

- Chris LoCurto: Welcome to the show folks, we are enjoying a great day here. We've got a buddy of mine who's on the show that is going to talk to you, talk to us about branding you. About what you do to promote you. About writing books, about getting yourself booked on TV, about wrapping podcasts into your business. About all kinds of fun stuff. I've been looking forward to this; I hope you are as well. Let me tell you a little bit about Joel. Joel Boggess is the host of Relaunch, The Relaunch Show and the author of the number one Amazon best selling book Finding Your Voice. If there is one thing you can say about Joel, he is absolutely passionate about helping people starting over with confidence. So that they have confidence as they're starting over. This is really super cool. Inc magazine just mentioned The Relaunch Show as one of the top twenty business podcasts of 2015, and the Huffington Post mentioned Relaunch Show as one of the top five shows to jump start your inspiration. Listen, Joel knows exactly what he's doing and I'm so glad to have him on so if you will do me a huge favor, welcome to the show Joel Boggess. Joel, so good to have you on.
- Joel Boggess : Chris, I can't believe I'm actually on your show this is a huge honor for me. Thanks for the invitation and you know Chris I was first introduced to you and you kind of became my mentor of sorts back when you were doing the EntreLeadership podcast with Dave Ramsey's organization. I just started listening to you then and to be able to be a guest now on your show, it's come full circle for me; a huge honor. Congratulations on what you're doing with the show.
- Chris LoCurto: Well thank you sir that means the world to me. I really appreciate that. As we jump in, we're going to talk about, you have killed it you have been going ballistic with The Relaunch Show. Did a fantastic or still doing a great job with Finding Your Voice. There's so many things that you've done and I want to talk about some of those intricate pieces. I also want to kind of hit something from the personal side.
- Joel Boggess : Sure
- Chris LoCurto: Because you are somebody who has started over. You're somebody that has come back from what I think of is devastation in your life. If you can help people understand where you come from, from that personal side and how you have overcome bad stuff in your life to be able to move forward and become so successful.
- Joel Boggess : Sure, I appreciate you giving me the opportunity to do that. I'm going to kind of nutshell this story a little bit if it's OK with you.
- Chris LoCurto: Absolutely.

Joel Boggess : I don't want to be dramatic just for the sake of being dramatic but I want to be helpful.

Chris LoCurto: Right.

Joel Boggess : That is my goal today, is to be helpful and to hopefully add some inspiration and some motivation to the people that are tuning into The Chris LoCurto Show today. So that they can have the clarity and the confidence in the direction that ... You know what, no matter what I've been through. If God has brought me to it well he's going to bring me through it. That's kind of the message Chris; I hope it's OK that I want to kind of weave into the story today.

When I was three years old, my parents were divorced and I spent a little time living with my mom and when I was five years old I was off on a nature hike with my dad. The kids kind of ventured off onto their own little expedition. By the end of the day we had scaled up the side of this small hill, I stepped onto what was a bridge. Which probably looked to me and my little five-year-old eyes more like a jungle gym. Before I knew it, the details are a little bit sketchy to me but the train came I was ... I got scared, I was hit, I was pushed, I jumped.

I ended up falling thirty feet to the rocky quarry. That was down below and I had multiple skull fractures. I ended up losing so much blood from that fall. Chris, by the time the paramedics were able to cut their way through the thicket and find us ... This was forty years ago, this was before GPS and before cell phones. By the time they were able to get to us they weren't even able to start a little IV on my arm because all the blood vessels had collapsed.

Through heroic divine and medical interventions, somehow I was able to make the forty-five minute drive in the emergency transport into down town San Antonio. Where I would be admitted into Santa Rosa Children's Hospital into the intensive care unit. Where I would spend the next three years, not three years but three weeks of my life in a coma. In a deep coma, fighting for my life. When I recovered from that coma, remember I'm trying to be helpful here not dramatic. When I recovered from that coma at age six. That's when the journey kind of started for me about really understanding who I was. What was my voice, my inner voice trying to tell me. What kind of value did God lay in my spirit that I could then offer to people that were in search of new beginnings, finding their voice. In search of something greater within themselves and that's how the journey started for me.

Chris LoCurto: At six years old, what are your thoughts here? Why did I survive this? Why am I lucky? What's going through your mind at that age?

Joel Boggess : Boy, that's a great question. You know what, I don't really know actually. It was definitely a miracle on multiple levels.

Chris LoCurto: Absolutely.

Joel Boggess : That I was able to make it through that and then to make it through some of the incidents and events that happened during my recovery even into my teenage years. Just real quick to put this into perspective, my parents not only had they just lost their only child, me. They were also reeling and recovering from a relationship that didn't work out. Remember they were now divorced and single parents. So on both sides, mom, dad, and son me. There was all kinds of battling with self doubt sometimes destructive behavior, things of that nature. I unfortunately or maybe fortunately as it turns out had to face some of those things head on. What that taught me Chris, is that taught me the value of determination, and persistence, and frankly faith too on all sides.

Chris LoCurto: It has to, it just absolutely has to. I cannot ... Just hearing it, its very difficult for me to even imagine but if ... The great thing about faith ... I don't understand how people can make it through something like that without it. I would hate being in your parents' positions if they didn't at least have some faith and understanding of what you were going through while they were going through what they were. You moved forward, you hit a ton of challenges in your life.

Joel Boggess : Mm-hmm (affirmative)

Chris LoCurto: You've got a lot of victories. You've got a lot success behind you and decided that this is something you wanted to make a part of your life. That you wanted to help people starting over and that moved you in the direction of writing a Amazon number one best seller.

Joel Boggess : Mm-hmm (affirmative)

Chris LoCurto: Talk about the book, tell us what it's about, why you wrote it and help us to understand ... we're going to kind of move into the what can our listeners do? Help us to understand how can people do the same thing you've been able to do.

Joel Boggess : Sure, I thought for a long, I felt for a long time that my story needed to be told. To provide the inspiration for other people. I also thought not only did my story need to be told but I also needed to put together a guide book so that people could maybe get an understanding and some ideas about how they can get in touch with who they really are. If there is one that that I've learned through years and years of kind of experience and then spiritual maturity on my own part is that people have a hunger within themselves to connect with who they really are. Not who other people think they should be but to get that connection with who they really are. Who they were created. I just wanted to give people some ideas on how they can get in touch with that.

I call Finding Your Voice a guidebook, not a rule book and the reason for that is because the one that I've learned is the last thing that anybody needs is another rule book and I think you know what I mean.

Chris LoCurto: Yes I do.

Joel Boggess : The ten tips to do this and the twelve strategies for that and the eight keys for this. While most of the books are written with good intentions by very knowledgeable authors. Sometimes those kind of books can set us up for a lot of frustration because we can read them we can [inaudible 00:11:16] some good ideas but then we think, or at least I do. I do this, I think OK I'm going to do exactly what he did and then I'm going to get the results that he got.

Chris LoCurto: Right.

Joel Boggess : When that happens then I will look at myself in the mirror and I wonder why am I not getting the down lows that he's getting or why am I not getting the checks in the mail like he's getting. Why am I not yet on The Today Show like he is or she is. That's a recipe for headache if not a little bit of disaster. That's why I thought, you know what. We need a guidebook. We need a book full of tried and true ideas and strategies. That has worked for people, that have helped them get connected with themselves at a deeper level. Try one, try two, try three you're going to find something in there that's going to help you in your journey professionally and personally.

Chris LoCurto: You've created a number one best seller on Amazon.

Joel Boggess : Yep.

Chris LoCurto: On top of that, you've helped people to understand how to do the same thing. What are some of those ... we got have a lot of people out here who have a message. We have people that need a greater platform. We're going to get into a lot of platform building stuff.

Joel Boggess : Right.

Chris LoCurto: Today. Tell us, how do you get there? How do you create something like that? What are the steps it takes? Load us up.

Joel Boggess : OK fantastic. First of all I believe personally Chris, that everyone has a message in their heart. It's not a message that other people share but it's your own personal message. Chris LoCurto has a message. You already know that and you're sharing that through your show. Joel has a message and I do my best to share that through my show. Dave Ramsey has a message. It doesn't necessarily have to be someone else's message and it probably won't be somebody else's message but everyone has that message. I personally believe that the greatest give you can give to yourself, your family, the world and to God is to share the message that is in your heart. Once people come to terms with that and realize that oh my gosh yes, this is something that I cannot not share this part of myself. Then you get to ask yourself, how do I want to make this message available. How do I want to communicate this to the world? Do I want to write a

book? Is that something that I'm excited about? Am I passionate about writing a book? If it is then let's talk about putting together a killer book and a book line strategy. But you know what? It's OK if that doesn't trip your trigger. Or if that didn't turn you on [inaudible 00:14:08] writing a book.

Let's look at other avenues. Maybe creating a podcast is something that lights your fire. If that's the case, if that's the medium that you need to use to communicate. Fantastic, let's figure that out. Or if it's through YouTube videos then let's figure that out. I personally believe that there is no magical medium what to communicate. There are multiple media available.

Chris LoCurto: Mm-hmm (affirmative)

Joel Boggess : So find one that works for you and one that you're excited about doing.

Chris LoCurto: Nothing excited about doing a medium. Absolutely, Jack setup that whole process I can tell you that.

Joel Boggess : Oh yeah, yeah. You're behind a microphone right now the same as I and this is great. This is playtime.

Chris LoCurto: Yeah.

Joel Boggess : For us, doesn't necessarily mean that podcasting is the one and only one way to communicate a message.

Chris LoCurto: Right.

Joel Boggess : That just means that it's the one that excites guys like you and me. There are other opportunities available as well.

Chris LoCurto: If you're launching let's start with the books. How do you get to a number one? I can tell you I know there's a ton of people out there that will tell you "well I mean it's just a hit or miss you just never know." You've kind of insured your way to that didn't you.

Joel Boggess : I did, I absolutely did and thank you so much. The strategies for getting to number one on Amazon or on iTunes, which I do with The Relaunch Show. There's a lot of overlap there. In a big picture way, I had the goal that I wanted to hit number one in all of my categories on Amazon when I launched the book. That was my goal. I had that so I was able to communicate to people, this is what I want to do. Then I [inaudible 00:16:05] up a launch team. A group of people that were committed to me and that were willing to do what they needed to do to help me promote the Finding Your Voice book. That's how it all started. That's what leveraged the book to get to number one in all categories. Same day, same hour which crazy. This just shows what is possible with

teamwork because Chris, you know I didn't have a Dave Ramsey size list.

Chris LoCurto: Right.

Joel Boggess : I didn't have a pick your author size list. I had a Joel size list, which was a very small one. So I knew, realistically speaking. I don't know enough people; I can't pick up the phone and all of a sudden call fifty thousand of my closest friends and say "Hey, buy this book on this day." I couldn't do it. I needed to link arms with people that knew me, that liked me, that trusted me, and that believed in my dream.

Chris LoCurto: So as you did. Those people, were they people with platforms? Were they people ... Who are they?

Joel Boggess : Sure, very good. People that I knew, former clients. People that had endorsed that book. People that believed in the message and you're one of them, thank you and people that knew me well. Here's the thing, they didn't necessarily all have platforms but they all had access to social media and that's really what pulled the trigger for me. Here's what I mean by that. The people that were on my launch team, and I had quite a few. All they had to do was to share in their social media circles to help me promote my book. They didn't have to have a list of five thousand, ten thousand, twenty thousand or more. They just had to understand what I was trying to do and I was very clear with folks that I want to hit number one on Amazon in all my categories and I can't do it by myself. I don't know enough people; I would love it if you would help me. Most of the people were very happy to help. Then we put together a social media plan and Chris, we just executed pretty flawlessly. That was able to leverage the book.

Chris LoCurto: Did you find ... Because so many times social media doesn't help to sell books and people think that it's going to. Did you find or let me ask, what was the best way for you to leverage social media in this process? It's like I said everybody thinks if I'd just send out a tweet that says "Hey buy my new book" everybody is going to flock but it just doesn't happen that way.

Joel Boggess : It didn't happen that way. What I did specifically is I wrote out all the tweets, me personally because I was the author. I wrote out all the tweets, all the social media posts, Facebook and all that. Then I communicated to my launch team that all they had to do was do what I do. Re-tweet what I send out or re-post what I send out. Here's why I did that, I wanted to make it third grade simple for people to help me. I was honored that so many people were willing to help us promote, get the word out. So I wanted to make it easy. The last thing I wanted people to do was sit there and think to themselves, now what do I write?

Chris LoCurto: Right.

Joel Boggess : What do I post? I don't know what to post. What I did on the back end and this is practical take away stuff, I hear. I wrote out every single tweet, I wrote out

every social media post, I created all the artwork, I did everything. The people that helped me ... Then I just said, you know what? Here is what we're going to do. We're going to post these things three times a day during this period. I think it was three or four days and we're just going to blanket social media with this copy. Which is exactly what we did.

Chris LoCurto: Mm-hmm (affirmative)

Joel Boggess : It was a no brainer for them because all they had to do was click. I gave them all the detailed instructions; all you have to do is follow me.

Chris LoCurto: That is so powerful in the making of success for people who are going to help you out. Is that you did go through and I remember stuff coming through that had all the pictures, had the verbiage. All the things that ... Like you I'm slammed I am constantly busy.

Joel Boggess : Mm-hmm (affirmative)

Chris LoCurto: The last thing I can do is stop and try to come up with something creative that helps you and doesn't hurt you in the process. I think that was such a great way of helping other people to be successful with your cause.

Joel Boggess : Thank you. We got so many comments very similar to the one that you just made. "Gosh Joel, you just made it so easy. How could I not be able to help you?" Here's the thing Chris, and you've already nailed it. Everyone is busy, and over scheduled. While most people will gladly say sure I'd love to help, I'll help you promote. The problem is, most people don't know how to help.

Chris LoCurto: Right.

Joel Boggess : They don't have the time, especially if they are entrepreneurs and building thriving businesses like you're audience is. They're not going to have time to spend fifteen, twenty, thirty minutes on coming up with something clever and creative that can hopefully motivate someone to take some action. However, if you as the content creator can do it for them, then it's a click and done.

Chris LoCurto: Absolutely. That's a great way for us to get our message out.

Joel Boggess : Yes.

Chris LoCurto: Book wise, you have a message and again we're not talking about hitting the New York Times bestseller list here. We're talking about take your message, put it out there ... This is a very reasonable way to take the message that you have. It doesn't mean that you're not shooting for the others but this is a fantastic way for you to start with your message. Get this moving in the right direction. Help people with it, help people to see it and help get a lot of people around

you that can help push that message as well. Definitely a great suggestion for all businesses. If you've got a message for the business itself. I don't think everybody needs to write a book but like you said everybody has a message of something.

Joel Boggess : Yes.

Chris LoCurto: Put that message out there, a book is a great way to do this. A second fantastic platform, now this is a little bit more committal is a podcast. Getting yourself in a podcast. You have again owned this process; you're getting such phenomenal write ups from Ink and Huffington Post and all that kind of fun stuff. Every time I turn around you are just killing it with this. Talk about that, talk about what it's like to wrap that into your business. How should somebody look at that? If they're sitting there thinking I do have a message, but I don't know if I can sit down and write a book. I could get behind a mic like Chris and Joel. Talk about that, what is that like wrapping that into your business.

Joel Boggess : In my personal opinion, there is no more cost effective way to fill a stadium full of people, that do in a podcast.

Chris LoCurto: Right.

Joel Boggess : That's just my personal opinion and people are hungry for your message. Not everyone but that's the point exactly but there are some people that will resonate with your message. That will resonate with your experience. They will resonate with what you went through or are currently going through either personally, spiritually, or professionally. Those are the people that you can talk to in your podcast. One of the things that is so exciting about being a podcaster is you're going to be able to take advantage of is that everyone has access to a podcast. When someone walks out of the Apple Store with an iPhone or a tablet or whatever they now have access to the podcast tab because it's now natively installed in the Apple products. What does that mean for the entrepreneur? When the person is at home, sit down on their couch flipping, scrolling through their screens on their new iPhone. That purple podcast app is going to be there. When they click it, if your podcast is right there in the top of the rankings, guess what? Boom, you have a new person that you're in front of.

I think it's the wave of the future. Shoot it's the wave of the present; we're already there. This is a twenty-four hour, seven day a week on demand at your fingertips world that we live in. To have that ability to be able to have people to access your content twenty four seven, it's huge.

Chris LoCurto: You've put out a lot. You've got a lot of episodes that you are getting out for the people, for your followers to listen to. What do you suggest to people? If I am Josh the bug man and I help people because I have a pest control company.

Joel Boggess : Mm-hmm (affirmative)



- Chris LoCurto: And I'm thinking this would be a great way to draw people in. What is your suggestion to Josh? How many episodes? How do they go about doing this? What does that look like?
- Joel Boggess : Great. If I was sitting in front of Josh right now, one of the things that I would tell him is that a mistake that a lot of podcasters make is that they think that they are going to launch a show and that's going to make them money.
- Chris LoCurto: Yeah right.
- Joel Boggess : That's just a common mistake and I made that mistake too.
- Chris LoCurto: It's like the tweet; surely this tweet is going to sell something.
- Joel Boggess : Right. Here's the thing, I think it's easy to overlook and frankly I overlooked this too. I thought that the podcast was the business plan but a podcast is not a business plan. However it can be a very important part of the business plan.
- Chris LoCurto: Yeah.
- Joel Boggess : But it's not an overall business plan. If Josh wants to launch a podcast, one of the things I would encourage him to do, which is something I encourage my podcasting class to do. Is let's build a launch plan. Let's launch well, let's do it correctly. Let's get several episodes out at once. Maybe three a week, maybe four a week, maybe five a week in the beginning stages so we can develop some quick momentum. We can have some quick wins. We can start assembling that stadium rather quickly. Then if we need too, based on his bandwidth and commitments we might be able to back off a little bit. Then find your sweet spot. There might be one a week, there might be two a week, there might be more and be consistent. Let you audience know that you're going to be there providing consistent or relevant valuable content for them over time.
- Chris LoCurto: What if you're listening to this and you're thinking Joel that's awesome but I am a bug man. I am the bug man, that's what I do. How do you help people to discover their content? How do you help them to discover ... Because you're absolutely correct. You don't need to reach everybody you need to reach people who want to hear from you and that's perfect. Because now you're nitpicking down into folks that are interested in buying your stuff if they're hearing... they can see that you are an expert. They can see that you can help them, and then you're the person they turn to.
- Joel Boggess : Mm-hmm (affirmative)
- Chris LoCurto: While you don't just make a show and go, hey y'all go buy this and it's just flooded with tens of thousands of people. What you do end up doing is creating that opportunity for people to hear you and hear that you are an expert. The go, I definitely want to go to the next level with Joel on this subject, whatever it is. If

you're Josh or whoever. How do you help people decide content?

Joel Boggess : Sure, OK let's talk about Josh the. So josh is the bug man and chances are people probably will not subscribe and habitually listen to a bug related podcast unless they're in the bug business. Would you agree with me there?

Chris LoCurto: Right, yeah.

Joel Boggess : What Josh can do is he can put together a ten series, a ten episode series of the top ten signs to know that you have termites or the top ten signs to know whatever is relevant.

Chris LoCurto: You have bedbugs.

Joel Boggess : Right.

Chris LoCurto: Everybody is going to listen to that one.

Joel Boggess : Exactly, so what he can do is put together ten, five minute episodes of how do you know you have bedbugs or the top ten signs of termite damage. The five greatest causes for fire ants. I'm not in the bug business so.

Chris LoCurto: You're doing really good though.

Joel Boggess : Do you understand what I'm saying?

Chris LoCurto: Absolutely.

Joel Boggess : Then let's say he has the ten episodes together. He can put that on his business card.

Chris LoCurto: Sounds [inaudible 00:30:47]

Joel Boggess : Joshthebugguy.com/termites

Chris LoCurto: Right.

Joel Boggess : Slash fire ants and that all of a sudden makes him an authority. He's not just a bug guy any more. He's the go to guy for termites. You have fire ants, go to that guy.

Chris LoCurto: Yeah.

Joel Boggess : He's hosted a show on it.

Chris LoCurto: And becomes a consistent marketing piece of your expertise.

Joel Boggess : It's evergreen and that's another one of the reasons that podcasting is one of the ways to go. Your content for the most part is evergreen.

Chris LoCurto: Yeah.

Joel Boggess : We're getting close to, in fact this week we will have published our four hundredth episode for Relaunch and while that is a crazy number and we're very excited about it. Some of our earlier shows are still in rotation.

Chris LoCurto: Yeah.

Joel Boggess : It shows that Jack Canfield, Tim Sanders, Mark Sanborn, Larry Winget. They're still cranking up downloads after download after download. It's evergreen content; it's still in rotation. You repurpose the fire out of those popular shows. Just like Josh can repurpose his fire ant shows, his termite shows. Just today, the person that lives across the street from us, they were having their pool cleaned. I met the pool guy briefly and that pool man could have the five signs when you know that it's time for re-filtering. Or when it's time to change your chlorine. He could do the exact same thing.

Chris LoCurto: I think people have to start looking and I haven't looked at any statistics but I'm kind of making this claim. I think that podcasting is going to become one of the biggest search engines. I don't think it's going to be the biggest, that's not what I'm saying but I think it's going to become one of the biggest. Because of the ability ... It's like the young folks nowadays. Hey, how do you clean a pool? Guys like you and I, well I'm going to throw you in that mix. I probably shouldn't do that. I'm going to go to Google. I'm going to Google it. Let me look up how do you do this. The younger generation goes straight to YouTube.

Joel Boggess : Mm-hmm (affirmative)

Chris LoCurto: Only a video of it let me see if I've got that. Or nowadays I think because of and obviously if you're just looking for a quick information bit you may not be looking for the podcast but if you're looking for expertise in an area on these things on how to do this. That is something you're not going to sit around and watch videos all the time. On a podcast you can drive and listen to it. I can't tell you how many people that will send in a compliment in on the show that say "dude, I listen to you while I mow my lawn." I was like that's great, that's fantastic because that's their opportunity. It just helps people to say this is a time that I can really digest this information at a quality that they're willing to as well. Would you agree with that?

Joel Boggess : Absolutely and I love the term that you use, search engine because that's what YouTube is that's what iTunes is. They're basically search engines for us, the content creator. If you choose to put together a video podcast, you can be in the iTunes search but you can also be on the YouTube search as well. If that's the way you would like to create your content. Podcasting is fantastic as an

information source because people can do other things while they're listening to the podcast as you've already pointed out. They can jog, they can commute, walk their dog, do household chores, and not stop doing other things. Tremendous. I'm still thinking about ... Sorry Chris but I'm still sitting in Josh's office and I'm thinking, in his weekly, monthly or quarterly mailings. Email to his clients, he can now also mail his five part series to his clients as a well.

Chris LoCurto: Yeah, absolutely. Showing obviously that he is an expert but also a ... if I don't have time to talk to you about this or you might not even be thinking top of mind bed bugs, you may not be thinking fire ants. Then when you see that its like, oh that's right I need to check on that. I need to know something about that.

Joel Boggess : Here is one other idea, if you've been in the pest control business for any length of time. There's probably ten, twenty, or more questions that are asked by homeowners over and over again. What Josh can do is he can write some copy to answer those questions and boom boom boom. Those could his five, ten or more episodes. When people call in and ask then boom he can send them that download right there or that can be an opt-in on their website. A variety, there are many different ways to distribute.

Chris LoCurto: It can become one of those top lead generators, definitely. Transitioning from that, we've talked about what you need to do for a book. We've talked about podcast, adding that into the mix. One last thing I wanted to hit was, you've been booked I believe over a hundred times on TV. Is that correct?

Joel Boggess : It is.

Chris LoCurto: How have you done that? If I've got a message, or if I want to draw people toward my message or my product. How have you gotten yourself booked on over a hundred shows?

Joel Boggess : First of all you have to know who to pitch, when to pitch, and how to pitch. Let me break down those three elements real quick. First of all you have to know who to pitch. The number one person that you pitch is the producer. The producer is the guy or gal that calls the shots. If it's a big production like Good Day for instance, a Fox show. While they're going to have multiple producers but if it's a small show and a small market like Lubbock Texas which is where I kind of cut my teeth in media. It was a smaller show with less decision makers and it's also an easier place to get started working with those smaller markets. The producers who you ask for and you either ask for the morning producer or the weekend producer. That's who you pitch to. Here's a reason for that, weekends are very slow news days. Nothing happens on the weekend except football games and other sporting events. Generally speaking. So those are slow news days because the places where the news comes from is closed. Local, city, state government things of that nature. That's who to pitch is the assistant producer, the morning producer or the weekend producer.

Then, how do you pitch? You just call them by the way and that's going to be out of a lot of people's comfort zone but it works every sing time. Here's why, because the producers' job is to put stuff on TV. Can I say that again?

Chris LoCurto: They are wanting people to try and ... They want good stuff to put out there.

Joel Boggess : The producers job is to put people and things on TV, interesting stuff. That's their job, their job isn't to avoid your phone call. Their job is to figure out how to get this guy LoCurto on the screen, on the shot. That's their job is to figure out a way to get you on the set not to keep you from the set. Producers, either morning or weekend. Then how do you pitch, you have to have something of value to offer their audience. Here's what I mean by that. Just saying, you know what I'm a xyz and I love to be on TV. They get that all time. However if you're an xyz guy and you have expertise on a certain thing that may be timely. That's a value.

Chris LoCurto: Sure.

Joel Boggess : Here's a perfect example, I'm going to do this and I have done this before. We're coming up as we're recording this it's getting ready to be December, then Christmas and New Years and all that. I'm probably going to pitch myself to different television stations. Around Christmas and New Years to help people find their voice and set new goals for the new year because number one that's very timely. That's value, that's content that people can relate with.

Chris LoCurto: Absolutely. What you're sharing there that people need to hear is, is as a producer I want that sound byte. I want that sound byte that while you're watching some other show or in commercials or whatever. We're going to ... It's almost the new year, we're going to help you to set goals. Joel Boggess is going to be on the show.

Joel Boggess : I've been on TV before, just for that right before New Year's as the goal setting expert. By the way Chris, Christmas and New Year's that week right between Christmas and New Year's is the best time to get on television.

Chris LoCurto: Because everybody is home watching.

Joel Boggess : Not only is everybody home watching but everybody is gone for vacation. Local, city, state, federal government. They're all doing whatever it is that they do. The schools are closed, the only thing that's going on is the courts.

Chris LoCurto: Right.

Joel Boggess : So it's real slow and the news crew is operating on a skeleton crew because everybody is gone.

- Chris LoCurto: So they need that good content.
- Joel Boggess : Yeah they do. Who to pitch, how to pitch, when to pitch. I think I covered that too. Weekends, slow news time. Mornings are good because generally speaking the morning news is pretty much a rerun of what happened the night before. With the exception of sometimes there's over night fires and car accidents and things of that nature. Other than that it's going to be just kind of a rehash of what happened last night. Which means they need fresh content and the producer, remember it's their job to put you on TV. The producer is looking for content because they want to make a name for themselves too. They don't want to just run a rerun of what happened the previous night because that shows zero creativity.
- Chris LoCurto: Right.
- Joel Boggess : They got to look good for their boss too.
- Chris LoCurto: Absolutely.
- Joel Boggess : When do you pitch? Again weekends, mornings and around holidays. Christmas, New Years and timely situations.
- Chris LoCurto: Be relevant to the time.
- Joel Boggess : Here are some time situations, Valentine's Day. If you've got a Valentine's Day product, pitch it. Mother's Day, Father's Day, Veteran's Day, Easter. Look at the calendar, work with it.
- Chris LoCurto: Or take your product and find out how you can pitch it according to the holiday itself.
- Joel Boggess : One of the very first times I was on radio, I was doing a life coaching which I still do from time to time and I had a personality profile. What I went on air to do on this radio station is I wanted to take people and put together couples and just have them go through the personality profile to kind of match make a little bit. To work with couples and things of that nature. Gosh it's been so long ago, I'm not telling the story very good but it was timely because I pitched to do it on Valentine's Day. Which of course the morning show team was all over that because of February 14th. I wouldn't have been timely on July 31st. Be timely, look at the calendar work with it. If you're a health coach, pick breast cancer awareness week. Breast Cancer Awareness Week and do something there.
- Chris LoCurto: That makes sense.
- Joel Boggess : Or high blood pressure week. If you're a florist, if you do on the go floral delivery. Look at administrative professionals week.

- Chris LoCurto: Oh yeah, that makes sense. Definitely.
- Joel Boggess : They will put you on the TV, I used to be in the TV business. Things that are timely and fun also get television coverage.
- Chris LoCurto: So much good stuff, so many great ways to take our message and get it out there and draw some people towards us. The thing that we have to say, the thing that we have to share. Thank you so much for coming on and doing this. Folks, I'm going to tell you again in just a second how to get the free pdf of the seven mistakes podcasters are making. We'll talk about that in just a second. Joel, how can people get more of you?
- Joel Boggess : Relaunchshow.com Chris, is the best place to go. That's where we park all of our shows and if you're show is like mine about somewhere between sixty and eighty percent of our listeners listen on their iPhone. If that's the case, which is for so many podcasters these days. People can go to their safari app right there in their iPhone and enter [relaunchshow.com/itc](http://relaunchshow.com/itc) and boom. It'll open up right in the podcast app.
- Chris LoCurto: Nice. That makes that so easy. Question for you, if you were to go back in time and speak to a young Joel. What's the one thing you would tell him?
- Joel Boggess : Don't quit, don't quit fighting. I saw Creed over the holidays and one thing that Rocky said, and I'm probably going to start tearing up as I say this because it's so relatable. I'm not going to ruin the movie for your listeners that haven't seen it yet or if you haven't seen it yet. One thing that Rocky said as he was training the main character in that movie is he said "One step, One punch, One round at a time. You fight, I fight." That's what I tell myself.
- Chris LoCurto: [inaudible 00:46:17] good stuff man good stuff. Well brother, thank you so much for coming on I really appreciate it. Thanks for all the incredible information. We're so glad to have you be a part of the show.
- Joel Boggess : Oh, well Chris, we've been friends for a while. I appreciate your friendship and your guidance. You are making a tremendous difference with The Chris LoCurto Show and you know what? I'm not an over subscriber to podcasts but yours is worth it. Congratulations on your show.
- Chris LoCurto: Thank you sir that means the world to me. Well folks, as always this is great information. This is great stuff; you've got a message. You've got something to say. There are multiple ways that you can get that message out. There are multiple ways that you can get your message out and leverage it. So that you can draw people back to your greater message or the greater product that you have that can help them and change their lives. There are some great ways to do that. Hopefully that has helped you in this process. As always, take this information, change your leadership, change your business, change your life and join us on the next episode.