



The
Conversation
Store

Welcome package

WELCOME TO THE CONVERSATION STORE

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WELCOME!

WELCOME TO THE CONVERSATION STORE.

The Conversation Store allows people like you to become a host of a fantastic interview series. Our 45-minute episodes will give you, as a host, educational conversations, including insights into the problems your guests are facing as well as amazing reusable content for your business. This is where you have the opportunity to show your expert support post-episode to resolve any pain points mentioned and build that new business relationship.

This document is your go-to guide for everything you need to know about being a host, the overall process, important timelines, and more.

SIGN UP FOR OUR EMAIL NEWSLETTER!

Stay up-to-date with current trends, insights, as well as community events!

About The Conversation Store

PODCAST BUILD

Having consistent conversations with your target market is difficult to maintain in business. The Conversation Store solves this problem for you, as we deliver the first place you can buy a structured conversation with a qualified marketing lead that builds on know, like and trust (KLT) through our series marketing tools. We set the appointments, you build the relationships.

With over a decade of dedicated experience, we have developed a marketing strategy that drives conversations for the coaching, executive, professional services and consulting market. Our teams are highly experienced in delivering global appointment setting marketing, editing content at scale and promoting you as an established thought leader.

BIGGEST STRENGTHS & SECRET WEAPON

Our podcast / talkshow infrastructure has sourced, edited and promoted over 8000 educational podcasts episodes to date, hundred of thousands of views, and over 4000 new business relationships. Our teams are highly experienced in delivering global appointment setting marketing, editing content at scale and promoting you as a thought leader with phenomenal content.

What to expect as a host

Welcome to the podcast hosting! As you start your business podcasting journey, it's essential to understand what to expect from the role of hosting. Hosting a podcast is not just about speaking into a microphone and asking questions; it's about creating engaging content, building connections with your guest and audience, and guiding the direction of your conversations. Here's what you can expect:

FREEDOM TO MAKE IT YOUR OWN

Whilst you are provided with a template for your episodes (from script to style), as the podcast host, you have the freedom to work with our creative team to shape this towards your vision. Likewise, you have full control over the type of guests we book in for you (e.g., industry specific, employee count, years in business, etc.).

CONSISTENCY & COMMITMENT

Hosting a successful podcast requires consistency and commitment. Whether you're completing four, ten or twelve interviews a month, keeping the consistency will help build audience trust and regular viewers. Be prepared to dedicate time and effort to consistently host new episodes. Plus, the more episodes you conduct, the more new business relationships you'll create - it's a win, win!

GROWING WITH YOUR PODCAST

Hosting a podcast is a continuous learning experience. From episode to episode, you'll be refining your interviewing skills, improving your storytelling abilities that drive the episodes, and have ample opportunity to explore new topics and formats. So, embrace feedback, seek opportunities for growth, and be open to experimenting with different approaches to content creation.

AFTER CONTRACT:

Action items for setup

You'll receive a 1-hour on-boarding with our Sales Manager and Creative Manager to show you our step-by-step process. Whilst we're finding your first guests, you'll be set the task of recording your trial episode with a guest of your choice, whether that be a colleague, friend or family member to get into the hosting-zone. Once we have your first guest lined up, we'll set your podcast series to live and get them booked into your calendar.

If we are not sourcing for you, we still recommend doing 1 or 2 trial episodes to give the questions and layout a test!



Contract Signed



Target Guests agreed



Creative Vision Agreed



Onboarding With Team



Test Trial Episode



Podcast Live

Initial Sales Setup

Here, we've included a break down of what you can expect as part of the setup process from the sales side. Bear in mind, if we are not sourcing for you, some of this information may not be relevant!

DAY 1

ONBOARDING

You will have a 30-minute walkthrough of your Campaign Dashboard - the home to all your guest booking and information. This includes deciphering your target market, as well as showing you how to fill in your Information Sheet and how to use your Lead Sheet, Deductions Tab and Messages Tab.

ACCOUNTS ACCESSED

We will set up your Calendly link with the setting of 60-minute time slots. We will also obtain from you your LinkedIn email and password. Usually, we will need a code to access your profile, and so we get this sorted as part of the on-boarding so we do not have access issues later on.

DAY 2

PROSPECTING BEGINS

We source guests using various different methods: LinkedIn prospecting, phone and email for nurturing potential guests. Guests are sourced from the hosts exact target market that is defined in onboarding, and if a guest doesn't match the criteria, you are not billed for them.

DAY 7

FIRST INTERVIEW BOOKED

Any guests booked in, you'll be able to see in your Campaign Dashboard as well as a notification with your Calendly. Typically, we will have your first guest booked in within seven days from the day we get access to your profiles.

Initial Creative Setup

Here, we've included a break down of what you can expect as part of the setup process from the creative side.

STEP 1

ONBOARDING OF SYSTEM

You will have a 30-minute walkthrough of the content process, including how to submit a ticket into our system to get your episode edited and published. We will also show you how you can easily access your assets through Google Drive. The link to our ticket system and asset folders are attached in your Campaign Dashboard.

CONTENT ASSISTANCE

As part of the onboarding, we will clarify with you the creative assistance you're looking for. Whether it's simply editing episodes and uploads, or helping with wider promotion, we've got you covered. Likewise, we will discuss any questions or concerns you have when it comes to producing your episodes from a host's perspective.

STEP 2

TEST INTERVIEW AND FEEDBACK

We highly encourage new hosts to practise before their first episode with a potential prospect. We've found this to help hosts feel more comfortable in front of the camera and confident in their approach to each episode. We recommend setting up like you would a live episode, and inviting a colleague, friend or family member to join you, where you can talk about anything and get used to a filmed conversation.

STEP 3

FIRST EPISODE BOOKED AND READY TO FILM

Lights, camera, action! You're set up and ready to roll with your first episode. See our *Podcast Preparation* section for our tips on conducting an episode.

Practising Tips

After sourcing, editing, and promoting over 8000 episodes to date, we've figured out the most important practising tips for a host before launching their series.

TRIAL EPISODES

Make the time to practise a run-through of an episode before your first ever live one. This will help you to become comfortable with virtual or in-person hosting environments. Practise either alone or with a supportive friend, colleague, or family member.

EQUIPMENT

Familiarise yourself with your equipment (see Page 8 for our recommendations). This includes your webcam focus and positioning, microphone sound and level, as well as ring light setting and angle.

INTROS AND TRANSITIONS

Decide on a staple introduction sentence for each episode to set your episode up on the right tone. We recommend picking a phrase which comes naturally to you to show off your personality. Alternatively, an example you could use is 'Welcome to [NAME] podcast. I'm your host [NAME] and today I'm with...'

SCRIPT REHEARSAL

The more comfortable you get with your scripted questions, the more fluency you'll have with your episode. It'll save you having to keep looking down to check where you are on the script, creating a more connected episode with your guest. Practising will allow you to gain confidence in adjusting your script per guest, such as the pace, tone, and the order of questions depending on the flow of your conversation.

ACTIVE LISTENING

Practise active listening techniques, such as paraphrasing and asking follow-up questions, to engage with guests and enhance your conversation. A common mistake we see with new hosts is that they approach their episode as more of an interview rather than a conversation - for example, moving straight onto their next question after receiving an answer rather than engaging with the answer given. So, ensure you respond to an answer rather than simply moving along down the script.

Kickoff Checklist

To ensure a seamless episode, take a look at our podcast list to tick off before kicking off.

NOTES TO HAND

Interviewee name, company, and your scripted questions.



NOTEPAD

Make notes of any interesting pain points shared by your guest.



TECHNICAL SETUP

Run an audio and webcam test to check it's functioning properly.



RECORDING ENVIRONMENT

Choose somewhere quiet and where you'll be undisturbed.



BACKGROUND

Have a clear and tidy space or use a professional online background template.



DO NOT DISTURB

Check electronic devices (e.g. mobile) is on silent.



TIME MANAGEMENT

Allow an hour in your diary for your episode so you don't feel rushed.



RECORD BUTTON READY

Double check your episode is recording before starting your introduction.



EQUIPMENT LIST

These are the suggested equipment to use:



NEEWER Ring Light for Laptop Computer, 10"



RØDE NT-USB Versatile Studio-quality Condenser USB Microphone



Logitech C920 HD Pro Webcam



Logitech Blue Yeti USB Microphone

Your Script

Typically, questions focus in and around the idea of running businesses, the challenges faced and give our audience an insight into the daily practices of a CEO/business owner. Check out our staple script below as an example.

An example question set for your interview may be:

- Q1** What was your path to becoming a CEO?

- Q2** What makes COMPANY stand out from the competition?

- Q3** Talk to us about your daily routine as a CEO

- Q4** What are the biggest challenges you think CEOs face?

- Q5** What is the next big thing for you or your company?

- Q6** Talk to us about the biggest challenges you have overcome in recent years?

- Q7** Is there any advice you would give to other CEOs, people who want to run their own business or potentially climb the corporate ladder to be in a similar position?

All scripts can be tailored to your guest for unique and interesting conversations. It's important to let the conversation go where it intends to flow - but you can use these questions as a guideline!

The 7-STEP Cycle Per Episode

Here is our standard lifecycle per episode.



Guest Sourcing

Wondering how we find the right guests for you? Take a look at our process below.

WHERE WE FIND THE GUESTS

We focus your guest sourcing from the target audience specified by you, including your location, radius and mile ratio limits, the company headcount desired from your guests, as well as industries you want to include and exclude.

HOW WE FIND THE GUESTS

We source guests using various methods, including LinkedIn prospecting, as well as reaching out via phone and email to nurture potential guests.

HOW WE BOOK YOUR GUESTS

Nearly all calls booked will be via a calendar software that you provide, meaning your calendar needs to have spaces available for these bookings at all times. The rule of thumb that we ask is that you have double the amount of space than your weekly KPI of calls. So, if we are seeking to book 4 calls per week, we require 8 slots to be available.

GUEST APPROVALS

In your Campaign Dashboard, you'll see all prospects in the pipeline. Whilst we do source from your exact target market, if there are any guests that you would not like to have on your series then you can speak to your Campaign Planner and they will remove them for you. If a guest doesn't match the specified criteria, you will not be billed.

CAMPAIGN CALLS

Each host can expect a bi-weekly call with their Campaign Planner to go over updates, guest details and any adjustments you would like to action.

RESCHEDULES & NO SHOWS

If your guest or yourself cannot make an episode booking, or on the rare occasion your guest does not show up, you have the option to either reschedule it yourself, or alternatively leave a note in the client notes column of your Campaign Dashboard saying that we need to reschedule. Whichever works best for you!

Submitting a Ticket

STEP 1

Open your Campaign Dashboard and scroll down to where it says 'Ticket System'

STEP 2

From here, click on 'Ticksy' and 'Submit Ticket'

STEP 3

This will then come up with a box for you to fill in the ticket information. Please include:

- your interviewee name
- the business name
- the time stamp for the start and end of your interview
- the time stamp for the question and answer you would like to post on social media
- if you restart any part of your interview, let us know and with a time stamp of the area
- a description; either written by you, utilising AI, or providing us bullet points about the main aspects discussed in your interview for us to create
- you must attach your zoom interview link and password so our editors can edit your interview

- additional option: if you or your guest would like anything reviewed before going live let us know

STEP 4

Submit your ticket, and this will show up on our back-end for delegation to one of our editors to edit this for you

STEP 5

If you do not have the zoom link and password for any reason, go back to your Campaign Dashboard and click the link under where it says 'Google Drive Link'. From here, you can click on your 'submissions' file and add your video file here. However, you must still fill in a Ticksy ticket for this to be edited

QUESTIONS?

Please let us know and a member of our team will be happy to assist you.

Finding Your Assests

Once your assets are ready for you to use, one of our creative team will reach out via email to let you know. Once your episode is edited, you'll be able to find all your video and social branded assets in your Google Drive folder.

To ensure that getting your assets is seamless and easy, you will have your own dedicated assets folder created that will hold all edited files for each episode. Whilst we will post your assets on our main social media platforms, you will also have them for shareable and downloadable purposes to upload across your own profiles. We will also send you a link to each episode live on YouTube, so that you can share this link with your guest as a gateway into a new conversation starter after your interview has taken place.

Check out below the step-by-step process to find and download your assets.

1. Go onto your Campaign Dashboard and click on 'Google Drive'
2. From here, click onto your 'Edited Episodes' folder.
3. Click onto the guest name you are wanting to access the assets of, for example, 'Jane Doe.'
4. Select the assets you want to download, then click the 'download' button. If you'd like to download them all, then you can directly click the 'download' button.

QUESTIONS?

Please let us know and a member of our team will be happy to assist you.

How We Promote Your Episodes

When your episode is ready, we will upload it to all the chosen social channels, including YouTube, Spotify and more.

Episodes are uploaded weekly and we utilise SEO for optimisation. Whilst we upload to the main podcast channel platforms, you also have the option for us to take over your socials too!

OUR MAIN CHANNELS



@THECONVERSATIONSTORE



THE CONVERSATION STORE



AVALANCHE ENTERPRISE LTD

Important Dates & Times

EDITING

5-7 working days

Typically, our video editing and uploading services are completed in 5-7 working days. However, these SLAs will vary depending on if we are in a particularly quiet or busy period. We will always keep clients updated through email if this changes.

INVOICE

Budget Based

When your budget hits zero or you have one or two bookings left, we will send out the next invoice (budget to be deployed next month). Once sent, we request this is completed in seven working days.

MEETINGS

Bi-weekly call

You'll have a bi-weekly call with their Campaign Planner to go over updates, and a monthly call with your Creative Planner to discuss content direction.

Client Tools



THE INTERVIEW MANUAL

This manual tells you exactly what you need to do to transform your guest into a warm lead for business.



TRAINING VIDEOS AND COURSES

From onboarding to sales and creative help, we've created a video for you. Can't find what you're looking for? Let us know and we'll make a video for it!



COMMUNITY CHANNEL

Meet other hosts of the series, share your experience and questions, as well as stay updated with our community events.



FEEDBACK FORM

Due to our host network, we ask for feedback on how to do things in a better way, meaning both our systems and your performance are consistently improving.

PROMOTION: REFERRAL PROGRAM

Each referral who becomes a host, you get an episode for free!

Contact us

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BUSINESS HOURS

Normal office hours are usually
from 9am - 8pm GMT/BST.

RESPONSE TIME

For any questions or inquiries, our typical
response time is within 24 hours. If it is
anything of urgent, you are provided in
this document the contact details to your
immediate contacts for your podcast.

FAQ

Are there any set up fees? ∨

Depending on what service/package you are on, this will change!

Do I need guest sourcing? ∨

Guest sourcing is for the businesses that don't necessarily have the time to go out and find new guests and have the budget to invest in this. You can turn sourcing on or off whenever you please after the 6 month mark on your campaign, depending on which campaign you are using.

Is my chosen city licensed to me? ∨

Yes indeed! If you are part of our TCS owned series (like Top Floor or Employwise), you have the ability to be the sole host of your chosen city.

Can I sell my services to leads? ∨

Absolutely. We want this to be a marketing tool for you and will be pushing you to turn the relationships you build into profitable business. Please see our courses and guides on how to improve on this. Alternatively, book in a 30 minute strategy slot with Josh our CEO.

When do I have to decide if I want to upgrade my creative package? ∨

There's no deadline! You are more than welcome to upgrade your creative package whenever suits your business needs. If you're not sure which package is right for you, then our Creative Manager would be more than happy to jump on a call to help you find the best fit.

QUESTIONS?

Please let us know and a member of our team will be happy to assist you.

Thank you!

Thank you for choosing to be a part of The Conversation Store. Your unique perspective will undoubtedly enrich our podcasting lineup, and we're eager to see your brand come to life.

We're looking forward to working together!

From



The
Conversation
Store

We appreciate your reviews and feedback.



The
Conversation
Store

Name

Email

Which series are you a host of?

Business Spotlight The Top Floor Employwise

Franchising Uncovered Custom

Name of custom series

Place a "X" in the box that best reflects your podcast experience

Podcast	Very Poor	Poor	Average	Good	Very Good	Tell us briefly what you think of our food
1. How satisfied are you with our podcast hosting services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
2. How satisfied are you with the speed and reliability of our platform?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Did the product meet your expectations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Do you feel that you were fully onboarded for your podcast?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Did the final creative output meet your expectations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Service	Very Poor	Poor	Average	Good	Very Good	Tell us briefly what you think of our service
1. Efficiency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
2. Friendliness of team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Helpfulness of team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Hours of operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

In terms of value for money, how would you describe the food in general? Bad Reasonable Good Value Best Value

How often do you listen to a podcast? Hardly Once Twice More

Will you suggest our podcast marketing to your friends, family, or coworkers? Never Maybe Yes

Do you have any questions, suggestions, or feedbacks about our podcast product and/or service?

LEAVE US A REVIEW ON GOOGLE HERE