

# 3 Keys to **Recession-Proof Your Business**

By Launching and  
Hosting Your  
Podcast NOW!

A Groundbreaking Guide By:

**Adam Hommey**

*Creator, The Podcast R.E.A.C.H. System™*



# So... Are You Feeling the Big Pinch Yet?

Dear Entrepreneur,

We're in a recession.

I don't care about the "spin" – **We're. In. A. Recession.**

Everywhere you turn, prices are up and supplies are down.

Your best prospects are in "wait and see" mode.

If you thought asking them to "hop on a Zoom real quick" was tough a year ago...

If it seems hard to get a response now...

Well, even with the changes already happening, *you ain't seen nothin' yet.*

Now that it's a crap shoot even going to the airport and the flight NOT being cancelled, will more or less people be traveling to conferences?

## **As an entrepreneur yourself, how are you feeling the pinch?**

Does the prospect of running a paid advertising campaign without guaranteed results, but WITH the possibility the leads you generate may yield a low percentage of actual viable prospects, sound less appetizing than ever?

Are fewer prospects even willing to talk with you about making deals (even in the future) when they're rationally not sure about *right now*?

Even if they're willing to talk, is the answer more and more something like "we're not doing anything right now, but check back in 6 months"?

Do you have less money you're willing to bet on hiring more people and buying more "stuff" that *could* grow your business?

Less money to subscribe to anything?

Whoa... I could use a break already!

# Say... Do You Like Apples?

How awesome would it be to have your own apple tree?

Well, if you want a nice apple tree in your yard gifting you ripe, delicious apples, there are two great times to plant that tree:

1. At least four years ago (that's basically the absolute minimum it takes for an apple tree to reach fruit-bearing maturity)

## **2. Right freaking now!**

How about THEM apples?

Launching and hosting your podcast right now gives you an edge when it comes to planting the seeds that yield a harvest, both now and later.

Your podcast humanizes you.

Your podcast opens conversations that could lead into any number of interesting directions over time.

Your podcast makes you a friend, not a salesperson.

Bob Burg, who I shared the stage with a few years ago at Cap't Jim Palmer's *Dream Business Academy*, famously says that all things being equal, people do business with those they know, like, and trust.

I agree with Bob - and I take it one step further.

It's on the next page.

Get ready to turn the page.

Tap your hands on the table and DRUMROLL, PLEASE:

Book Your Call With Me Now:  
**<https://www.ReachOutCall.com/>**



A man wearing a flat cap and glasses is speaking into a microphone. The background is a solid blue color with faint, overlapping images of people's faces.

People do business  
with people they  
know, like, and  
trust.

Most importantly,  
people do business  
with people they  
see as PEOPLE, not  
as marketing  
scripts.

**Adam Hommey**  
Creator, The R.E.A.C.H. System™  
[www.TheReachSystem.com](http://www.TheReachSystem.com)

Have you ever made a buying decision simply because you feel the person making the offer seems to **know** their stuff...

You **like** them and feel they **like** you, and...

You **trust** they'll do a good job...

EVEN without having all the details about exactly HOW they'll do the job you'll be paying them to complete, just that somehow, some way, you'll get the results once you take the leap and sign up?

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

# Launching and Hosting Your Podcast Protects Your Profits and Grows Your Business in ANY Economy!

This happens for three reasons:

- You pay one time to get started, then your ongoing costs are low or nil
- Prospects are less likely to sign up for "free strategy sessions" in ANY economy, but are always open to conversations and free publicity
- Playing the Long Game always bears fruit, just like planting the proverbial apple tree

Plus, if you really need some support growing your business and adding to your entrepreneurial toolbox and can't (or won't) spend the money for courses and coaching...

...launching and hosting your podcast means you'll never again, for the rest of your life, find yourself in the position of debasing yourself begging someone you can't (or won't) pay to let you pick their brain.

So stay tuned for that ripe, juicy BONUS toward the end.

For now, let's go through the three **Podcast Profits Protection Factors**.

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

# **Podcast Profits Protection Factor #1:**

**You Pay One Time to  
Get Started...**

**...Then Your Ongoing  
Costs are Low or Nil**



# Launching your podcast is a variable cost... that decreases exponentially as you do more of it!

One of my earliest guests on the *Business Creators' Radio Show*, Gary George, explained the deeper value of paid advertising campaigns and marketing campaigns in an interesting way – to paraphrase Gary:

***“Buying ads and doing launches means filling the tank and pushing the gas pedal. This only works when your business keeps cruising without it.”***

When you launch your recession-proof podcast, you

- Create your branding and marketing Avatars ***one time only***
- Select your podcast's title, tagline, description, and website URL ***one time only***
- Develop your “show flow” and process ***one time only***
- Produce your show's intro, outro, and commercials for your products and services ***one time only***
- Craft and launch the podcast's dedicated website with syndication to all the top podcasting platforms ***one time only***
- Announce your arrival on the market ***one time only***

From there, all you do is keep interviewing people, using the Green Room Conversations and subsequent relationships to close more deals and embrace expanded opportunities over time.

Using our vaunted Pre-Editing Process in combination with the Clint Eastwood Director Style, post-production and episode-post copywriting take basically no time at all (and/or can be outsourced inexpensively).

**Oh – when you show up in your guest's DMs later asking them to buy something, you're now a FRIEND extending an invitation to ANOTHER FRIEND, not a “salesperson” spewing copypasta to strangers!**

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

A background image showing two women in a podcast studio. The woman on the left is wearing large headphones and looking towards the right. The woman on the right is smiling and looking towards the left. They are both wearing microphones. The background is a dark, textured wall.

# **Podcast Profits Protection Factor #2:**

**Prospects Are Less Likely  
to Sign Up for  
"Free Strategy Sessions"  
in ANY Economy...  
But Are Always Open to  
Conversations  
& Free Publicity**



# Why can't you actually be FRIENDS with your social media connections and followers?

Of course you can, but most entrepreneurs go about it all wrong.

Did you know: free strategy sessions have up to 50% no-show rates!

According to studies by Close.com, a CRM that has worked with companies like Zapier, Toggl, Naturebox, and more; and SalesBuzz, which delivers online sales training programs for companies that want to get more prospects on the phone; there are reasons why.

Prospects you're asking to attend a "free strategy session" feel they're going to get pitched either on the call or immediately thereafter.

So rather than be put in a place where they have to make a decision either way, ***even if they've been wanting to meet you and would be thrilled otherwise to take the call, they'll simply avoid the conversation because it's called a "free strategy session".***

I've heard plenty of complaints from business creators who have invested huge ad spends on filling their free strategy session slots, only to be galactically and monumentally underwhelmed by both the quantity and the quality of the calls.

## **This is a huge, gaping leak in your sales pipeline.**

It's causing you to hemorrhage cash that SHOULD, by rights, be going into your bank account

It means missed opportunities to start conversations that may lead to future clients, referrals, and media exposure opportunities for yourself!

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

Think about this.

When you see an offer for a “free strategy session”, you know you’re going to get pitched.

At minimum, you probably suspect you’ll get a lot of “what” and “why” – but not a whole lot of “how” unless/until you sign the line that is dotted or fill out the credit card form that is secure.

Therefore, if you know you have neither the money nor the bandwidth, you’ll avoid the conversation altogether, as I mentioned above.

This not only defeats the purpose, but it also denies both of you what could be a mutually valuable conversation now that could lead to **doing business, speaking opportunities, media exposure, and more** a couple hundred yards down the road.

## **Start now – you need only one listener to succeed!**

Remember what I said about the barriers the phrase “free strategy session” creates, and how even scheduled appointments have a 50% no-show rate?

**Podcast interviews have a 99% yes-show rate** – it’s rare someone will schedule an interview with you and then skip out on the opportunity.

And here’s something that *really* knocks out the “what if” factor:

No matter how many listeners and downloads you get (if you keep track, or care), there is ONE listener who is GUARANTEED to stay for the entire episode – ***your interview guest***.

There is ONE person you’ll get green-room time with as a result of doing that episode – ***your interview guest***.

Book Your Call With Me Now:  
**<https://www.ReachOutCall.com/>**

Now that you've put reciprocity on the table by giving them exposure on your platform and an introduction to your tribe...

**...will they be more likely to enthusiastically agree to a follow-up conversation about doing business?**

Will they be more likely, even if they are not ready to become your customer right now, to refer someone who will?

Is there a much greater chance they may invite you to be on their show in the spirit of reciprocity?

Do you like your chances on this much more than sending blind pitches with one-sheets and trying your luck on whether the host even reads their e-mail?

How about if your guest turns around and hosts you on a webinar where you'll get to make a money pitch to their tribe?

Or on the stage at their upcoming conference, in front of a room full of people who have already invested in themselves by being there?

When you know how to master the green-room conversation – trust and believe, these things will happen for you.

When interviewing someone on your podcast makes you a **FRIEND** reaching out to **ANOTHER FRIEND**...

...how do you like your odds that when you ~~make offers~~ extend invitations (as our client Speaker Paul Ross, host of *The Influencer's Edge Podcast*, would have you rephrase that), you're more likely to get a YES and a signature on that line that is dotted?

Now we're already talking about the third ***Podcast Profits Protection Factor***, which is:

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>





# **Podcast Profits Protection Factor #3:**

**Playing the Long Game  
Always Bears Fruit**

**(Just Like Planting the  
Proverbial Apple Tree)**

## **It takes more than one contact to make a sale. The FIRST contact can make or break ANY sale.**

I can illustrate this by telling three stories about my personal experiences.

All of these became possible, and happened/could happen, due to me hosting **The BRILLIANCE+PASSION Podcast**, which is my personal networking tool.

Yes, I have two podcasts.

**The Business Creators Radio Show**, one of the longest continuously-running entrepreneurial podcasts on the air today, is a “mastermind format” where my guest and I take deep dives and spill a lot of beans for you on a variety of subjects relevant to your growth journey.

**The BRILLIANCE+PASSION Podcast** came about because I wanted to ACTUALLY MAKE FRIENDS with my social media connections and interact with members of my *Everything Podcasting Community* – since the group is obviously for growing my podcast-launch business, how do you think they would react to being offered a “free strategy session”?

Okay, story time!

### **Six months to success, and an amazing podcast!**

One of my **BRILLIANCE+PASSION Podcast** guests expressed interest during our Green Room conversation in launching her own podcast in advance of her launching programs for public speakers.

On our follow-up call, she told me she was interested but needed time.

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

We scheduled a second call for a month out – still not ready.

And a third.

And a fourth.

She kept showing up for the calls, where we spent the first 2 minutes on the latest reasons why she wasn't ready to launch a podcast then 15 minutes on whatever came to mind before scheduling another call.

Come the fifth call, and not 30 seconds in she said, "I really need to do this... I have all these people I need to connect with and it's time to get my new brand going... okay, I'm ready, how do we get started now?"

This all came to being because I led with reciprocity and interviewed her on my podcast.

Then, as a friend, I kept in touch.

Now, what if I had galloped into her DMs the moment she accepted my initial friend request, blabbed about myself and asked her to "hop on a Zoom real quick", then nagged her with "So about that quick Zoom..."?

### **Can you see – and feel – the difference?**

The public speaking community would not be enjoying *The Find Your Leadership Confidence Podcast with Vicki Noethling* today if I had dismissed a podcast as "too much work" and just followed the crowd.

## **This one took longer, but the payoff is HUGE!**

I originally connected with another of my **BRILLIANCE+PASSION Podcast** guests because we were in the same networking group.

We seemed to click, and I was as curious about her work as a Medium as she was about my work in podcasting.

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>



There were four approaches I could have taken.

One might be to **just hope to keep running into her** on the networking calls and see if she ever spontaneously ran to my scheduling link – yeah, “*wish in one hand and...*” (you know the rest).

Another might be “**let’s hop on a Zoom and get to know each other**” – okay, when you have a busy schedule and there’s no immediate defined revenue-based business outcome, do you *really* want to do that? And what will be the first thing you cancel (not reschedule) if you just don’t feel up to it that day? (See also: “virtual coffee”. UGGGGGGGGH!)

A third might be to **offer her a free strategy session**. Well, she basically would need to have *already* decided to launch a podcast *before* spending time on the call – think about it, you see what I mean? – and she had already stated she DEFINITELY wasn’t ready to launch a podcast (yet).

See where this is going?

So, **I invited her to be a guest on the BRILLIANCE+PASSION Podcast.**

As a result of that first interview, it felt like HER work was something MY audience needed to know more about, so I then had her on **The Business Creators Radio Show** for a full-hour “mastermind conversation” where we talked about my conversations with dead people and what they meant for my success as a Business Creator.

It took her over a year to get to the “I want to launch a podcast” part.

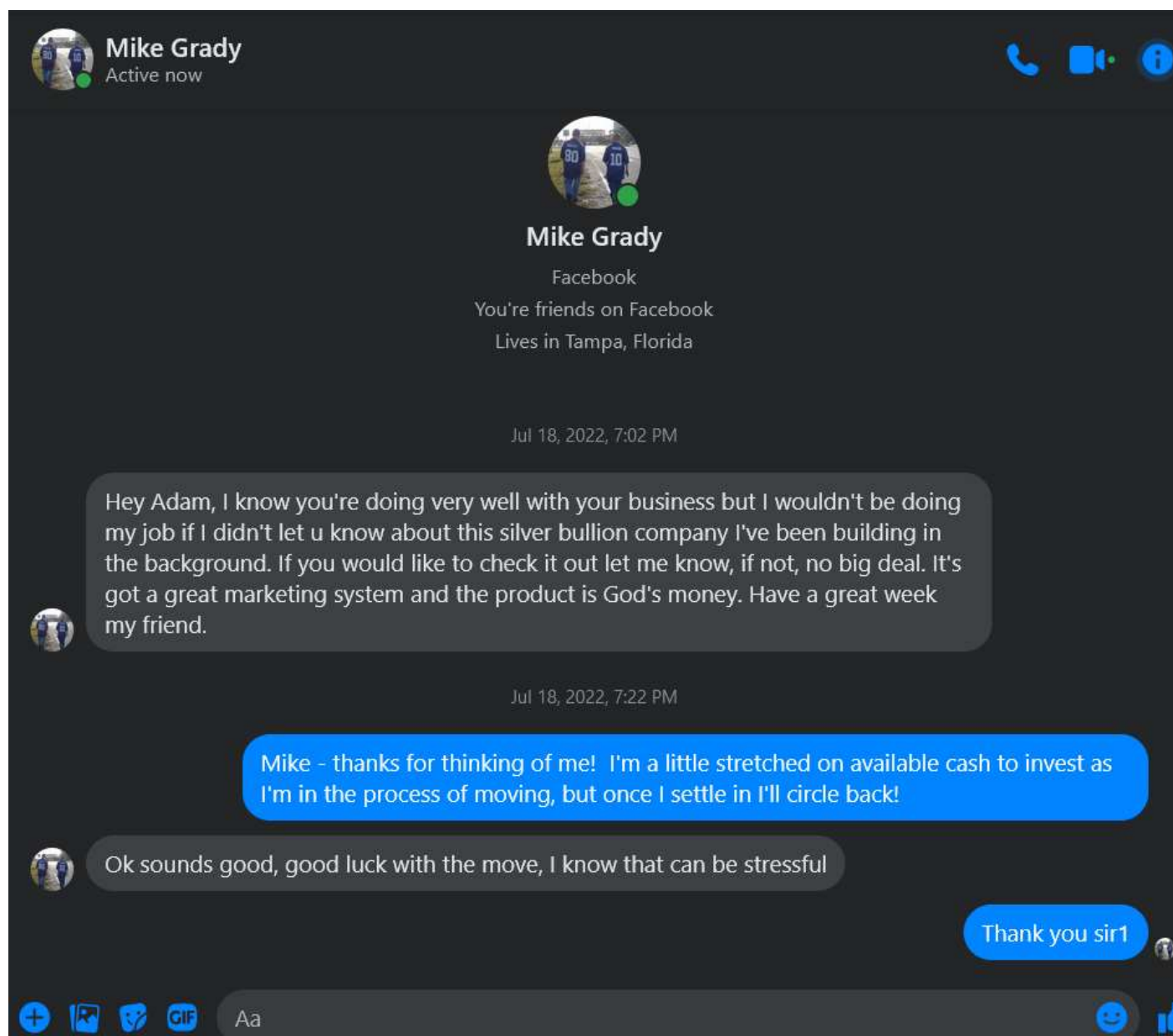
Now with all that groundwork, guess who got that call?

Soon, you’ll be enjoying a groundbreaking podcast about haunted houses. I can’t say more than that just yet, but stay tuned 😊

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

## On this third one, the future has quite a “silver” lining!

Not too long ago, I had the following DM exchange with one of my **BRILLIANCE+PASSION Podcast** guests:



Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

Go ahead.

Type something like Mike wrote to me in the DM box of someone you just connected with on social media.

Or even to someone you've "known" for a while but never spoke live with.

What response do you think you'll get?

*Now flip it...*

Imagine getting that message from someone you hadn't had a conversation with yet.

Compare it to getting that same message from someone you did a podcast interview with.

I ask you again, which is it, after a podcast interview has taken place?

- ☐ Slimy, spammy cypypasta from a salesperson
- ☐ A **FRIEND** extending an invitation to **ANOTHER FRIEND**

I'll add that when preparing the report you are reading now, even though this conversation took place a month earlier, I thought of this dialogue – see, as a result of Podcast R.E.A.C.H., Mike Grady was on my mind!

Mike sent me this message approximately one year after our actual podcast interview, and we had only sporadically spoken since.

Yet, see how nicely I reacted!

I also let you see his name, so if you happen to be interested in silver bullion, you know who I recommend you contact about this.

**Ask yourself: do you think I'd do this for just ANYONE in silver bullion?**

**So, these are the three *Podcast Profits Protection Factors*.**

I did promise you a bonus you'll especially appreciate.

But first...





**Your Recession-Proofing,  
Profitable Podcast:**

**Today Is The Day  
We Move Forward**

# Right now is the best time to launch your podcast that protects your profits in ANY economy!

Launching your podcast using the *Podcast R.E.A.C.H. System* gives you three “secret-weapon” advantages that make this possible:

## The Three Pillars of Podcast R.E.A.C.H.

- **Networking** – your network is your net worth. Open more conversations that lead to more closed deals and more expanded opportunities *over time*!
- **Client Attraction** – people do business with people they know, like, and trust. Most importantly, *people do business with people they see as PEOPLE!*
- **Celebrity Expert Branding** – harmonize with your market and become the hunted, not the hunter (this is the “double H” of R.E.A.C.H.)



A few days ago, while I was writing the “Avoid Podcast Purgatory” report you can also get from me, I looked at my calendar and saw I had NINE (9) interviews for one of my podcasts scheduled for the next day.

From a casual glance, I saw 6 were new-business prospects.

5 have shows of their own I was now more likely to get booked on (and thus reach more prospects) than I could by cold-pitching a one-sheet.

All 9 were potential business allies.

Book Your Call With Me Now:

<https://www.ReachOutCall.com/>

# Imagine: Your brand. Your business. Your success.

**Networking** – no more having the same dead-end conversation about “hopping on a call” 50 times to get one (weak) response.

No more looking like a spammer when – God forbid – you actually be friendly and connect with your social media contacts in the DMs.

**Now, you will have a powerful connection tool that has your best prospects lining up, beating down your door, to connect with YOU!**

---

**Client Attraction** – no more being invisible while your competition sucks all the oxygen out of your community, market, and audience.

No more having to “prove yourself” over and over trying to justify your fees and persuade new clients to “give you a chance”.

**Now, as an Authority Influencer in the market, you’ll be recognized as THE industry leader everybody wants to work with, but only a few can!**

---

**Celebrity Expert Branding** – no more posting endless selfies and other people’s quotes trying to evoke emotional responses.

No more being the “also-ran” as potential clients, business allies, and even podcast hosts ignore you while chasing the “popular” kids.

**Now, as the host of your full-fledged New Media Show, you’ll be seen as the trendsetter and changemaker everyone wants to align with- and HIRE!**

---

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

# Let's begin the conversation about your new profit-protecting, recession-proofing podcast!

To gain our help getting your podcast going FAST so you can get more clients and referrals RIGHT AWAY, your first step is to book your no-obligation (no pressure) informational call about this program.

Simply click this link and follow the easy steps to confirm our time together:

<https://www.ReachOutCall.com/>

Do it now, before the date and time you select gets booked – our calendar fills fast!

After you're done, here's an (optional) but easy and helpful way to get even more out of our time together.

To help prepare for an awesome conversation, think about your answers to these five simple questions:

1. What are some of the biggest frustrations you have experienced, up until now, as far as opening conversations with prospects and potential business allies?
2. What has stopped you, slowed you down, or gotten in the way of you launching your podcast, up until now?
3. If you had the chance to speak with ten people who would make great clients right now, who are they?
4. How do you want to be known in the eyes of your community, market, and audience?
5. If we could wave a “magic wand” and cause your podcast to appear, what would that feel like for you?

***(Hey, I didn't forget – here's that amazing BONUS I promised you...)***

Book Your Call With Me Now:

<https://www.ReachOutCall.com/>



# **BONUS Podcast Profits Protection Factor:**

**Candidly, Launch Your  
Podcast and Get Free  
Business Coaching!**

**(Really.)**

## **Nobody's saying it, but people are thinking it.**

I'll go ahead and "jump first".

A lot of folks need more help building their brand and business, expanding their reach, and making connections than they can afford – especially in this Recessionary day and age.

What can you do?

You could attend webinar after webinar trying to scoop up enough crumbs to make a go at it.

You could also sign up for every possible "free strategy session" in the hopes you actually get some strategy before the pitch, if you're prepared to say "no" a lot and break people's hearts. (I didn't think so.)

Or, you could spend weeks cozying up to someone on social media, liking and commenting on every utterance they type, until you feel you've established enough *simpatico* to Inbox them asking if they could kindly let you "pick their brain".

## **The moment you ask someone if you can "pick their brain", you *totally* blow it.**

Think about it – why should they miss out on the compensation they deserve for their expertise and brilliance to please a freeloader?

Doing a good deed may feel good, but last I checked, the bank isn't accepting deposits of ethereal altruism, as much as I phrased that to make it sound like a precious mineral.

Oh, and chances are, they'll instantly hate you for trying to get over on them and freeload off their brilliance and their passion.

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

## Here's what happens when you ask to "pick my brain".

Granted, I have a close circle of paying clients, colleagues in official masterminds, and 4 or 5 friends I informally mastermind with (one of them usually at about 2am) who I chat it up with all the time.

They've all earned space in my inner circle where we have mutually developed that status with each other.

True friends don't come by all that often, so treat them well.

Beyond that, here's how it goes:

*BRAINPICKER: Hey, can I pick your brain for a bit?*

*ME: Do you have a podcast?*

*BRAINPICKER: Sure do.*

*ME: Awesome! Tell you what. Have me on your show and I'll give you some of my best stuff. Be sure to promote the hell out of our episode. I'll do the same.*

*BRAINPICKER: You got it! Just fill out my application form, then go to my scheduler to book the recording session.*

*ME: (5 minutes later) Done and done. See you on (date and time I picked). Thank you for this opportunity to be of service to your tribe!*

Dr. Bob Kelso might ask you, what has two thumbs and just got himself booked? **THIS GUY!**

How about **THEM** apples!

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

**Launching your podcast lets you be the “brain-picker” – and gets your guests excited about getting their brains picked!**

**Once again:** studies have shown that, in some scenarios, “free strategy sessions” have up to a 50% no-show rate.

A “can we hop on a call real quick?” appointment is the one that gets sacrificed first when business gets even the slightest bit busy.

However, in 8.5 years hosting ***The Business Creators’ Radio Show***, I’ve had exactly two (out of over 500) guests fail to show up for their recordings.

In those same eight and a half years, only TWICE have I EVER needed to cancel an interview at the last minute – once when I was dealing with an actual crisis, and once on the day my grandfather died – and both interviews got rescheduled and published.

**Podcast interviews have a 99% “yes-show” rate**, because smart business creators don’t pass up opportunities to build their networks, spread goodwill, and gain free marketing reach.

**So, candidly: launch your podcast and get free business coaching!**

Having a show and needing to interview great guests means you never come to the conversation empty-handed as a “beggar”.

You show up with something valuable that’s worth their time.

Now, you put the power of Reciprocity to work building awesome connections and friendships that will serve both of you in ways that may only come into focus down the road.

This is how you exponentially reach more profitable customers.

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>



## If you've still "thinking about it", consider this.

A former client of mine – a great guy – is a financial advisor, one of the leading advisors in his company for many years running.

His dad was a salesman too.

My client told me about how he would go along with his dad on sales calls, and the prospect would sometimes hesitate to sign on the line that is dotted.

One of their top objections was – and this is the question you may have right now – *"this doesn't sound so hard, I can do it myself."*

My client's dad would say **(as I would say to you now),**

"I agree, this is pretty easy for some people, and there's a chance you could do it yourself if you took the time to research and figure it out on your own through maybe a bit of trial and error.

Just one question, if I may:



<https://www.ReachOutCall.com/>

Think about it.

And let it help you ***find your decision*** about what will most effectively ***move your business and brand to the front of the line*** before your community, market, and audience!

**RECESSION-PROOF YOUR BUSINESS** and cut to the front of the line!

Book Your Call With Me Now:  
<https://www.ReachOutCall.com/>

Until our call,



**Adam Hommey**

Creator, The Podcast Reach System™