



How to Create Awesome Content By Interviewing Others

David Garland: Hello everyone at International Freelancers Day. I'm here for the training and so excited to be here. David Siteman Garland, founder of the RISE To The Top, now the new author the book, Smarter, Faster, Cheaper, Non-boring, Fluff-Free, Strategies for Marketing and Promoting your Business. I want to thank everyone for having me on today to teach you a couple lessons that I think are going to be invaluable for your business.

And what I want to talk about today, is that a lot of you who have blogs, other kinds of ways that you're creating content online, and then if you're not I hope you can start doing so. It might be a video blog. It might be that you just have a blog. You have a show. On International Freelancers Day, I talked about doing your own smarter, faster, cheaper web show and whatever it might be some kind of online platform that you created, because online content is gold, nowadays and way into the future.

And creating a platform where it's much less about you selling your services and products and more about becoming known for people to like you and to trust you, and then when they're ready to at some point possible do business with you. That's really the idea behind this marketing.

And for me, one of the big things that I've noticed that has helped build my brand massively and many other people, is by interviewing others. Interviewing other people in





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your industry, related to your industry, and marketing and promoting that content online which will help people know, like, and trust you, which is really what marketing is all about. So let me give you an example here.

So on my site the RISE To The Top, what I do is I interview the most interesting, unique, passionate entrepreneurs and innovative marketers in the world. And invite them on for the 30-minute conversations that I do on Skype video, and I record them and I put them up online.

And what happens then, is the magic really takes over and that is that it's very easy to promote other people consistently because you can only talk about yourself and your products and your services or whatever it might be so much. And really nobody is excited about your products and services as we are, right?

So promoting others, though, is very easy. So how do you do an interview with Seth Godin or Tony Hsieh or Gary Vaynerchuk? It's very easy to go onto Twitter and Facebook or other social media sites and encourage people to go watch that interview because there's great content in there. And what's nice about interview is that it creates an awesome triangle of content.





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Number one, you're delivering great content to your community, whether there's two people or two million. It doesn't matter. You're delivering great content. Number two, is that for the interviewee, hey, they get to be in front of some people that follow you and that's a good thing. And number three, is that of course your community gets to enjoy it and you get to form a relationship now with this guest. And that's how business works is that it's all based around relationships.

So let's say you want to do interviews. Let's say you want to get going and you say, "Hey, I want to try to do an interview series on my blog or website. How do I get started?" And that's what I want to talk about here for a couple of minutes.

Number one, is you have to decide why are you doing this. And I think this is an important thing that is often overlooked. And for me, interviews are, one, relationship builders. And now I can talk with Seth Godin and Chris Brogan and Gary Vaynerchuk and 275 other guests I've had on my show, really at a drop of the hat because it's really a bonding experience to do an interview with someone. It really helps build mutual relationships with other people.

Number two for me, you know, that's part of my business. I mean that's what I do. I do a web show and so the interview was very easy content for people to consume. And also see recognizable names that they want to click on and then watch and consume and bring





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them from social media sites into my website. And so you got to think about why are you doing this. And I think that's one of the critical things that's often overlooked with anything that we do online because we're so concerned about how or getting started that we don't think about why do we want to do this. So if you're looking to build relationships or looking to create awesome content, interviews are definitely for you.

Second up, most important thing is to say what medium do I want to do interviews in. Do I want to do text? Do I want to do audio? What's the best way to do it? And, there really isn't a best way. But I can tell you from my experience, everyone you're going to interview including yourself, right, you're busy people. And busyness it's very difficult to answer a lot of email questions or do a lot of complicated things to do an interview.

So what I've noticed is the simpler you can make it for the guest, the better. And so that's why I do video interviews. I do them on Skype video. All the guests have to do is come on and click a button and they're on. I used a \$20 tool called Ecamm Call Recorder which I think if we can do webs we can link that up that there's for Mac, for five burner, and a couple of other things that you can do. We play Telecorder for PCs.

And what it does is it records me. It records the guest. And then it comes up side by side into a video. And it's so simple and it's literally just one button. And what's neat about



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this is that one, it's easy for the guests. All they have to do is turn their webcam and go to their computer. They answer a bunch of questions or do anything like that.

And number two, is once you have video, you also have audio and text. And you don't have this if you do it in any other format with interviews. So if I do audio, I don't have video. I have text as well. I can transcribe it. By if I have text, I certainly don't have audio or video. So when you do video, you're getting all three and you can potentially give some content for all kinds of learning styles if that makes sense.

Second of all when it comes to this, it's just critical—I guess this is third—knowing who you want to interview and why. This is very, very important. And there's two types of people that I think are very interesting to interview. I mean there's many more depending on your niche and who you're trying to do.

But number one is thinking about obviously influencers in your niche, influencers, the top people, the household names. Obviously these people are great interviews. It's not going to be earth-shattering because normally they've been on a lot of different shows. But these influencers are very important.

But a category that people often overlooked and I think it's something to focus on is bloggers and up and comers in the niche. So let's say I'm a graphic designer. Maybe I



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want to, I don't know, talk to people that are obsessed with design or people that are really good at product design, other things that are different from my niche and interview those people, and then appeal to a design community if that makes sense.

So up and comers are pretty cool, because in many cases they're more accessible and they'll help promote the interview which is a great thing as well, because you get to tap into their audience and keep getting more people in front of you which I think is pretty critical.

And the final point I want to make about interviewing is where you start. Start with people you know. I mean start tapping in your network. Starting small, building it up over time I think is one of the critical things. So you just go slowly and slowly like Seth Godin, it took me a couple of years before I interviewed Seth Godin. And Tim Ferriss, it took me over two years before I interviewed Tim Ferriss.

It takes time to get to know these people and really get it going. And one tip —a couple of final tips. Number one is to think about when someone has something to market, and for most, that's a good time to maybe tap into them for an interview. So some people that are not accessible at all become instantly accessible when they suddenly have something to market and promote a new book coming out, a new product, a new service. They're going to be looking for interviews at that point. And it's a great time to nab them,





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especially when they're looking for something. And I think that's one of the big tips is find people when they're looking to market and promote something. They're going to suddenly become available.

So that was just kind of smattering of almost random tips to help you kind of get started and thinking about, "Hey, do I want to do an interview series to help build your business.?" And of course if you have any questions, you can hunt me down. I'm at therisetothetop.com. The new book, "Smarter, Faster, Cheaper" just came out this week, so very excited about that. Hope you enjoyed this. And if you have any questions, I'm always here to help and I'll see you next time. This is David Siteman Garland from therisetothetop.com.

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