

RISE 25 Application Package

Deb Murphy | 650-716-8425 | Deb@MurphyFreelance.com

Hello!

I'm Deb, a ghostwriter and entrepreneur interested in joining the team at Rise 25 because I love podcasts, and you cover a wide range of topics with innovative professionals. I'm interested and qualified for your Content Creator and Editor roles, as well as positions in Sales, Account Executive, and Podcast Interviewer roles. I think you will find your requirements a good match for my skills.

My initial interest is in the Content Creation and Editing roles, but I would also enjoy contributing to the other positions I mentioned. I enjoy solution based sales and value long term relationships with clients. My public speaking experience and ability to articulate would benefit a podcast hosting position. Plus, I believe interviewing professionals and helping them spread their message would be fun, rewarding, and a valuable experience for me.

I have flexible availability, and do not require minimum hours. I can invest extra time to finish projects on schedule, and take time off when things are slower.

For writing, technical writing and editing, my freelance hourly rates are \$70 / hour. Your extra bonus incentives are very appealing to me, like a friendly team of people, a structure with repeating content needs, a steady stream of work I don't have to source, the book club (yay!), mastermind classes (woo-hoo!), plus the collaborative environment. I would be receptive to hourly pay in the \$35+ range for Content Creation to start. In a sales role I enjoy and am very motivated by commission or performance based incentives. I'm really flexible and if we are a good match I'm confident we can work out a mutually beneficial deal. Fitting in and working with people I like means a lot to me. It's a little lonely freelancing, and I really resonate with your Core Values and the GIVE BACK model.

I've put together a relevant package for you, including writing samples based on your recent episode, *The Biggest Issues Impacting Podcasts Today and How to Stay Ahead With John Corcoran*.

You can review all materials in this package, or on my website at <https://www.murphyfreelance.com/rise25>.

You can contact me at 650-716-8425 or email Deb@MurphyFreelance.com

I hope you enjoy this package, and find it easy to navigate.

Happy Holidays,
Deb Murphy

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Links

<https://www.murphyfreelance.com/> My Ghostwriting Services

<https://medium.com/@MurphyFreelance> My personal articles published on Medium

<https://www.selftobe.com/> My coaching and author page

<https://www.debmurphy.com/> My personal writing and projects site

<https://www.mindinitiative.org/> My sci-fi world for the fiction book I am writing

<https://www.linkedin.com/in/murphyfreelance> My LinkedIn Profile

<https://amzn.to/49aJl6G> My second published book, The Reflection Trap

<https://amzn.to/44wqlaK> My first published book, Replaced

More About Me

Unique Experience & Perspective

I currently ghostwrite business content (primarily for mental health professionals) and author books. My background, from an Aircraft Mechanic and Technical Writer to B2B Industrial Sales Engineer to a Freelance Writer, gives me a really broad perspective to quickly specialize and create relevant, high-quality content. I translate technical concepts and emotions into copy that people understand and feel. I understand solution based sales (and sales copy). I truly enjoy helping people and thrive when I can solve customers' problems.

I bring a hands-on, technical, strategic, creative, and entrepreneurial unique approach to all my work. I multitask naturally and handle multiple projects at once.

Cultural Fit

I am super excited by the prospect of joining a **positive team environment of nice people** and participating in the monthly book club and masterclass group! Have you read *The 15 Commitments of Conscious Leadership: A New Paradigm for Sustainable Success?* I really love that book and it aligns with how I feel working as a leader and as part of a team should be. I strongly resonate with your requirement for "Nice" people! To me, this element is essential for a productive, long-term partnership. I get a little lonely freelancing and I would really be grateful to be part of a team again.

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Technology & AI

I personally build my own websites, sales funnels, and lead magnets using platforms like Systeme.io and Google Sites. I've used Dreamweaver and Wordpress in the past, but find the integrations of these other platforms essential (especially with Systeme). I use Cloudflare to manage my DNS and have a basic understanding of databases, JSON, HTML, and markup. I work daily with AI as a collaborator for brainstorming, editing, coding, and content generation. Leveraging my years of experience as an AI Data Trainer and Prompt Engineer to improve my workflow, I utilize AI to its full potential as much as possible, even using it recently to create all the animations for a community theater performance I co-directed!

Software

I have the Adobe Creative Cloud suite and a general knowledge of all of the apps included. I have varying levels of competency throughout, and am working on learning more with Premier Pro. I also use Premier Rush, Photoshop, and InDesign in my projects. I am not expert level at any of these, but I am functional and learn easily. The tutorials are amazing, and I can always ask AI for assistance when I cannot figure something out. When I was a Sales Engineer, I used Salesforce and was proficient with that CRM platform. I learn new software easily.

Sales & Business

I enjoy sales calls and converting leads. I don't mind cold calling, in fact, I kind of enjoy the thrill of the hunt! Solution based sales is where I perform and feel my best. I like to help people and solve problems. When writing sales material, the PASTOR method is my favorite framework. I excelled in B2B industrial sales (pneumatics and hydraulics) with a long sales cycle. Relationship building is key. I am very motivated by financial rewards to deliver results.

Attention to Detail & Optimization

My attention to detail drives my work (and perhaps my perfectionism lol). I can't not-see inconsistencies and errors. It led me to notice a few opportunities for improvement in your material, which you may find useful and I address in the accompanying package, following the writing samples. ([Website Inconsistency](#), [YouTube Video Timestamp](#))

RISE 25 Application Package

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Writing Samples

The first section of this package includes relevant samples of my writing I created from your Podcast episode *The Biggest Issues Impacting Podcasts Today and How to Stay Ahead With John Corcoran*. (11/26/2025)

Voice: John Corcoran

Content: <https://www.youtube.com/watch?v=rz5jZ4or66c>

Section Contents:

- **[PODCAST Transcription Reformatted for Readability](#)**: Cleaned-up version of the verbatim transcript, edited for flow, reading experience, and clear message conveyance (removing filler words and speech patterns).
- **[Medium Style Article](#)**: A 760-word piece, "Your Podcast Doesn't Need to Be Perfect. It Needs to Be Real," applying the podcast's key takeaways on the explicit label, authenticity, and revenue generation.
- **[Email Campaign Strategy](#)**: A three-part campaign (Hook, Authenticity Principle, Case Study) built from the podcast content; designed to be conversational, short, and build trust to drive CTA.
- **[Social Media Posts](#)**: A series of posts derived from the podcast's core takeaways for better social engagement and reach.

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PODCAST Transcription

Reformatted for Readability: *Please note that the original transcript verbatim has been edited for the reader experience. This means that filler words and speech patterns have been cleaned up for better flow and reading, to convey the messages clearly without the interpretation boundary between spoken and written words.*

Smart Business Revolution: Recommendations & Industry Insights

“The Biggest Issues Impacting Podcasts Today and How to Stay Ahead With John Corcoran”

John Corcoran / Chad Franzen
November 26, 2025

Welcome to a slightly different format! Today, I (John Corcoran, your host) am being interviewed by Chad from Rise 25. We're diving into my recommendations for a book, a productivity tool, a story of a thought leader I respect, and discussing a few key issues affecting the podcasting industry today.

A note from the host: The Smart Business Revolution Podcast features top entrepreneurs, business leaders, and thought leaders, exploring how they built key relationships to get where they are today. This show is brought to you by Rise 25, your easy button for launching and running a profitable B2B podcast. We handle strategy, accountability, and full production. Learn more at rise25.com or email us at support@rise25.com.

Recommendations & Insights: An Interview with John Corcoran

Chad: Thanks so much, John. Great to be here. I'm looking forward to getting a few recommendations from you: a book/podcast, a helpful tool, a thought leader you respect, and your insights on a B2B podcasting industry issue. Let's start with a book or podcast. What have you been reading lately?

Book Recommendation: Michael Pollan

1 min 50 sec

John: Absolutely. I've been on quite the Michael Pollan kick. He's known for The Omnivore's Dilemma and a number of other books. He calls himself a "garden writer" and mostly writes about plants and human interactions with them. I recently read The Botany of Desire, How to Change Your Mind, and his most recent one, This is Your Mind on Plants.

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He breaks down different plants—like the cocoa bean in coffee—and examines the cultural and legal history around them. For example, he did an experiment where he went off caffeine while writing that chapter, which he describes as a bit of a disaster! They are very well-researched, well-written, and mind-boggling when you think about the weird laws we have around naturally growing plants.

Chad: Regarding the book on plants—as someone who drinks coffee straight from 7 a.m. to 2 p.m.—was there anything that personally affected you or changed the way you think about consumption?

John: The interesting thing about caffeine is that it's generally been determined by society that it affects us in a positive way. It makes our society much more productive because it allows workers to work longer hours. The downside, of course, is that it affects our sleep, which researchers say impacts our longevity and lifespan. It's a vicious cycle: we take more caffeine to stay up, which affects our sleep.

I say this as someone who enjoys coffee every day, but I have cut down on my intake since reading the book. If you read it, you'll probably feel the same impulse to cut back a little.

Chad: Is there a line you can walk? If you cut off all coffee after 1:00 p.m., would that impact your sleep less?

John: An interesting statistic I read was about the half-life of coffee. Twelve hours after you've consumed coffee, about 25% of it is still in your body affecting you. Cutting it off earlier in the day is definitely a move toward improving your sleep that evening.

Recommended Tool: The Productivity Game Changer, Whispr Flow

6 min 12 sec

Chad: All right, let's move on to a tool you might recommend to listeners.

John: This is one I've been crazy about, especially after I recently hurt my finger playing football with my kids and have been hunting and pecking while typing. I'm using it even more now: Whispr Flow.

It's a speech-to-text tool where you hold down a key and dictate your words. You can actually dictate about twice as fast as you can type. When you get in the habit of using it, you'll be surprised how much more productive you can be, and it helps with things like carpal tunnel.

The amazing thing is its accuracy. It's much more accurate than any other tool I've used, including the built-in technology on iPhones and Androids. It can even format things—if you

RISE 25 Application Package

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correct yourself, it often picks that up and will insert the other words. You can even say "list three things in a row" and it will format them as bullets.

Chad: I used to work with someone who dictated all their emails, and we often had to ask them to translate their messages because they weren't clear. I'm guessing Whispr Flow helps work around that?

John: It does. I get a lot of dictated messages now where the text clearly didn't spit out well. With Whispr Flow, it is far more likely to be accurate.

Thought Leadership & Authority: Jordan Harbinger

9 min 43 sec

Chad: Who is a thought leader you respect and admire?

John: I have to mention my old friend, Jordan Harbinger. Jordan is an OG in the podcasting space. He is like the Edward Murrow of Podcasting. When we write the history of podcasting, his name has to be up there. He does an amazing job with interviews, going to a depth of vulnerability that I aspire to reach. He's had a huge variety of experts on his show, from William H. Macy recently to Kobe Bryant back in the day.

Podcasting Industry Issue: Explicit Ratings

10 min 45 sec

Chad: What's an issue affecting the B2B podcasting industry right now?

John: A common question we get is about swear words and explicit ratings. People often ask if they should label their B2B podcast as "explicit."

My advice is: If your podcast is not aimed at kids, just label it as explicit.

The reason is that if you don't label it, inevitably an episode will slip through where a guest says a swear word, or the algorithm thinks there's a swear word, and Apple or Spotify will label only that single episode as explicit. This single, randomly labeled episode stands out more and drives people crazy because they think it will deter listeners.

If you label the whole show as explicit, the tiny "E" symbol is generally unnoticeable on platforms, and your listeners (who are adults anyway) are focused on the content and the guest, not the rating. It prevents an unnecessary distraction.

Chad: From a B2B standpoint, should hosts generally avoid swearing?

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John: You want your podcast to be an accurate reflection of your brand. The highest compliment you can get is when someone meets you after listening to your podcast and says, "You seem just like you are on your podcast."

If your brand is professional and clean, then you should avoid profanity. However, if you would naturally swear in a conversation with a client, you probably have no issue putting it in your podcast. Just make sure the show is an accurate reflection of who you are and who you want your brand to be.

Case Study: Podcasting for Revenue

14 min 20 sec

Chad: Finally, can you share a case study of a business using a podcast to establish thought leadership and authority?

John: I have to give a shout-out to our client, Samir. He has a digital agency in the e-commerce space. Like many businesses, he wanted an authentic way to get into conversations with his ideal clients (ICPs).

He was really disciplined and kept it simple when he started. He didn't get hung up on the artwork or perfect intro music. He used the podcast as a tool to get into conversations with prospective clients, demonstrate his expertise, and build trust.

The result? He told me recently that he could attribute \$2 to \$3 million in revenue to his business directly from the podcast. That's what happens when you are disciplined, you don't overthink it, and you use the podcast as a highly effective B2B tool.

Chad: Hey John, it's been great to talk to you as always. Thanks so much for having me today.

John: Chad, thank you so much. Thanks, everyone.

Key Takeaways for Your Business

- Book Recommendation: Anything by Michael Pollan, for cultural and legal insights into our interaction with plants (and caffeine!).
- Tool Recommendation: Whispr Flow for highly accurate, fast speech-to-text dictation.
- Podcasting Pro-Tip: If your show is for adults, label it Explicit to prevent surprise, distracting labeling on individual episodes.
- Revenue Potential: A simple, disciplined B2B podcast can generate millions in direct business revenue.

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Medium Style Article (760 Words)

Your Podcast Doesn't Need to Be Perfect. It Needs to Be Real.

Hidden Secrets to Make Your B2B Podcast an Authentic Reflection of Your Brand

I have a client who generated over \$2 million in revenue from his B2B podcast. But if you think his secret involves flawless production or the perfect intro music, you're overthinking it.

The funny thing is, "overthinking" is also behind the most common question I get asked: Should a B2B Podcast carry the "Explicit" label?

In this article, I'll give you my answer to the explicit label question based on my successes with my B2B Podcast Service, Rise 25. Then, I'll break down the secret that led to my client's multi-million dollar formula.

To Swear or Not To Swear

I get asked at least once a week about swear words in podcasts. Should you label your show as explicit? What if a guest drops an F-bomb? Will it hurt your business?

If your podcast is aimed at adults, it's not a big deal to label it as explicit.

The real question isn't about the label, or about swearing in general. It's about *authenticity*.

Your podcast should be an authentic reflection of your brand. If you want your brand to be clean and professional without profanity, that's completely fine. If you're edgier and that's how you naturally talk with clients, then that's fine too. **The key is to be your authentic self.**

There are plenty of B2B brands that are edgy and have profanity throughout a conversation, or they swear naturally when talking to a prospective client. *The key is to have it be an accurate reflection of who you are.* If you would naturally swear in a conversation with a client, then you probably have no issue with putting it into your podcast episodes. But if your brand includes an image that is in conflict with profanity, make sure your podcast reflects the voice and image you desire to uphold.

The highest compliment you can get from someone is when they meet you after listening to your podcast and they say, "You seem just like you are on your show."

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That's the benefit of doing a podcast. It gives you this tool that allows you to capture a piece of you and broadcast it. Thousands of people can listen and get to know you. So just make sure it's an accurate reflection of who you are and who you want your brand to be.

Will The Explicit Label Hurt My Podcast?

Now, back to the swearing/explicit question. Honestly, you should just label your podcast as explicit from the start. Let me tell you why.

That little "E" on Apple Podcasts or Spotify? It's tiny. Most people won't even notice it. Your listeners are looking at who your guest is or what the topic is. They're not scanning for that little E on the side.

But if you don't label your show as explicit and then one episode gets flagged—either because someone swears or the algorithm thinks they did—that one episode stands out. It looks different from all your other episodes. And that bothers people.

Let's say that someone thinks they hear a swear word and flags your podcast, or a guest accidentally drops a swear word and you forget to add the explicit label. This can open up an issue and create problems with your podcast that are easily prevented simply by adding the explicit label on everything from the start.

My advice? Just label it as explicit from the beginning. It's intended for adults anyway.

The Million Dollar Formula: Don't Overthink It

I recently worked with a client who runs a digital agency in the e-commerce space. When he came to us to start a podcast, he kept it really simple. He didn't get hung up on making the artwork perfect or having his sister-in-law spend two months creating original intro music. It was raw, authentic, and beautifully effective.

He started with the same seven questions for each episode. Simple. But there was a deeper, hidden secret. He used his podcast as a tool to get into a conversation with prospective clients, demonstrate his expertise, share some wisdom, and build trust.

Recently, he told me he could attribute over \$2 million in revenue directly to his podcast.

That's what happens when you don't overthink it. When you are authentic. When you have a multi faceted approach and you use podcasting effectively in a B2B context.

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The Secret

Your podcast doesn't need to be perfect. It needs to be real. It needs to sound like you. And it needs to help you get into conversations with the right people.

My advice? Don't get caught up on the details that don't matter. Focus on the content. Focus on the relationships. And make sure that when someone listens to your show, they're hearing the real you.

Because that's what builds trust. And that's what generates revenue.

Want to watch the full podcast episode? Check it out on [YouTube](#)

Ready to stop overthinking and start building a B2B podcast that drives revenue and relationships?

We help B2B businesses get more clients, referral partners, and strategic partners through our done-for-you podcast service.

Learn how Rise25 can help you launch and run a profitable podcast. Visit [RISE 25](#) to find out how you can increase your revenue with podcasts.

John Corcoran is the host of the Smart Business Revolution podcast and co-founder of Rise25, where he helps B2B companies launch and run profitable podcasts.

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Email Campaign Strategy

Email Campaign based on the The Biggest Issues Impacting Podcasts Today and How to Stay Ahead With John Corcoran Podcast

Email 1: Hook with the explicit content question, Tease the bigger issue (overthinking)

Email 2: The authenticity principle, Show how podcasts build real relationships

Email 3: The \$2-3M case study, CTA to Rise25

Each email is conversational (designed to match John's voice), short enough to read in 2 minutes or less, and builds toward the service offering/CTA.

EMAIL 1: The Question Every New Podcaster Gets Wrong

Subject Line Options:

"Should you swear on your B2B podcast?"

"The hidden benefit of using the Explicit label on your Podcast"

"Here's the number one question I get asked about Podcasts"

Body:

Hey [First Name],

I get asked this question at least once a week:

"Should I label my podcast as explicit? What if someone swears? Should I warn my guests? Edit it out?"

Here's my short answer: Yes, just label it explicit from the start.

That little "E" on Apple Podcasts? It's tiny. Nobody notices it. But you know what people DO notice? When ONE episode gets flagged and stands out from all your others because the algorithm thought it heard a swear word or someone accidentally lets one slip. So save yourself the headache. Label it explicit. It's for adults anyway.

But here's the deeper issue...

If you're worrying about explicit labels, you're probably overthinking a bunch of other stuff too. The artwork. The intro music. The "perfect" format. Overthinking and perfectionism is what actually stops people from launching!

Tomorrow I'm going to tell you what matters more than any of that.

Talk soon,
John

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P.S. - Want to skip overthinking entirely? That's literally what we do at Rise25. We help B2B businesses get more clients, referral partners and strategic partners through our done-for-you podcast service. Reply to this email or [book a call here](#) and let's talk.

EMAIL 2: Your Podcast Should Sound Like You

Subject Line Options: "The highest compliment you can get as a podcaster" "Forget perfect. Make it real." "The secret to authenticity in your Podcast"

Body: Hey [First Name],

Yesterday I told you to stop overthinking the explicit label on your podcast. Today, let me tell you what you *SHOULD* be thinking about:

Does your podcast sound like you?

The highest compliment I've ever gotten is when someone meets me and says, "You're exactly like you are on your podcast."

That's the whole point!

Your podcast is a tool that lets thousands of people get to know you. The real you. Not some polished, corporate version of you.

So here's my advice:

If you naturally swear when talking to clients, swear on your podcast. If you don't, then don't. If you're edgy, be edgy. If you're buttoned-up, be buttoned-up.

Make it an accurate reflection of your brand.

Because when people listen to your show and then meet you (or hop on a sales call with you), they should feel like they already know you. That's how you build trust. That's how you shorten the sales cycle. That's how podcasting actually works for B2B companies.

Tomorrow I'm going to share a case study of a client who did this right. He kept it simple. He stayed authentic. And he generated \$2 to \$3 million in direct revenue from his podcast.

Stay tuned,
John

P.S. - If you want help creating a podcast that sounds like YOU (without overthinking it), we should talk. Rise25 handles the strategy and full production so you can focus on the

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conversations. We help B2B businesses get more clients, referral partners and strategic partners through our done-for-you podcast service. [Book a call here](#) or just reply to this email.

EMAIL 3: The \$2M Podcast (And How He Did It)

Subject Line Options: "This podcast generated \$2-3M in revenue" "He used the same 7 questions for every episode" "Simple makes millions."

Body: Hey [First Name],

Let me tell you about Samir. He runs a digital agency in the e-commerce space. When he came to us a couple years ago, he wanted to start a podcast to get into conversations with ideal clients.

Here's what he DIDN'T do:

- Obsess over perfect artwork
- Wait two months for his sister-in-law to create original intro music
- Overthink the format

Here's what he DID do:

- Kept it simple
- Used the same 7 questions for every episode
- Focused on getting into conversations with prospective clients
- Demonstrated his expertise to build trust and authority

Recently, he told me he could attribute over \$2 million in revenue directly to his podcast. That's what happens when you don't overthink it. When you're disciplined about it. When you use podcasting effectively in a B2B context.

Your podcast doesn't need to be perfect. It needs to be real. It needs to sound like you. And it needs to help you get into conversations with the right people.

Because that's what builds trust. And that's what generates revenue.

So here's my question for you: What would it be worth to your business if you could generate even a fraction of what Samir did?

At Rise25, we help B2B businesses get more clients, referral partners, and strategic partners through our done-for-you podcast service. We handle the strategy, the accountability, and the full production. You just show up for the conversations. If you're ready to stop overthinking and start building relationships that generate revenue, let's talk. Book a call with our team here or just reply to this email.

Talk soon,
John Corcoran / Co-founder, Rise25

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P.S. - We've worked with companies like Salesforce, Mattel, and Einstein Bros Bagels, plus dozens of agencies and B2B companies you've never heard of (but who are crushing it with their podcasts). Want to be next?

Social Media Post Options

Long-Form Posts

The Simplicity Secret

Your B2B podcast doesn't need to be perfect, it just needs to be real.

I have a client, Samir, who attributed \$2–3 million in direct revenue to his show. His big secret? He didn't waste time on flawless artwork, perfect intro music, or some over-engineered format.

He used the same seven simple questions every time. He focused on using the podcast as a tool to get into conversations with his ideal clients, build trust, and demonstrate knowledge.

Stop overthinking the details that don't matter. Be disciplined, focus on those core relationships, and let your authentic self shine. That's the stuff that actually generates revenue.

The 'Explicit' Question

Should you label your B2B podcast as explicit? It's the #1 question I get asked, and my answer is simple: Yes, just label it explicit from the start.

The little 'E' on Apple or Spotify is tiny—most adult listeners won't even notice it.

The problem comes when the algorithm flags one random episode later because a guest accidentally slipped up or the tech thinks it heard a swear word. That single flagged episode sticks out and becomes a weird distraction. Save yourself the headache.

The real point here is authenticity: Your podcast is a reflection of your brand. If you naturally swear when talking to a client, then swear on the show. If you don't, then don't. Just be real, not some super-polished corporate version of yourself.

The Highest Compliment

The highest compliment you can get as a podcaster is when someone meets you and says: "You seem just like you are on your show."

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That's the entire point of a B2B podcast. It gives you this amazing tool that allows thousands of people to get to know the real you, not some buttoned-up, awkward sales guy.

When people listen to your show and then hop on a sales call, they should feel like they already know you. That's how you shorten the sales cycle and build genuine, powerful trust.

So, are you showing up as your authentic self? Or are you trying to be someone you're not?

Productivity Hack: Stop Typing, Start Talking

Need a productivity jump? Stop typing. I mean it.

I recently hurt my finger (stupidly playing football, by the way—no bar fight story here), which forced me to use Whispr Flow for dictation.

The surprising thing I learned is that you can dictate about twice as fast as you can type, even if you're a fast typist. It's not just speed; the accuracy is so much better than the built-in iPhone tech. It even figures out what you meant if you correct yourself mid-sentence.

We're leaving productivity on the table by relying only on typing. If you need to capture ideas faster or manage things like carpal tunnel, it's worth checking out the free plan.

What's the most non-obvious productivity tool you're using right now?

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Short-Form Posts:

These are designed to be used on FB, Threads, captions, or other quick status updates.

The Key to \$3M Revenue (Core Idea: Simplicity and authenticity generate revenue.)

Your B2B podcast doesn't need to be a flawless, perfectly-produced masterpiece to be effective.

We had a client who generated over \$2 million in direct revenue by keeping his show simple and focusing on real conversations. Stop perfecting the music and lighting. Focus on the people.

Be authentic and let your message speak for itself.

The Explicit Rating Secret (Core Idea: Labeling your show explicit is a defense mechanism against distractions.)

Should your B2B podcast be labeled 'Explicit'? YES. Just do it from the start.

The little 'E' is nearly invisible, but if the algorithm flags one random episode later, it becomes a HUGE distraction. Save yourself the headache and keep the focus on your great content.

Be real, not polished. That's authenticity.

Stop Typing. Talk. (Core Idea: Highlighting the speed and accuracy of the dictation tool.)

My biggest productivity hack right now: Stop typing and start talking.

I discovered I can dictate TWICE as fast as I can type using Whispr Flow. And the accuracy is crazy good—it even fixes my mistakes and formats things for me.

If you want to capture your thoughts faster, try dictation. You'll thank me.

The Highest Compliment (Core Idea: Using the compliment as a measure of authentic branding.)

The highest compliment you can get as a podcaster is: "You seem just like you are on your show."

That's the goal. Your podcast is the tool that lets thousands of prospective clients get to know the real you. This builds trust faster than any sales deck ever could.

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Quotes / Takeaways

Focus	Quote
Productivity Tool	"I've discovered Whispr Flow, and it's insane. You can dictate about twice as fast as you can type. It's the easy button for all your writing and note-taking."
B2B Podcasting Advice	"If your B2B podcast is not aimed at kids, just label the whole thing Explicit. It prevents the tiny 'E' from randomly popping up on one episode and distracting your audience. Focus on the content."
Caffeine Insight	"Here's a crazy stat from <i>This Is Your Mind on Plants</i> : 12 hours after you consume coffee, about 25% of it is still in your body affecting your sleep. Maybe cut it off earlier."
Brand Reflection	"The highest compliment you can get is when someone meets you and says: 'You seem just like you are on your podcast.' Make sure your show is an accurate reflection of your brand."
Revenue Case Study	"We have a client who attributes \$2 to \$3 million in direct revenue to his B2B podcast. It happens when you are disciplined, don't overthink it, and use the show as a true authority-building tool."

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Observations

Sometimes, I just notice things. When I was researching your webpage to find out if we would be a good fit, I came across a confusion between 20 vs 30 yrs experience on your home page. I understand the combined experience vs the advent of podcasting, but even so, the message seems unclear. Then, when I watched *The Biggest Issues Impacting Podcasts Today and How to Stay Ahead With John Corcoran*, I noticed a timestamp error on your YouTube bookmarks.

I have detailed my thoughts here in this section, in case you may find them useful and/or appreciate my ability to see things that don't match.

Observation: Inconsistency in Experience Years (HOME page)

The website's Hero Section claims "With a combined 30+ years experience," but seven other key instances on the same page reference only 20 years of experience. (*The links for each will take you to the highlighted text on your website*). It's a little confusing to detail, so bear with me and make sure to check out the tables in the following breakdowns. Reach out if you have any questions.

Suggestion: (A) Make all of these clean and match the hero "combined 30+ years experience," or (B) base them off of the advent of podcasting era c. 2003 and refine the combined years to match. Breakdowns of both options A/B are included on the following tables to eliminate confusion.

Section	Original Text	Note/Status
Hero Section	"With a combined 30+ years experience"	Baseline/Target for Option A
Formula Tagline	"With over 20 years combined experience"	Needs clarification/update.
ROI Pitch	"We have learned over approximately 20 years"	Works with c. 2003 era.
Uniqueness Point 1	"how to leverage a podcast based on our approximately 20 years of experience"	Needs clarification/update.
Uniqueness Point 2	"systems and processes have been honed and refined over 20 years"	Works with c. 2003 era.
Uniqueness Point 3	"a combined 20+ years experience"	Needs clarification/update.
Wrap-up 1	"For a combined 20 years"	Needs clarification/update.
Wrap-up 2	"Our Done-for-you Podcast service is the product of 20 years of testing"	Works with c. 2003 era.

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Option A: Site-Wide Consistency (Recommended if simplicity is key)

Goal: Make all instances match the powerful “combined 30+ years experience” claim.

Location in Original Doc	Suggested Change	Rationale
Formula Tagline	Change "With over 20 years combined experience" to " 30+ years "	Matches the Hero Section for a unified claim.
Uniqueness Point 1	Change "how to leverage a podcast based on our approximately 20 years of experience" to " 30+ years "	Aligns all "combined experience" statements.
Uniqueness Point 3	Change "a combined 20+ years experience" to " 30+ years "	Aligns all "combined experience" statements.
Wrap-up 1	Change "For a combined 20 years " to " 30+ years "	Aligns all "combined experience" statements.
Remaining 3 Instances	Change "We have learned over approximately 20 years ," "systems and processes have been honed and refined over 20 years ," and "product of 20 years of testing" to " 30+ years "	Ensures 100% consistency across the page.

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Option B: Strategic Contrast (Recommended if emphasizing industry history)

Goal: Leverage the contrast by using the figures to highlight two strengths: the founders' long professional careers (30+) and the company's history in the specific podcasting industry (20, since c. 2003).

Location in Original Doc	Action	Rationale
Hero Section	KEEP "30+ years experience"	This figure should remain the strong headline for Combined Team Expertise .
Needs Update (4 instances)	Change to "30+ years"	Must align with the Combined Team Expertise claim: Formula Tagline, Uniqueness Point 1, Uniqueness Point 3, and Wrap-up 1.
KEEP "20 Years" (3 instances)	KEEP "20 years" for these phrases: "We have learned over approximately 20 years ," "systems and processes have been honed and refined over 20 years ," and "product of 20 years of testing."	These specific claims are now framed as their expertise covering the full history of the podcasting era (c. 2003) .

Conclusion: Both options work, but **Option B** creates a slightly richer, two-part marketing claim that emphasizes both the individual success of the founders (30+) and the historical relevance of the service (20).

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Observation: The timestamp for the Whispr Flow app seems late by approximately 3 minutes on the YouTube description under your podcast.

Suggestion: Change the timestamp to 6:17

YouTube Video link:

<https://www.youtube.com/watch?v=rz5jZ4or66c>

These are the timestamps currently on your YouTube description (below). The hyperlinks are intact so you can view for yourself. The time stamp on Whispr Flow misses about three minutes of the subject, as you can see with the verbatim transcript below. I have highlighted this timestamp in red. If this was a product plug for Whispr Flow it would be an issue because the timestamp misses much of the features and sales points.

- 0:00 Intro
- 01:49 John Corcoran explains how our laws around plants impact daily life
- 04:12 The surprising productivity and sleep impact of caffeine
- 09:20 **Why Wispr Flow outperforms other voice dictation apps**
- 10:52 Insider advice on handling explicit content in your podcast
- 13:06 How to make your B2B podcast a true reflection of your brand
- 14:31 How one podcast generated millions in direct business revenue

The more accurate time stamp for Whispr Flow would be 6:17 as detailed in the following transcript, highlighted in green, unless you are purposely cutting out some of the product points.

YouTube Transcript:

Intro	0:15	built key relationships to get where
0:00	affecting the podcasting industry today	0:35
All right. Today we have a little bit of	0:18	they are today. Now, let's get started
0:01	that I wanted to tell you about. So,	0:38
a different format. Today I'm going to	0:20	with the show.
0:03	we'll be back with Chad in a moment. So,	0:41
be interviewed by Chad from Rise 25 and	0:22	All right, welcome everyone. John Corkin
0:06	stay tuned.	0:43
we're talking about a book	0:25	here. I'm the host of this show and you
0:07	Welcome to the Smart Business Revolution	0:44
recommendation, a resource	0:27	know, every week we have smart CEOs,
0:09	podcast where we feature top	0:46
recommendation, a tool, a thought	0:29	founders, and entrepreneurs from all
0:11	entrepreneurs, business leaders, and	0:48
leadership that I think you should	0:31	kinds of companies and organizations.
0:12	thought leaders and ask them how they	0:49
listen to, and a few issues that are	0:33	And we've had Netflix, GrubHub, Redfin,

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0:51
Gusto, Kinko, lots of great episodes if
0:54
you check out the archives. And of
0:55
course, this episode brought to you by
0:56
Rise 25 where we help businesses give to
0:59
and connect to their dream relationships
1:00
and partnerships. How do we do that? We
1:02
do that by helping you to run your
1:04
podcast. We are the easy button for any
1:06
B2B company to launch and run a podcast.
1:09
And we do three things fundamentally,
1:11
strategy, accountability, and full
1:13
execution on the production side so that
1:16
you can create a profitable podcast. So
1:19
to learn more, go to rise25.com or email
1:21
our team at supportrise25.
1:24
And with that, I will turn it over to
1:25
Chad who will take the lead.
1:27
All right. Hey, thanks so much, John.
1:29
Great to be here. Looking forward to
1:31
getting a few recommendations from you.
1:33
Uh I want a recommended book, a podcast
1:36
book and podcast, maybe a recommended
1:38
tool that listeners could benefit from
1:39
using and um a person who you might
1:42
recommend as a thought leader that you
1:44
respect and admire. Let's start with a
1:46
book or a podcast. Have you read any
1:48
books lately or heard any podcasts?
John Corcoran explains how our laws around
plants impact daily life
1:50
Absolutely. So, I've gotten on quite the
1:52
Michael Pollen kick. Michael Pollen,
1:55
known for The Omnivore's Dilemma and a
1:57
number of other books that he's uh that
1:59

he's written. Tremendous writer, just
2:02
really good. He calls himself a garden
2:04
writer. So, he mostly writes about
2:06
plants and humans interactions with
2:08
plants. Um I read the botany of desire.
2:11
I read how to change your mind. and I
2:13
read um his most recent book which is
2:16
this is your mind on plants. Um all of
2:19
them are are he kind of breaks down
2:21
different um plants and and their the
2:24
the way that humans interact with them.
2:27
Like for example, he'll talk about um
2:29
you know the cocoa bean which is in
2:32
coffee and talk about caffeine uh you
2:35
know as a drug and how that affects
2:37
people and he'll also talk about kind of
2:38
the cultural history. Part of it is a is
2:40
a personal narrative. So, he'll talk
2:42
about his experience with caffeine or do
2:44
an experiment like going off of caffeine
2:46
while he writes the chapter, which was a
2:48
bit of a disaster. Um, and talk about
2:51
the the legal history, uh, cultural
2:53
history, all that kind of stuff. And
2:55
very well researched, very well written.
2:58
And um, so that's why I've just been a
3:00
bit of a of a um, a kick listening to
3:03
his books. And it's just informs our
3:05
society and um you know some of the ways
3:08
that we decide to you know regulate
3:10
ourselves as a society. And it's it's a
3:12
little mindboggling to think that we
3:15
have these plants that grow in the woods
3:18
and that we have these weird laws around

3:20
them that say that you can't do anything
3:22
with that plant or it's illegal for you
3:24
to grow that plant that grows naturally
3:26
in the woods. or in some instances it's
3:29
legal to grow that plant in the case of
3:31
like poppy seeds, but it's illegal for
3:33
you to manufacture this poppy seeds and
3:36
turn them into an opioid. Unless you're
3:38
a pharmaceutical company, then it's
3:40
legal. So, it's like these kind of crazy
3:42
wacky laws that we have, but and you
3:44
know, wacky is such a light-hearted hard
3:47
term to use for because there are people
3:48
that right now are in prison because
3:51
they went over the line of of these
3:53
laws. So, um, just very interesting
3:56
series of books.
3:57
Yeah, sounds like it. Was there any like
3:59
regard regarding the plant book, um, as
4:01
somebody for me who drinks coffee from
4:03
like 7:00 a.m. to 2:00 p.m. straight,
4:05
was there any anything that you that
4:07
kind of personally affected you or
4:08
impacted you or changed the way you
4:10
thought about something after reading
4:11
it?
The surprising productivity and sleep impact of
caffeine
4:12
Yeah. Um I mean you know the you know
4:16
coffee and caffeine is a drug just like
4:19
you know marijuana is a drug and you
4:22
know mushrooms are a drug and LSD is a
4:25
drug and you know these things you know
4:27
they affect our behavior. The
4:28

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interesting thing is that it's generally
4:31 been determined by society that um you
4:34 know coffee bean and tea leaves uh
4:37 because of they produce caffeine produce
4:40 that they affect us in a positive way
4:42 and you know in many ways our our
4:44 society has been much more productive
4:46 because it allows workers to work longer
4:48 hours. The downside of that is that it
4:51 affects our sleep and sleep. You know,
4:54 there are sleep researchers who say that
4:56 that, you know, affects our our um
4:58 longevity, affects our our lifespans.
5:01 And, you know, the weird thing about it
5:03 is that caffeine affects our sleep. So,
5:05 we take more caffeine in order to stay
5:08 up, right? You know, and I say this as
5:10 someone who's got a coffee, same thing.
5:12 Every day I'm having coffee, you know,
5:13 and I enjoy having coffee. And there's
5:15 kind of the cultural aspect to it.
5:17 there's the ritual aspect to it, you
5:19 know. So, I think, you know, I'm
5:21 listening to this and, you know, I've
5:23 cut down on on my coffee intake. I used
5:26 to drink more of it. Um, you know, if
5:29 you read it, you probably will feel the
5:30 same way. You'll feel like, "Oh, gez, I
5:32 don't know what I'm doing. Maybe I
5:32 should have a little less coffee, you
5:34 know, and you know, if that's if that's
5:36 the impact that you get from one of
5:38 these books, then that's probably a good
5:39 thing."

5:40 Is there some fine line you could walk?
5:41 Like if you just you guzzle as much
5:43 coffee as you can before 100 p.m. and
5:45 then you cut it off after that, would
5:48 that impact your sleep less or?
5:50 So an interesting an interesting stat
5:52 that I read was that there's like a
5:54 halflife to coffee that I think what the
5:57 stat was in the book that said that 12
5:59 hours after you've consumed the coffee
6:01 about 25% of it is still in your body
6:04 affecting you.
6:05 That's good to know. Interesting.
6:06 Yeah, good to know. So, you know, maybe
6:08 cutting it off earlier in the day will
6:10 help improve your sleep that evening.
6:11 Mhm.
6:12 All right. Uh let's move on to a tool
6:14 that you might recommend um to
6:16 listeners.
6:17 **Okay. Uh tool. So, uh this is one that**
6:21 I've been crazy about recently. I uh
6:23 almost broke my finger about um I guess
6:26 about a month ago now, stupidly playing
6:29 football with my kids in front of my
6:30 house. So, I didn't even like a good
6:32 story behind it, like a bar fight or
6:34 something like that. Maybe I need to
6:35 make one up. But since that point, I've
6:38 been like hunting pecking like typing.
6:40 It really affects that. Um, so I had
6:42 discovered Whispr Flow before, but I'm
6:45 using it even more now. So Whisper Flow
6:47

is a a voice to a a speech to text tool.
6:52 Um, you basically hold down a a
6:54 keyboard, a key on your keyboard, and
6:56 then you speak out your words, and you
6:58 can actually dictate about twice as fast
7:00 as you can type. I'm pretty fast typist,
7:03 but that's pretty amazing. And so when
7:06 you get in the habit of using it, you
7:10 you are surprised how much more
7:11 productive you can be. Um, not to
7:14 mention that it can help with things
7:15 like carpal tunnel and stuff like that.
7:17 Um, I have it I use it on my phone and I
7:19 also use it on my desktop. Um, it's
7:21 especially helpful helpful on the phone.
7:23 It's much more accurate than any other
7:26 speechtoext tool that I've used to the
7:29 point where it can even format things.
7:31 And and if you correct yourself, if you
7:34 say something and then you say, "Uh, no,
7:36 actually blah blah blah," and you say a
7:39 different phrase, it often times will
7:40 pick that up and it will it will know
7:42 that you intended to delete the first
7:45 few words that you said and it will
7:46 insert the other words. And you can even
7:48 say like, you know, list three things in
7:50 a row and it'll format it in terms of
7:52 like bullets. 1 2 3 which is pretty
7:54 amazing too. So when you're working on
7:56 your phone and you know you got your
7:58 thumbs here and you got to format things
8:00 to send an email or text or something
8:01 like that it's really helpful but it's

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8:03
also helpful um in the office as well. I
8:06
think that the, you know, I don't know
8:08
why, you know, Apple with a
8:10
multi-billion dollar company, um, has
8:12
got, you know, on the iPhone this, uh,
8:14
you know, speech to text technology that
8:17
is inferior to this company, you know,
8:19
Whisper Flow, which is a little newer
8:22
startup. Um, you know, but they and I
8:25
don't know why they haven't acquired the
8:26
company yet because it's like, you
8:28
know, way it's head and shoulders above
8:31
the technology that comes built into the
8:33
iPhone. And yet it's really clunky to
8:35
actually use if you want to use it like
8:37
in a text message, you want to use it in
8:39
email when you're on an iPhone. Um, it
8:42
it's it's very clunky to get it to use,
8:44
you know, to work. And I've had Androids
8:46
in the past as well, and I find Android
8:48
is a little better actually than an
8:50
iPhone, but it's still not as good as
8:51
this. So, Whisper Flow, I would
8:53
recommend it to anyone. And there's a
8:55
free plan. It's like you get 2,000 words
8:56
per week. And oftentimes that's enough
8:58
for me. It isn't right now because of my
9:00
finger, but most of the time that's
9:02
enough for me. So, you can do that.
9:04
So, I used to work with somebody who
9:05
would always dictate all their emails
9:07
and texts, not not using Whisper Flow.
9:10
And we'd always have to be like, can you
9:11

can you translate your emails for us
9:14
because we can't figure out what you're
9:16
because you're not writing it clearly or
9:17
whatever. I'm guessing Whisper Flow
9:19
helps you work around that. Yeah, this
Why Wispr Flow outperforms other voice
dictation apps
9:20
would actually be this would actually
9:23
help a lot with that. Yeah. Yeah.
9:25
Because and I find I get a lot of
9:27
messages now. I think a lot of people
9:29
are using voicetext technologies
9:32
and a lot of times you get them and you
9:33
read it and you're like, "Oh, they
9:35
clearly they didn't read this or it's a
9:36
voicetext thing that just didn't spit
9:38
out really well." So, I find with
9:40
whisper flow, it is far more likely to
9:42
be accurate. M uh a thought leader who
9:45
you respect and admire and you might
9:47
recommend the people.
9:48
No, I mentioned my mention my old friend
9:50
Jordan Harbinger. Uh Jordan um is you
9:54
know an OG in the podcasting space. Um
9:57
he's been a leader. I mean he's he's
9:59
like the um um what's his name? Ed
10:02
what's his name? Edgar Muro. Is that his
10:04
name? I'm blanking on his name. Is that
10:06
right?
10:06
Edward Morrow.
10:07
Edward Muro. Yeah. The uh the um
10:09
journalist. a very early journalist. You
10:12
know, Jordan, I think when we write the
10:14
history of podcasting, his name has to
10:16
be up there. Um, does an amazing job

10:19
with, you know, with um interviews and
10:22
and goes a level depth of vulnerability
10:25
that I aspire to get to. Um, and has
10:29
just a variety of different experts.
10:31
He's had, you know, everyone from
10:32
William H. Macy recently to, um, you
10:36
know, Kobe Bryant back in the day before
10:38
he sadly passed away. and um just does a
10:41
great job with that. So I have to
10:43
mention um Jordan.
10:45
Okay, very nice. Um an issue affecting
10:48
the B2B podcasting industry.
Insider advice on handling explicit content in
your podcast
10:52
Yeah, so this is one that comes up a lot
10:53
is swear words and also related to that
10:56
explicit ratings on your podcast and
10:59
people ask me this like should I uh
11:03
people ask all the time should I you
11:05
know label my podcast explicit or not?
11:07
And what I say to that is, you know,
11:09
first of all, if you're creating a
11:10
podcast that's not aimed for kids, then
11:12
it's not that big a deal to label it as
11:14
explicit. And the reason why you'd want
11:16
to do it is because even if you don't
11:19
label it as explicit, first of all, it's
11:21
not that recognizable for most
11:23
platforms. Like if you go on Apple
11:24
Podcast or Spotify, it's a tiny tiny
11:26
little E that you can't even notice.
11:29
However, if you don't label your podcast
11:32
episodes as explicit, inevitably will
11:34
inevitably what will happen is that
11:37

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there will be an episode where either
11:39
you forget and you know the guest says a
11:41
swear word or someone doesn't even say a
11:44
swear word, but the algorithm thinks
11:46
that there's a swear word and so you
11:48
know Apple podcast or Spotify or
11:50
something will label it as an explicit
11:52
episode and that will stand out more
11:55
than a other episodes that are not
11:58
labeled. as explicit. And so sometimes
12:01
that drives people crazy. Talking about
12:03
the the podcaster, right? Like they're
12:04
like, "Oh, why is this standing out
12:06
looking explicit? You know, no one's
12:08
going to want to listen to that
12:08
episode." Which may or may not be true.
12:11
Uh but it just bothers people more and
12:13
becomes more of a distraction. So to
12:16
prevent it from being a distraction,
12:18
what I say to people is just just label
12:20
it as explicit. It's intended for adults
12:23
anyways. And when people look at
12:25
podcast, your podcast episodes in in a,
12:28
you know, on their phone or on the
12:30
computer and Spotify and Amazon Music or
12:33
wherever, um, they're just their eye is
12:36
probably going to glaze over it cuz
12:37
there's a tiny little E on the right
12:39
side. That's not even what they're
12:40
looking at. They're looking at the
12:42
content of the episode or who the guest
12:43
is or something like that. So, it's not
12:45
that big a deal. So, that's what I say
12:46
to people all the time. So, if you're a

12:49
host, um would you would you say just be
12:53
natural, be yourself, and if you swear,
12:54
you swear? Would you say avoid swearing
12:57
for B2B purposes?
12:59
Um, you know, I listen to some sports
13:00
podcast and they swear all the time. It
13:02
doesn't even affect me. But from B2 from
13:03
a B2B standpoint, is it different?
How to make your B2B podcast a true
reflection of your brand
13:06
From a B2B standpoint, I think it is.
13:07
You you want your podcast to be a
13:10
reflection of your brand. And if you
13:12
want your brand to be clean and not have
13:15
profanity in it, then that's fine. You
13:17
know, ju I think the highest compliment
13:19
you can get from someone is when someone
13:20
meets you and they've listened to your
13:22
podcast and they say, "You seem just
13:24
like as you are on your podcast." And
13:28
that's the benefit of doing a podcast is
13:29
because it gives you this tool that
13:32
allows you to capture a piece of you and
13:35
broadcast it essentially and people
13:38
could listen to it on their own time and
13:40
thousands of people could listen to it.
13:41
So they're getting to know you. So just
13:43
make sure that's an accurate reflection
13:44
of who you are and who you want your
13:46
brand to be. And there are plenty of B2B
13:50
brands that, you know, are edgy and
13:53
they, you know, have profanity
13:56
throughout a conversation or maybe they
13:59
would swear naturally if they were
14:01

talking to a prospective client. Uh, or
14:04
maybe it's mature subject matter or
14:05
whatever. So, just have it be an
14:07
accurate reflection of of who you are.
14:09
If you would naturally swear in a
14:10
conversation with a client, then you
14:13
probably have no issue with putting it
14:15
into your podcast episodes. So, that's
14:18
just what I would say about that.
14:20
Okay, sounds good. All right, last last
14:21
thing. Um, a case study of a business
14:25
who's been using podcast to establish
14:26
their thought, leadership, and
14:28
authority. I think you had somebody that
14:30
you had in mind.
How one podcast generated millions in direct
business revenue
14:31
I have to give a shout out to our client
14:33
Samir. Samir came to us a while back and
14:36
a couple years ago now and wanted to
14:38
start a podcast. He has an a digital
14:41
agency in the e-commerce space serving
14:44
uh e-commerce clients and you know the
14:47
the typical challenge was not on
14:49
atypical to what most businesses are
14:51
dealing with is they wanted a authentic
14:53
way to get into conversation with
14:56
clients that are ideal clients for them.
14:58
their their ICP. And um so, you know, we
15:02
helped guide him on starting a podcast.
15:05
And what's really notable and memorable
15:07
about him is that he kept it very simple
15:09
to begin with. He didn't get hung up on,
15:11
oh, the artwork has to be perfect. The
15:13
intro music has to be flawless. I'm

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15:16 because of that, I'm going to have my
15:17 sister-in-law who's flaky, who it's
15:19 going to take two months to produce a
15:21 original piece of music or whatever. He
15:23 didn't get caught caught up on those
15:24 sorts of things. In fact, when he
15:26 started, he used the same seven
15:28 questions for each of the episodes, but
15:31 he used the podcast as a tool to get
15:34 into conversation with prospective
15:36 clients and to demonstrate his
15:39 knowledge, demonstrate his expertise,
15:43

um, share some wisdom with them, and
15:45 build trust and authority. And as a
15:48 result of that, he told me recently that
15:50 he could attribute \$2 to3 million in
15:53 revenue to his business directly from
15:56 the podcast. Um, and that's what happens
15:58 when you are really effective about
16:00 this. When you when you really are are
16:02 disciplined about it, you don't
16:03 overthink it and you use podcast in in a
16:08 B2B context and in a very effective B2B
16:11 context. So I think that would be one
16:13 that I would uh recommend to people.

16:16 That is a amazing amount of revenue. Hey
16:18 uh John, it's been great to talk to you
16:20 as always. Thanks so much for having me
16:21 today.
16:22 Chad, thank you so much. Thanks
16:23 everyone.
16:24 So long everybody.
16:26 [Music]
16:27 Thanks for listening to the Smart
16:29 Business Revolution podcast. We'll see
16:31 you again next time and be sure to click
16:33 subscribe to get future episodes

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Notes: