

Influence at scale

How to build the podcast audience to dominate your market

“Never talk to anyone before they know you’re a someone.”



Networking is your car—

it gets you there faster, there’s just the traffic.



Marketing is your jet—

it moves you faster, with scale.



Your Podcast is your rocket—

it launches your business into a new orbit.

You need the car. You need the Jet.

Your Rocket, that’s what gets you into orbit—and keeps you there.

To position you for market domination, your podcast must rest on 3 pillars.

1. Attention.
2. Influence.
3. The Right Audience.

Notes:

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How to build the podcast audience to dominate your market

Jere Metcalf JMPodcast.com & Emily Wood LightBoxRE.com

1. Attention

“You’re either remarkable or you’re invisible.” — Seth Godin

- The psychology of attention
- Novelty = the only thing that sparks attention.
- Oren Klaff’s 3 filters in nature → threat / mate / food → simplified in business: “Does this solve a problem I don’t already have a solution for?”
- Transition: If they don’t notice you, nothing else matters.

APPLYING THIS FOR YOUR PODCAST

a. Podcast Titles

“How to”

“What top <your audience avatar> do that others don’t”

“<#> reasons Not to <what your audience thinks they should do>”

“<#> reasons Not to <what your audience thinks you want them to do>”

Tools—

- Riverside.fm
- ChatGPT
- Grok
- Gemini

b. Shownotes

Keep them compelling and to your what your audience is looking for (the solutions for what keeps them up at night)

Tools—

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c. AI content repurposing with micro content—

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Don't just push episodes—create micro-content (clips, lifestyle posts, and collaborative content) specifically geared toward your audience, ensuring you capture and keep their attention.

- Riverside.fm
- Descript
- OpusClip

to transcribe and generate video shorts, reels, and audiograms — scaling content across LinkedIn, Instagram, and YouTube without additional production lift.

- iMovie.com
- Canva.com

for quick simple personalized extra edits

d. SEO Optimization:

- Podscribe
- Chartable

to add transcripts, track backlinks, and improve podcast discoverability in Google search.

You want to cultivate attention reinforcing trust and ensuring that every touchpoint builds momentum.

Think about who to collaborate with for photos or events to make sure my audience stays engaged and interested.... INFLUENCE...

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2- Influence

“The only way to build massive business is by influence.” — Jeff Walker

The good news is, influence is contagious.

9 massive weapons of influence

1- authority

2- reciprocity

3- trust (consistency)

4- anticipation

5- likeability

6- events and ritual

7- community

8- scarcity

9- social proof

APPLYING THIS FOR YOUR PODCAST

a. Episode distribution and analytics:

2 (of many) options—

- Captivate FM

gives full control over distribution, analytics, and audience insights without being locked into one platform’s algorithm

And has premium service and pricing.

- Buzzsprout.com

gives you analytics and streamlined distribution to all podcast major platforms (20++) and maximizes SEO

And has efficient service and inexpensive pricing.

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b. Outreach Automated:

- MeetAlfred

to enable you to automate LinkedIn connection requests and targeted follow-ups, effectively building rapport and influence with the audience you want before the podcast launches

c. Feedback Loops:

- Captivate analytics
- LinkedIn engagement metrics

to gain closed-loop intelligence, allowing you to refine both your guest pipeline and topics that resonate

d. Community Platforms:

- Slack
- Circle

to turn listeners into an active CRE community.

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3- the right audience

“If you don’t know who you’re talking to or why they care, they won’t listen.”

Know who they are and get the attention and influence of the people who:

1- need you

2- influence (and advise) the people who need you

APPLYING THIS FOR YOUR PODCAST

a. Data-Driven Strategy

- LightBox
- Revere CRE

to gain tens of thousands of verified broker and investor contacts—you’re able to segment your audience and align podcast topics directly with the interests of decision-makers in capital markets.

b. CRM Integration:

- HubSpot
- Salesforce
- Pipedrive

to tie downloads into lead scoring and nurture

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