



Referral Partner
(Cheat Code)
: Drive Quality Leads
without Advertising

Joe Lemon

www.ShapingCultureMedia.com



- Successfully ran a personal training business from 2008 to 2015
- Left personal training to dive into B2B sales
- Became Head of Sales for FitnessTech startup
- FitnessTech startup acquired on Shark Tank
- Launched Sales Culture Podcast in 2018
- Start in a medical device career
- Top 50 sales podcast

- Joe Lemon

Define Your Referral Partners, Micro-influence, Patient/Client:

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- Who services that patient before or after you work with them?
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- Who do influences your client/patient watch?
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- How does your podcast serve this group?

 Plan Content and Guest Lists

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- Who services that patient before or after you work with them?
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- What is the overall theme of the show?
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- How will the content serve them?

 Name Your Podcast, Create Artwork and Branding

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- Outline the theme, topics, and goals of your podcast.
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- Design eye-catching podcast cover art and consistent branding.

 Choose Hosting and Podcast Equipment

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- Invest in quality a microphone, headphones, and audio editing software.
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- Launch a free show on Anchor.FM

 Determine Production Workflow

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- Outline talking points
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- Record and edit an audio file
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- Export, save, and upload files to the hosting site.

 Publish and Promotion

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- Publish your episode to podcast directories.
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- Promote the episode on social media, newsletters, and on websites.
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- Encourage listeners to subscribe, rate, and review.

 Distribute and Manage Performance:

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- Track your podcast's analytics within the Anchor dashboard.
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- AI tool - Podsqueeze to produce blog posts, transcription, and show notes.
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- Build a community around your podcast at the clinic and through social media.

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Ready to press record and start driving referrals?

Let's set up a time to talk something great.

[Schedule Your 1:1 Planning Session](#)

Attract*

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