational. The other reason is it's story based right like this interviews, you know we're being pretty tactical because you know, that's kind of like what the audience I think is looking for here Like what's the framework? What do I need to how do I need to be thinking about this?

However We opened with my origin story and I could give you a litany of different case studies, right?

And the reason that's important to do and that's how we kind of coach people in a typical podcast interview is stories are how we like file retain and like retrieve information like that's how our brains work.

So, you know you can go to any of the like big marketing advertising thought leaders like Donald Miller comes to mind with story brand they all have basically the same quote, which is the story is a sense-making device for the human brain and so we live in a world full of distractions and AI slop and all this like noise and so the thing that cuts through noise and the thing that make our brains happy is story.

And people like I remember that story Dustin told. I remember that one time Tiffany told this story on the podcast about this thing that happened to her.

That's what they remember, right? They probably remember my five peas, but they'll remember he's the meat sticks guy or you know he was an engineer and I my brother-in-law's an engineer and like that sticks and so I think that's important too is like it's long-form educational, but it's not a one-sided dissertation or like, you know, I'm not talking at people.

I hope it's Tiffany and I had a conversation that you're invited into and therefore you feel like you're part of the story.

And that story element is what drives people to understand that I have empathy for them that I'm actually an authority at something and that it'll stick with them beyond.

I think that's again pretty unique even among podcasting versus say YouTube where you can tell stories and all that but it's very one-sided just by the nature of the format.

I don't know. There's just something really special I'm very bullish on podcasting especially in the age of AI that this Like we're made to sit around campfires tell stories and be in tribes and I feel like this is a modern way to do that at scale and that's part of why I think it's so magical.

I love that so much so good.

So as we start to wrap up you mentioned case studies. So let's let's do that. It's like you said, it's such a good way to to just paint a picture of like what this actually looks like what the outcomes are.

So could you share one or two? Quick case studies of like clients that came through and what their results were?

Yeah, I'd love to so This is not an exaggeration. So we have like about 230 clients at this point they literally like I think every industry has been represented in here.

I mean we have lawyers and doctors we have marriage coaches and business executives and mindfulness retreat leaders. I mean like it's not like okay Like this kind of works for anyone who has an online business is kind of the big qualifier I put on it because it's you know, it is an online format. You're gonna draw sort of a broad Reach in that sense.

Yeah, like one that comes to mind because we just had a LinkedIn conversation. Her name is Michelle Schaefer And so I like Michelle's story because it speaks really directly to the purpose part of this. She was already an accomplished career coach she was just releasing a book and we meet a lot of people when they're launching a book because they think oh man I need to get on podcast to promote my book, which is true.

But what was really important with Michelle is like in that purpose part, I'm like, hey, what's the transformation you provide? She's like, well, there's kind of two and she's like I got this one group of clients who? You know, they're kind of they're unemployed. They're kind of broke like they're looking for the next Employment and so I helped them with resumes and positioning and all that right?

She's like I got this other bucket their executives or they're they're doing really well in their career and they're looking to move up.

She's like I really like working with those people.

I'm like, I bet you do like they're you know they're at the level where she's at with many years of experience award-winning. She's been on TV and all that stuff I'm like, that's probably the bucket you should be focusing on at least with our time together and our strategy because they're more aspirational. They've got more to invest.

And that's really who her book was geared toward and so that was pivotal because now she's like, okay well, I can focus fully on one better target market.

And then she took that, you know ran with it and you know we did the program and she's now got a Canadian best-selling book and she launched her book during our time together she's got a backlog of clients on her waiting list and she's been getting like corporate engagements now because she can come in now that she's positioned herself as like someone who helps high performers reach the next level.

Now companies are like, oh we got like five of them in our in our c-suite. Would you come in and do those sort of engagements?

So that's you know, she's podcast guesting to fuel all that but I think the main thing I wanted to point out in her case study is the answering the purpose question actually unlocked everything It was like she could have just done that and it would have been worth the time that we invested together because that was what really changed everything.

And I'll throw in one other really quick one In our circles, maybe some people have heard of John Mies.

So John Mies is a he's become a good friend of mine What I like about John's story is he has zero social media like literally like he had a he had a LinkedIn profile and deleted it he has he is not on social media and that's part of his positioning.

And he's first and foremost an author and then he has a program that helps people launch group coaching programs. So he takes someone who's got a book and he helps them create group coaching programs and sell those, right? Like that's his thing.

And he actually has a book called serve to sell so he's obviously in the same mindset as us what I like about John's story is he doesn't use social media. His only form of marketing is podcast guesting and then the partnerships that come from that like speaking in summits or doing guest workshops and other people's communities or speaking from the stage.

These are all sort of extensions of this core strategy and he's built an amazing business. He's does like 30,000 a month working 30 hours a week and he's got four kids. He's very very involved in his church and does a ton of mission work.

So he's designed Business, that's exactly what he wants and he realized like social media is actually a detractor from all that like I can keep this super simple me all my goals just by being a featured expert on other people's platforms And that's what he's done.

So yeah, those are those are two quick examples that come to mind the people that I really admire and that they have been very intentional and focused about what they're wanting and then they had the strategy that fed that versus just trying to follow all the things that many people are tempted to do with Marketing.

Yeah. No, that's huge. And I think I think that's so helpful for people to hear how it actually works for certain people like so you can do other things alongside of it kind of like I do without being everywhere but just very minimal or like some people do have great results and don't have to do any of that.

And it's so interesting too. I just feel like we're a pivotal time where you know, it used to be you know social media was everything and I think a lot of people are really just either getting burnt out or realizing like it is such a time suck overall.

So It's just changed it doesn't work as well as it did right it's they've shifted the algorithms and you build all this effort This is the the story of every platform over time and now it's starting to happen to LinkedIn and it will happen to YouTube It is happening YouTube.



It's like go through all this time energy effort you do everything to pull all these all your people all your influence over to this platform and get this follower count and then they quit showing any of your stuff to your followers and everything's fed by an algorithm and it's like you have no control over any of it.

And you've turned put you you know was it planted on rented land like you've put all your eggs in that basket and now it's taken away from you. So do podcasting, you know and then have an email list and then you don't have to worry about that because you can pick this up put it down and you can you know, obviously with your email list. That's that's an asset of your business that Zuckerberg can't take away at least any time soon. So true, so good.

And of course you need a good brand and 1,000% Yeah, I think that's again, I think that's really important is we do like the 10% on that sort of thing like our ideal clients would be We've done some of this Tiffany and I like they work with Tiffany. They've got really clear on the brand they've got amazing assets to pull people over into and we're just an amplifier, right? Like we're just pulling leads into that that system.

I think that's really yeah I think we're a dynamic duo here in the sense of our work is extremely complimentary which is why I think you invited me here and why you've you've recently been on my podcast as well because I think both sides of This are they feed each other perfectly.

So Absolutely, so good.

Okay. Well, I'm sure everybody's wondering Okay, how do I learn more? How do I connect with Dustin?

So everyone we will put of course links down below this episode Best place to connect is seven figure leap Calm and then like you said Dustin LinkedIn, I would say social media wise, right?

And then do you want to talk a little bit about you do have a system to help people grow their businesses on other people's podcast So everything we were talking about today, you have a playbook.

So we'll put the link down for that as well But I'm sure everybody would love to hear a little bit more about what that.

Yeah So if you go to seven [figureleap.com](https://sevenfigureleap.com) slash start like getting started so sevenfigureleap com slash start It'll take you to this page to get access to this and our whole business model is basically like give everything away that we can you know in the condensed time that we obviously have in these in these channels and to go deeper with the five P's you can sign up for this playbook and it's going to deliver each of those five P's.

It's gonna give you one thing to do and each of them so you can get clear on your purpose You can find the first five podcasts will help you write your pitch and give you all the templates and tools that we have for That will show you the stories You should be telling on the podcast and then we'll also get into like how to leverage these to make money in your business which is the profit part?

We just give everyone all of this and then some of those people are like, this is awesome I want to make this like a commitment I want to really go deep on this and I want to work with Dustin to do that and then that's how we make our Money, right?

And so that's the model but yeah [sevenfigureleap.com](https://sevenfigureleap.com) slash start they can get access to everything with the five P's all the templates tools that we give our own clients.

And really really proud of that resource I'd love for people to do that and then from there obviously you can reply to an email or I'm sure there's LinkedIn links and all that stuff in there if you do prefer to connect with me on another channel.

Amazing. Well, that sounds so valuable Dustin. Thank you for offering that resource and then again, it's like, you know selling is Service so even you know I agree with the same thing if you just give your best work The right people will come and that they're gonna need support and not want to try and figure it all out themselves.

Exactly.

Yep, and then we're here for them on a you know on a on a and then we've got a community that Feeds into that too. And so there's a lot of great reasons to pay us money and come over in our world.

But most people aren't there, you know, it's 97% of people that hear this aren't ready for that and so we want to give them all the resources they need to do this on their own because I do believe It's that powerful for people.

And then you'll give them the option the invitation if they do want to go deeper Of course, we're here to have a call with them and talk about what that looks like.

But yeah, the main thing is just to go go get started and and start getting some results for yourself and then we'll be here if you if you need us.

Beautiful.

All right, Dustin.

Well, we could probably talk all day, but we'll call it a day for now thank you again so much for being here.

Absolutely. I'm very grateful for the opportunity Tiffany I love spending time with you and I'm excited to be able to share a little bit of my knowledge with the audience Yeah, thank you so much and everyone I

know and trust that you enjoyed that episode so let it give us a shout out below and Definitely download his resource and we will see you all on the next episode