

James Mulvany

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SPEAKERS

Susan Heaton-Wright, James Mulvany

Susan Heaton-Wright 00:00

Welcome to the SuperStar Communicator podcast. My name is Susan Heaton-Wright, a leading impact speaking and communications expert. My aim is to show you how to make an impact. So you will be heard or listened to and respected for career success. Listen weekly to the podcast, and go to our website, www.superstarcommunicator.com.

Hello, everybody, this is Susan Heaton-Wright, from the SuperStar Communicator podcast. Thank you very much for tuning in today, I've got a really, really good guest that I know is going to give you a lot of value. This is regarding podcasting. Now, in the last year, there have been many, many people who have launched their podcasts. Hurrah. I'm absolutely delighted that there are more people on the block who are producing fabulous content. But do you know what it is hard work, and for many businesses who are generating business, and revenue from other streams, to spend a lot of time and energy or to outsource it to a third party, which obviously, costs money can be a huge investment timewise. And also, financially, yes, this is a really, really good way of raising your profile, and showing your credibility. But for most people, being able to generate much income from a podcast is unlikely. I don't want to be nasty about that. But I do know that there are lots of people who are selling courses on podcasting, they are promising all of these things, which in reality, unless you put an awful lot of time and money into it, you are not going to receive the financial rewards that possibly you have been promised. However, I know that from being a podcaster. It is great for other ways, because I'm reaching out to my community. I'm sharing fabulous content. I'm connecting with other people. I'm able to show what I know about speaking and also podcasting. But I wanted to take this on its head because as well as podcasting for podcaster being a fantastic way to show your credibility in a particular topic, or an area of expertise. You can also do that as a podcast guest. Now that is a way of speaking, it's a really good way to reach to a new audience to show your credibility, your expertise. And I have got the perfect guest for this. He is called James Mulvany. And he is the CEO of matchmaker.fm. Now this isn't a naughty site. This is a site for podcasters and podcast guests. So as a podcaster, I engage with other podcasters. We have ideas, we share expertise and tips, and all of those sorts of things. But there is also a huge list of people who are wanting to be guests who have something to say that could add real value to your podcast. So I'm thinking as you're thinking now that you could be a podcast guest and James has got some really, really good tips for this. He is a multiple entrepreneur. He has owned loads of businesses and sold them he's an angel investor. He says that he has never worked in his life. But of course he has because he's been building

up with these businesses. He also has a fantastic YouTube site, which has got lots of tips both for podcast guests, as well as podcasters. So welcome, James. So James, welcome. Thanks, Susan.

James Mulvany 04:45

Pleasure to be here and yeah, absolutely Matchmaker, sounds like a dating website, doesn't it? But it's got nothing to do with that at all. It's a place for professionals I guess to network and meet each other and with a specific focus on on podcasting.

Susan Heaton-Wright 05:01

And I found it really useful. I've had some fantastic podcast on opportunities. I have to say, I've been so busy with other things, but I've used it it is very user friendly. So congratulations on that.

James Mulvany 05:15

Thanks. Yeah, it's the idea was we wanted to make it sort of as simple as possible, and ultimately create like a high value community, you know, with people who are kind of actively engaged with the platform.

Susan Heaton-Wright 05:27

And because this discussion is about being a great guest, tell me about some of the times that you've been a guest on podcasts. Absolutely. So

James Mulvany 05:39

I think I started my journey into podcasting, probably about 10 years ago. So initially, I was I sort of small office and kind of just started my business. And I had a friend called Steve, who had another company, we used to share an office. So one day, we decided it'd be fun to sort of sit down and start recording podcast episodes, I was at the time was based in Huddersfield, where it was where I went to university, and Steve just recently moved back to Leeds. So sort of those kind of way to kind of keep keep chatting and every you know, keep keep in touch, every couple of weeks, you'd come across to Huddersfield, we'd sit down, we'd record a podcast episode. And really, we just talked about what we were doing in our businesses, different marketing techniques that we've been learning. And it was a really good way of, you know, kind of just digesting what what we've learned. So putting it into an audio form, and this was in like, 2008 2009. And back then I think podcasts were still really in their infancy. So it wasn't, it wasn't a mainstream medium, there were still a lot of people who weren't really aware of it. And I think it was kind of more, I suppose a platform or a medium that was reserved for the enthusiasts. Yeah, so although we had great fun recording it, I don't think it had too many listeners. But it was it was a really fun experience. And it was just kind of opened my eyes to what was possible, I think, you know, fast forward 10 years, so to 2018. And that was when things started to really turn into podcasts. Again, a transform from this medium was something that kind of was a bit maybe a little bit nerdy or sort of thing, something for the theist to something that is actually now quite mainstream. Pretty much everyone's listening to podcasts, if you got to someone in the street and say, Do you know what a podcast is? I think most people are like, so yeah, I'm aware of it, or at least most people maybe even have listened to them. So as a result, nowadays, I think it's a useful platform for any kind of business person or marketer or public speaker, to help grow their personal brand, to meet interesting people and build useful, valuable connections. And finally, just to kind of, you know, impart knowledge on people and share your wisdom, your your learnings with with an audience,

Susan Heaton-Wright 07:43

as you know, really, really interesting to hear. I've been podcasting for seven and a half years. And prior to that, do you remember audio FM? Yeah. Yeah. Which was almost like a sort of pre podcast. I used to do that to share content. Yeah. But I think it is really interesting, because we want to be able to share our knowledge and expertise. But how can you get the balance between you almost doing a hard sell on a podcast, and actually being interesting for the podcast? host?

James Mulvany 08:22

Well, I mean, I think the first thing is, you know, don't go in all guns blazing. I've been I've certainly had people on my show before, where it's just really felt like from the word go, that they're just there to sell a product or sell or services or really just kind of promote themselves. I think, if you're going in as a guest, it's important to to be so let the host lead and answer their questions, really, you know, and likewise, if you're sat on the other side of the fence, and you're doing the interview, you know, make sure you've got some good questions for that for that guest. Because ultimately, you know, it's your responsibility to try and get as much value in as much as information out and for your audience as you can. So, you know, it's really just about respecting the kind of the host and guests relationship, you know, from from both perspectives. Obviously, when you get a guest on your podcast, there's always going to be that sense that they want to promote their product or service, I think most people are quite happy to say, you know, provide value upfront, discuss what they're there to talk about, and then sort of, you know, name drop that their website or whatever, at the end. And I think that's probably the right way of doing it, really, because ultimately, the conversation needs to be interesting for the audience. And, you know, again, when we speak to people who are starting new podcasts, especially for their businesses, one of the things that we always say is, you know, start with your audience who is going to be listening to this. And what is the point of you doing this? You know, like, there's no, it's not just a case of, well, let's create a podcast because it seems like a good idea. There's got to be a reason behind it. And I think once you can kind of define that reason and define who your audience is going to be, you can then use that to form really solid strategy and foundation for the actual the concept or the content, which is contained within the podcast.

Susan Heaton-Wright 09:55

And how do people like you and me because we're both podcast Guests as well as podcasters? How do we approach podcasters? What have you found very, very useful that things that have worked that we can share with the audience?

James Mulvany 10:12

Absolutely, I think the first thing to remember is, be authentic. And make sure that you know, you're just representing you, you're not sort of claiming some outlandish things that you've, you know, you know, the stuff that is not true. So be authentic, I think, try and build a pitch around actually genuinely what you can deliver to that person's podcast. Like if you've got a good idea of what the podcast contains, and perhaps they've not talked about a specific topic, maybe you're an expert, say in email marketing, and you want to approach podcasts that are about marketing, specifically to talk about email, we'll make that really clear. You know, talk about your, your value proposition, what you can offer as an individual. And just kind of keep it short and sweet. You know, when you approach someone, generally, they're happy

to, you know, be open to suggestion. So I think if you can kind of give them an idea of what that show could contain, you know, that they're more likely to turn around and say, yes, rather than just saying, Oh, we just want to be on your podcast for the sake of it.

Susan Heaton-Wright 11:09

Yes, we would speaking just before we started out, I'm increasingly getting PR companies contact me. their clients have just released books. And it's quite obvious that it's a cut and paste job. They've not listened to the podcast, they don't really know how it works, how their representative will fit in with the podcast. What would you say to those people?

James Mulvany 11:37

Well, I think you know, it's a case of I guess, some people just send so many messages, or eventually someone will turn around and say yes, but I agree, I think tailoring your pitch to that podcast is certainly the best way forward. If you can't tailor it specifically to each podcast you're contacting, at least try and create a few different variations of a pitch. So for example, when I did my 30, podcasts in 30 Days Challenge, I sat down I thought, Okay, what sort of podcast would I like to be on and I kind of categorise into into three, three lots if you like. So firstly, it was kind of podcast racing to grow businesses, startups, entrepreneurship, that type of thing. The second category was more marketing and sales focused podcasts. And thirdly, was personal development and public speaking and those kinds of things. So what I did, then is I created, if you like, three separate pitches for each of these, talking about my skills, or my knowledge, or what what could be, but basically the application of what I was talking about how that can be applied to each specific area. So at least then rather than just being a generic, or Hello, I'd like to be on your podcast, you know, it's like, Hi, I want to be on your podcast about marketing, here's how I think we could help. So for example, for me, it was talking about, you know, how going on a guest tour can be a really, really great way to promote a new product or service, especially if you just launched a new platform or a product. And you know, how that that that process can effectively be replicated by others. And for the entrepreneurship side of things, it was quite often, you know, talking about my experience in business, how I grew companies, also, the concept of how we launched Matchmaker, which is the platform you mentioned before, how we kind of launched it really as a as an MVP to begin with, to kind of test an idea, and then took it to market. So really, although we know, we contacted lots of podcasts to try and you know, hit this target, we were tailoring that message dependent on the category of the podcast.

Susan Heaton-Wright 13:32

So interesting. I mean, you've got a video of this, haven't you? Were you explained all of that. And I love watching the video. I think I fed that back to you. But you mentioned that you actually videoed yourself talking about those three different topics? Yes. I thought that was a brilliant idea.

James Mulvany 13:53

Yeah, I mean, again, it just makes a, it shows that you're authentic. Like I said before, and you know, also, you get to fill it, you get a bedroom, if you can send it the podcast that you're pitching a little video clip doesn't have to be anything fancy, you just talk to your webcam, you know, for a couple of minutes. It just kind of gives them an idea of your personality and idea of how you talk idea of your energy, which I think is quite important, because, you know, there's different different guests and different hosts will

resonate well in different ways. You know, not every guest is going to be right for every single podcast and vice versa. So I think having that communication before, you know, before you actually get in touch before you actually have a conversation with them, it kind of gives them that idea. And also it's a way to stand out because everyone like say is just sending these copy and paste messages. So if you can back it up by a short video clip that's gonna make you stand out from the crowd.

Susan Heaton-Wright 14:45

I mean that I think it was genius, what you did with that. Now, last week, I interviewed a lovely lady called Sarah Ali Choudry. And she talks about raising your visibility and she said Something that I felt was interesting, and I'm sure your comment on this, that if you are a guest, it is, it's your job as well, to promote the podcast. Oh, completely. Yeah, it

James Mulvany 15:13

should be a reciprocal thing, I think, you know, whenever you hear that an episode is going live, make sure that you have that can come, you know, leave that line of communication open. So the host can get in touch with you, when the episodes ready to go live. Ask them if they can send across some assets. And if you're a podcast host, you know, it really helps if you can send across some ways of promoting it, select a little image that they can post on LinkedIn or Twitter, or whatever platform they might be on. And also, you know, link back to your website. And again, it's, that's part of the value of podcasting, I think both from both perspectives is you know, you're getting more exposure to different audiences that you wouldn't otherwise have necessarily been exposed to. You know, that works, because obviously, the guest is sharing your podcasts with them. But also, then the guest is getting access to your audience too. So, you know, works both ways. And I think that's the kind of the magic of it. Really.

Susan Heaton-Wright 16:02

One thing that really hit me was I contacted you, I thought you'd be a brilliant guest. And very, very quickly, you responded, which was so good. Have you had situations where you've invited people to come on then this silence?

16:22

yeah, I mean, it's sometimes people are busy, they miss messages. I think someone is being persistent is key, you know, if someone doesn't respond first time around, don't let that put you off, just try and follow up. Don't, don't follow up to the point where you're becoming annoying, I think that there's no, there's no harm in giving people a nudge every now and again. And then. But ultimately, sometimes people just stopped responding, or they're not interested. So you have to just move on. But there's so many people out there now. And there's so many different ways that you can get in touch with guests. That, you know, you've just got to make sure that you're proactive, I think and also try and think outside the box, you know, like look at, for example, Amazon have got a website, you can see all of the book launches that are coming up over the next couple of months. You know, so find authors that sound interesting on that list, and reach out to them say, you know, would you be interested in coming, because obviously, authors generally have got a great deal of expertise in this area. So that's a good way of finding people as well.

Susan Heaton-Wright 17:17

That's a really, really good idea. But, um, tell us a little bit more about your 30 podcast challenge. Yeah, sounds incredible.

James Mulvany 17:28

It was it was fun. And but it was very hard work. You know. So the idea was, appeared on quite a few podcasts in the past, not loads. But, you know, obviously, we launched after launching Matchmaker, I thought, well, the proof is in the pudding. So I wanted to kind of really demonstrate the power of what we created. Yeah. And also, it was great, it was great to just meet so many people. So the idea was 30, podcasts within 30 days, I ended up doing closer to 40. Actually, within 30 days, we excluded the weekend. So I had a little bit of a break. So it kind of worked out to be I think, closer to sort of 45 days or something, you know, basically just look to the working weeks, six week period, I think. But yeah, it was just a case of getting getting getting stuck in reaching out to podcast that we thought would be, you know, interested in the story. And just having conversations just like this one really, again, I think it's certainly if you think about it, part of what gave me the opportunity to do it was being in lockdown. I don't think if we were in the office, we normally office based, quite busy environment, lots of distractions, lots of meetings. And actually to be able to commit to doing that what whilst I was in the office will probably not have worked as well. But because I was at home, and I kind of had that space around me, and I'll have that time. I thought right, perfect time to do it. Let's just get stuck in. But if you look at the actual time in obviously, each recording I did was probably between on average 30 to 30 minutes in an hour long. for that amount of commitment for each interview, you know, you then get exposure to someone else's audience who then potentially interested in your product or your services, you get to meet someone who's incredible and generally has an interesting story themselves. And you know, likewise, I have a few other guests through fusers posts that I was on their podcast with then gone and recorded other things together. So it's just a really good way of growing your network as well.

Susan Heaton-Wright 19:22

Oh, what a fantastic idea. listeners. This might be the way forward. Yes. Having your own 30 day challenge of podcast and brilliant idea. I'm going to segue I'm going to be slightly cheeky here. Because you have you've obviously pitched and for investments. Yes. And I know that this is about speaking and communication. Can you give three? I'm putting you on the spot here. Sorry. Yeah. But is there any way that you could give three top tips because I know there are a few people that listening that are pitching for dismissive environment for investment sorry

James Mulvany 20:02

for investment. Okay, I think first of all you need to be, it's interesting, because I haven't done any angel investing for a couple years, I went for a period of about two years where I made a handful. And it was also involved in an accelerator programme. So I invested in, I think, six different businesses as part of that, and I think three or four others as well. And but I did sit through a lot of pitching sessions where I'd go in, you know, I'd watched businesses of all kinds of all walks of life, you know, not just necessarily tech businesses, but, you know, sort of brick and mortar businesses as well. And the ones that stand out are the ones that I think have a really, you know, for to begin with just a clear and clear demonstration, or, you know, sort of cheesy as it sounds like an elevator pitch, which just really sums up exactly what they do, or what they provide in a short space of time, you know, because once you understand that, and you get that within a space of a minute or two, you've got that, you know, they've got your attention. I

think Secondly, you need to then back it up with good good claims, you know, your, your, your presentation, your pitch needs to be solid, in terms of like, you need to understand your numbers, I think you need to present it well, and not make it confusing. Just keep it simple. And also, then be prepared for questions and be prepared to answer those questions. And I think if you can kind of get those three things, right. You know, you've got a good chance of getting investment. But ultimately, as well, I think, certainly at the moment, I imagine it might be quite difficult, just given the circumstances, I don't know how many of these pitch events are going on, I think probably a lot of them have been believed online, again, investors are holding on to their money, etc. So it's, it's not always an easy, straightforward process. But again, some businesses just aren't right for investment, or, you know, there was one, there was one business that we were really it was me and a few other investors. And we'd sort of formed it almost like a syndicate, and we were really keen on the product. And we could see a real value there. We really wanted to invest in it. But for some reason, the guy just didn't want to, we kind of went to the stage where we're almost doing due diligence. And he just, he just he wasn't keen to take the take the leap, and in the end, we pulled out. And I don't, to my knowledge, he's never managed to secure investment. So I think you have to be open to compromise and a bit of negotiation, there are two.

Susan Heaton-Wright 22:16

Very, very interesting. And do you find that it's actually the questions at the end, that challenge you to review your vision?

James Mulvany 22:27

Yeah, I think so. I think when you see, you know, it's interesting, because I learned a lot during this procedure, this process of doing ancient investments from other investors, you know, they asked questions that you wouldn't have necessarily thought of, and then you ask questions that they might not necessarily have thought of. So I think that's really interesting as well from sitting on that side of the fence. But I think, you know, ultimately, if you're a business business pitching for the investment, you've got to just try and make sure that you're controlling the whole process from end to end, and really managing everyone's expectations.

Susan Heaton-Wright 22:57

And that gets us back to our podcast guests, in a way isn't managing expectations, you have mentioned about the matchmaker.fm. And this is clearly the way forward for listeners who are wanting to be on more podcasts. Can you tell us a little bit about how it works? Absolutely.

James Mulvany 23:20

So matchmakers really straightforward. It's similar to a dating service, we actually build it as the Tinder for podcasters, when we launched, and effectively, you sign up, you create a profile, and you can actually record a little video profile now, as well as a guest. And explain to potential podcasts, you know what value you can offer. So generally speaking, you know, you might include some examples of podcasts you've appeared on before, tell them about your business achievements. You know, if you've got specific areas of expertise, perhaps you're a scientist, or whatever it might be, make sure that you know, you're completely clear on your profile about what value you can bring to the table. And the idea is, then price, podcasts can get in touch with you and sort of invite you to be on the show. And likewise, if you're proactive, you can look through the list of podcasts, you can refine them based on category, reach out to

them and say, Look, I think I'd be interested in appearing on your show. And the the idea of the platform really is that people sat on both sides of the fence whether or not you're a podcaster or a guest. And actually most people tend to have both profiles as well. You know, that they're actively looking for, for engaging with guests. So it's not like reaching out to someone on Twitter or LinkedIn, where they might say yes, they might say no. The idea is we've tried to try to cultivate an atmosphere where everyone's really keen.

Susan Heaton-Wright 24:39

Interestingly, one of your colleagues contacted me before you launched Yet to be on the guest list, so to speak. So I was very flattered to have been on the Tinder podcast. Yeah. That's good. Yeah. And although certainly from my point of view, I I've been really busy with other things in the last few months, I got some great opportunities through the through the site. So I will be doing a little bit more now things have quieted down.

25:12

Yeah, I mean, I think you know, this is, again, you can set your profile to away if you're not, if you're not actively looking to get booked on podcasts, or if you're a podcast, you've got your diary full. So you can you can toggle your profile away or available. Right. But yeah, I mean, it's, it's one of these things, you kind of get in what you put you get out what you put in, the more if you're proactive, we have some people who sign up and they say, it's brilliant, I've been booked on five podcasts within a 24 hour period of signing up, and you're like, fantastic. It's really good to hear when people get results like that. But then also, likewise, we have people who say, Oh, I signed up, and I've never heard anything. And I think a lot of the times because they've not necessarily been proactive, they just kind of you sit there hope for the best, you know, you might not necessarily get someone contact you might do you never know. Or if you just fill your profile out with a couple of lines, and that's it, you know, there's not everyone's gonna jump on board, because they don't really know much about you. So it's just about, you know, making sure that you, you write a compelling pitch, and that you're being proactive in contacting people. And like you said, Don't just copy and paste the same message again, and again, at least try and tailor it somewhat to the kinds of podcasts that you're you're approaching.

Susan Heaton-Wright 26:18

So how can people register for the site, if they want to be either a podcast guest or a podcaster?

James Mulvany 26:28

Absolutely. So it's the same signup process for both if you just had to match maker.fm. And you can connect using Google LinkedIn or Facebook, we're gonna add an email sign up to it soon as well. So signup process really straightforward. Just fill out your profile, as I say, you upload a picture. Or if you're a guest, you can now record a little video as well as yourself, like a one minute teaser. And yeah, it's free to sign up. So get on board. And I think you get any, you know, if you're thinking about launching your own podcast, sometimes appearing as guests on other people's podcast is a good way of kind of getting some experience and dipping your feet in the water a bit, you know.

Susan Heaton-Wright 27:03

Brilliant. So listeners, I think that we've we've heard some amazing tips from James, is there anything else you'd like to add? No, no,

James Mulvany 27:13

I think that's, that's good. I mean, if you want to get in touch with me, if you head to www.jamesm.com , all of my links to my social profiles are on there. And like Susan mentioned, I'm always pushing out videos and trying to be as helpful as I can little hints and tips of, you know, growing podcasts, growing your audience and being a good guest as well.

Susan Heaton-Wright 27:34

Absolutely brilliant stuff. listeners, I highly recommend you watch some of these videos, because they're full of value. Thanks very much. And I'll make sure that I put the links to your different sites on the information about this particular podcast. Thank you so much for coming on, James.

James Mulvany 27:55

Thanks for having me. It's been a pleasure.

Susan Heaton-Wright 27:57

Wow. I hope you enjoyed that interview with James, what a fantastic interview with so many top tips. And this is someone who really knows about being a podcast guest and from a podcast host perspective as well, which is really important. So don't forget to watch his videos, contact him if necessary. And I should say that I also have my ebook called www.superstarcommunicator.com/podcastguesttips . And if you would like a copy, all you need to do is to go to www.superstarcommunicator.com/podcastguesttips and you will get an ebook with that. I will put that in the notes. But until next time, I hope you've been inspired. Keep well keep safe. Bye. Bye. You have been listening to the superstar communicator podcast. Don't forget to subscribe and review the podcast on iTunes and on apps. Please contact us if you want to discuss any topic could suggest a topic for us to include or a guest who could come on to the podcast go to www.superstarcommunicator.com