

# 004 CIE Podcast - interview with Tom Hunt about Content Mark...

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## SUMMARY KEYWORDS

podcast, introvert, content marketing, extrovert, people, online, tomato seed, tom, tool, build, content, selling, solve, grow, business, problems, share, understanding, helping, blog post

## SPEAKERS

Kim Beasley, Tom Hunt



Kim Beasley 00:06

Hello, everyone, and welcome back to creative introvert entrepreneur podcast, a show that helps entrepreneurs who are introverts build your business brand online. Hi, I'm Kim Beasley the founder of this podcast. And one of my favorite things to say is introverts unite. I love the saying, because I want to inspire you to be successful at building your business brand online. The focus for this episode is so you can meet Tom hunt, who is the creator of bCast, which is the tool I used to host my podcast, Tom will be sharing how businesses can use content to grow faster online. And, and not just using content to generate leads and sales, but also using content to network sale and partner with other players in your niche. Welcome, Tom.



Tom Hunt 01:07

It's a pleasure to be here, Kim.



Kim Beasley 01:10

I'm so glad to have you here. I'm going to share a little bit more about you. And feel free to share more after I mentioned these things. Tom loves to build a grow social software

businesses. Before that he studied chemistry at Imperial College London and followed the her to a management consulting job in the city of London. I totally understand that. Because I did the college and I did the work in corporate America kind of thing. And just like him, I got bored, and he got bored. And then he built a marketplace connecting online entrepreneurs and virtual assistants from scratch while traveling the world. And then guess what? He's so 90% of it. Yes. So today, he has a podcast hosting company, as I mentioned for marketers bCast. And then he has also created and is growing the world's most profitable podcasts for b2b businesses, which is called fame. And the links for both of these will be in the show notes. So don't worry about not hear me say the links, you'll be able to check the show notes to find the links for those things. And you can also find him hosting the Confessions of a b2b marketer. podcast and write S. SAS growth case studies. Whoo, that's a lot. You got your hands full. Tom, how do you do it?



Tom Hunt 02:44

I think the key really is to have regular people in your team. Because you can still be the forefront of different things. But if you have really good people in the background, then you're still fine. Like for example, jack Dorsey is the CEO per square and Twitter, both massive companies, but really, he is insanely good leadership teams in both. So I think that's the key is having good people.



Kim Beasley 03:06

I truly agree. I truly agree. So one of the first questions I always ask, Are you an introvert or extrovert, or an ambivert, which is a mix of both introvert and an extrovert tendencies?



Tom Hunt 03:20

I would say I'm an introvert.



Kim Beasley 03:22

Whoo. So you're gonna have some really good secrets to share? What does your business focus on? And how can it help introverts?



Tom Hunt 03:33

Oh, I think the that's for exampie Custom fame. So all we're doing is helping businesses start and grow profitable podcasts, either with fame, which is the agency, and so that's a

service or with broadcast, which is a software. And I actually think that podcasting is a great medium for the introvert. Because, yes, you "A" have to listen, you're listening on your own with headphones, the "B" if you host a podcast. For me, even being an introvert, I still really enjoy the process of posting a podcast. And maybe I have the definition wrong. But it's more like when I'm in social faces with loads of people that get really tired, not necessarily one on one. And so I think podcasting is a great medium for that. And so what we do is basically just help you do that help you like grow the podcast help you make it profitable. And you did mention kind of the core thing. The core ethos behind both brands is that actually, podcasting is great to build an audience base, actually also potentially more powerful to build relationships with people. And so that is, that's really what we focus on with those two brands.



Kim Beasley 04:43

I love that that is so true. And as an introvert, a lot of people they they're surprised when I say I'm an introvert. Just because when you see me in public, and I seem to be an extrovert doesn't mean I'm like that all the time with When I'm not in it, when I'm not called on to be an extrovert, I literally am quiet. And in my corner reading my book, I am just chilled, I don't have to have all the extrovert tendencies, operational 100% of the time. So if there was one tip, you could offer introverts that will help them build their business online. What? What would that tip be?



Tom Hunt 05:31

So I think being an introvert, he, he prefer to do everything on your own, and not be around people. Which is great, because to build business, you have to do that. And if you're just an expert, you're great at selling, and he's great love talking to people, you never actually going to get any work done. So I think, and maybe this is a bit self serving, but I actually think it is worth starting a podcast, because what that will do is it will force you to build relationships with people and to be around people. Because you do need both. I agree. Yeah, you need the strength of the extrovert, which is forming, like winwin connections, but then you need the strength for the introvert, which is like actually doing stuff. And a podcast is a great way to kind of forced you to have to get the benefits from the extra side.



Kim Beasley 06:16

I love that, because that is so true. That, for me, podcasting allows me to get that talking out that I need to do without having to be on camera. I, I have always said that person

that Okay, I'll take pictures. But being in the pictures. I have to work up to it. And and I love your tip about high casting introverts. You really can excel at podcasts. And I really believe that. So how can a small business use content to grow their business online?



Tom Hunt 06:58

Yeah, so I think the the way to look at this is, first, it comes down to timing and who the person is that you're helping, right. And so ideally, if you have a business, you should have a good idea about exactly who that is, and exactly what problems you're solving. And of course, your products, whether it's software, whether it's service, or whether it's information, will help solve those problems. And so all content marketing is understanding what the problems are, and starting to solve the problems that are slightly upstream from the one for your product or service solves. And doing that with information. Right. So let's just give an example. Right, let's say you make a special tool, it's a physical product that helps people grow tomatoes, right? It's very expensive, it costs \$100. But if you're a tomato grower, you really need the tool. And so the content play here is really understanding what's the problem that this person will have upstream from when they need the tool. And let's just say it's like selection of tomato seed. And so what you do is create either it could be video, it could be audio, or it could be written, like the ultimate guide to tomato seeds. And it could be the list of 100 different variations and pictures of them, and videos of them, and writing about them. And so you say that maybe audio wouldn't be the best. It's basically a big blog post with videos. And so you post that, and then the people who assumed to have the problem that your product solves are going to find that on the internet, if it's good, right, if it ranks for the term, tomato seed, and so then you have the people there that you'll be adding value to their lives. And they'll know then once they have selected se they'll be like, Okay, well so I need the tool, they'll look up, you know, are you guys sell the tool and by so it's another a simplified version, but if one of the problems you can solve upstream from from where your product or service solves, and how can you solve this for your customers, which information?



Kim Beasley 08:53

Oh, wow, that you know, in taking that ideal that thought and, and, and taking it and saying okay, as a podcaster you can share your knowledge you can share your knowledge as as you are growing your business. And, and when you share that knowledge and use specific keywords, when you put your podcasts online, your podcasts can be found. There are some really easy things you can do with your content that will that will help you get found online. Ah, that leads us into the next question. How do you get started with content marketing?



Tom Hunt 09:40

Yes, I think it comes comes back to really understanding who the person is that you're helping with your product service, and then what their problems are. That's the thing if you didn't have that, right, nothing's gonna work. Mm hmm. So let's just say you have that the next step is literally just to start publishing stuff whether it's audio video or written. Because when you start pulling just publishing stuff, you are going to learn more about it. Because the best way to learn is to teach, you're going to get feedback to understand what stuff is actually helping people and what isn't. And so then if you keep doing that over time, if you're consistent, and over time, the content will get good enough, because you're going to be learning more, and you're going to be getting feedback. And so it's basically understanding who it is at assigning the problems you're gonna solve. And then just being consistent self publishing every week, for a year, for example. And if you do that, if you something will start to work.



Kim Beasley 10:35

I love that, you know, since I've been podcasting, I've noticed, I do it once a week I put out I am consistently putting out podcasts on Thursday, and I can see that my numbers are going up. Because not not only because I'm just I'm consistent in putting things out every thirsty, also, because I'm doing a content marketing where I'm getting it in front of people and it on social media. And, and just and people are listening to it. And one of the really great things I like about bCast is that I can embed that podcast into my website. And and people can listen to it on my website, or they can listen to it on my web page, or they can listen to it on Apple podcast, Google Podcast, I mean, all over. So that that's part of that content marketing. So what are the benefits of content marketing? for introverts?



Tom Hunt 11:46

Yes, I think the cool benefit is that if your business you need to find a way to get customers, and what content have, you could look every poke after that third, or every blog post is like a mini salesperson. So they're out there doing selling 24 seven for you. So you don't have to be like knocking on doors of calling people up asking them to buy, you know, I mean, and so the the the comments there has to add value, right? But But if you can add value, and faster sell your product, that's the Holy Grail. And so the benefit is you don't have to do the selling your your, your army of blog posts is going to be selling for you.



Kim Beasley 12:25

And with podcasting, you can, it's kind of like content on the go. People can download your audio, and listen to it as they are out and about or cleaning around the home. It's not something that you have to have in hand. You can listen while you work. And I love that about podcasting. So we're at the point in the podcast where I like to give a weekly challenge. So one of my favorite things about weekly challenges that it encourages introverts to take action. For this week, I want to challenge you to, to check out bCast and sign up. So you can start your own podcasts. Oh, yes, you can do this. I believe in you. As an interface. As introvert, I find it comfortable to do podcasting, because I don't have to be in front of the camera, as I've mentioned before. So my final thoughts for today. I want to thank Tom for sharing about using content to grow your business fast online and talking about content marketing. And I want to thank him for joining me for the creative introvert entrepreneur podcasts. Check out the show notes to connect with me online, or to follow me on social media and also you will find the links to where you can connect with Tom. If you liked this episode, please please share it with your friends and family. Remember introverts unite. Be sure to tune in for my next my next episode. See you next time. And thank you, Tom for joining me today.



Tom Hunt 14:12

Thank you so much for having me. It's been a pleasure.