



Business Podcasts For Lead Generation

Please note, this document is for presentation purposes with Q/A and some elements may require further context if read only.





Before we get started, you're here because:

- Your primary lead source has been referrals / own network and this is no longer reliable.
- Your marketing results have been mediocre/there has been a lot of promise and a lot of underdelivery by agencies.
- You want consistent conversations in your calendar as you believe that you sell a relationship product and just need more relationship opportunities.
- You want cost effective, reliable marketing that provides predictable results.

We are going to turn you into a content authority and explode your lead flow.



beyondthewords



Ivory
How To Make Legal Operations More Affordable
With Jannat Leblanc

WORLD'S BEST COACHES
DEVELOPING YOURSELF IN A CHALLENGING BUSINESS WORLD
With Stan Gwidzak

WORK CULTURED
"Let Me Hear You Sing"
Jeffrey Palermo

WORLD'S BEST COACHES
THINK AHEAD FOR YOUR BUSINESS
With Andy Gilbert

Business Spotlight.
₹

Business inspires
How to hire the right people
Dom Davies

BUSINESS GAMEPLAN
HOW TO BUILD A BETTER BUSINESS
Interviewee Name

The Property Powerhouse
Lease & Learn: The lease extension we'll always remember!
with Catherine Roberts
Powered by SB



But first, here is some proof!



Eric Partaker

"I've been working with Avalanche for years and am super pleased with the results they generate. Great team, great people, and highly recommended!"



Brad Sugars

"I have known the team at Avalanche for 10 years and believe in them that much that we have got various joint ventures together. No better team for conversations."



Marshall Goldsmith

"This team are definitely one to keep an eye on in the world of marketing. Whilst young, the scale of their experience in the coaching world is hard to match "



Marcus Sheridan

"Their conversational marketing techniques and the structure behind it is a game changer."

We have sold over \$120M in professional services products.

With 11 years of experience and nearly 12,000 episodes produced, The Conversation Store knows exactly how to craft a business podcast that generates leads, drives sales, and delivers a steady stream of valuable content.

We've mastered the art of connecting brands with their ideal audiences—no matter how niche or challenging they may be. Bring us your toughest targets, and our expert team will have you engaging with them in just weeks. With our proven strategy and deep industry expertise, you can focus on having impactful conversations while we handle the rest.

Not only will your calendar be full of conversations, you'll also be creating more content than ever before without anymore work.





Let's build you your own podcast and drive leads in a matter of weeks.



Step one begins with an in-depth onboarding process where our team of experts works closely with you to craft a custom podcast that aligns with your goals. We start by identifying your ideal target audience—who you want to speak to and who you want as guests. From there, we curate the perfect branding and messaging to ensure that your show not only attracts but also engages the right people.

Beyond just bringing in the right guests, we also focus on structuring your podcast for maximum impact. Our team will help you develop a format that naturally uncovers your guests' pain points, builds trust, and creates compelling, valuable conversations. This ensures that your podcast isn't just another show—it becomes a powerful tool for relationship-building, lead generation, and audience engagement. By the end of this process, you'll have a podcast that speaks directly to your perfect audience while also delivering top-tier content that keeps listeners coming back for more.

Hand picking the perfect guests

With 11 years of cold outreach experience, we specialize in connecting you with even the hardest-to-reach guests. Our team will carefully curate a guest list that strikes the perfect balance—potential customers who also make for engaging, high-value podcast interviews. Once the list is set, we'll drive outreach and ensure they're booked for chemistry sessions with you. This is where the magic happens.

To set you up for success, you'll receive a custom podcast guide covering every stage of our proven sales system. Plus, you'll have ongoing 1:1 coaching with our CEO and podcast management team, ensuring you maximize every conversation and turn your podcast into a powerful business growth engine.



Scheduled for 14:30
Sarah Bloom



Structuring the perfect show

We bring you the perfect guests—now it's time to run the show. A successful podcast is more than just a conversation; it's a strategic mix of commercial questions that uncover key pain points and engaging storytelling that keeps your audience hooked. Our expert podcast managers will work closely with you to develop the perfect set of questions, ensuring you maximize trust-building, create compelling narratives, and extract valuable insights from your guests. This approach not only strengthens relationships but also positions you as a thought leader in your industry.

Once your episode is recorded, we make the next steps effortless. Simply submit a ticket to our global system, and within seven days, our production team will deliver a fully edited, high-quality podcast that's ready to share. No complicated editing, no time-consuming post-production—just seamless, professional content, every time.





Expert Sales Support: Turn Podcast Conversations into Clients

With over a decade of experience, we've perfected the art of outreach to deliver real results. Over the years, we've sent 3.4 million messages, made 360,000 calls, and delivered 21 million emails—all with one goal: driving success for our clients. This massive reach has generated over 200,000 leads and contributed to \$125M in services sold. And with Josh personally overseeing our campaigns for 11 years, you're in expert hands.

Our data-driven approach ensures every campaign is fine-tuned for maximum impact, helping businesses grow, scale, and thrive. Let us put our expertise to work and take your business to the next level.

We provide 1:1 coaching, group meetings, and ongoing support to help you master the art of turning cold prospects into paying clients through podcasting. Once you refine this process, you'll unlock a limitless stream of new business opportunities—making your podcast a powerful lead generation machine





How much of your time do we need?

All you need to do is show up as your authentic self—that's it. This style of marketing works because it's built on your unique story, experience, and expertise. Your knowledge, hard work, and even past challenges create powerful, engaging conversations that truly connect with your guests and audience.

While you focus on sharing insights and building relationships, we take care of everything else. From strategy to operations, we handle the entire podcast process so you can simply show up, speak, and make an impact.

Please expect to invest 3-4 hours a week in a standard campaign.





TCS - Leadcast Scale

What is included in our offer:

Design & Build out of your podcast

Unlimited Episode Editing (long, short & audio)

Guaranteed 30+ in target market guests sourced by us.

Advertising of content on Youtube (ad budget included)

Direct upload to your youtube, a custom youtube & podcast channels

3 posts per week to major social media channels.

60 minute Marketing Planning/Coaching Session Per Month on guest sourcing with highly experienced team members.

Bi-weekly group meetings with other hosts + hours of educational content online.

Launch phase

\$3197 Per Month

Includes paid promotion of content up to \$200



The Money Back Guarantee

Your investment is secure with us. If you're not satisfied and have discussed your concerns with your coach without resolution, we'll refund your money—no questions asked.



TCS - Leadcast Accelerator

What is included in our offer:

Design & Build out of your podcast

Unlimited Episode Editing (long, short & audio)

Guaranteed 25+ in target market guests sourced by us.

Direct upload to your youtube, a custom youtube & podcast channels

Full custom podcast guide including avatars, questions, comms

40 minute Marketing Planning/Coaching Session Per Month on guest sourcing with highly experienced team members.

Bi-weekly group meetings with other hosts + hours of educational content online.

Unlimited sourcing by you and your team

Launch phase

\$1997 Per Month

Includes paid promotion of content up to \$200



The Money Back Guarantee

Your investment is secure with us. If you're not satisfied and have discussed your concerns with your coach without resolution, we'll refund your money—no questions asked.



TCS - Leadcast Launch

What is included in our offer:

Design & Build out of your podcast

Unlimited Episode Editing (long, short & audio)

Direct upload to your youtube, a custom youtube & podcast channels

30 minute Marketing Planning/Coaching Session Per Month on guest sourcing with highly experienced team members.

Bi-weekly group meetings with other hosts + hours of educational content online.

Full custom podcast guide including questions, emails, avatars and more.

Targeted advertising + promotion of your show

Launch phase

\$997 Per Month

Includes paid promotion of content up to \$200



The Money Back Guarantee

Your investment is secure with us. If you're not satisfied and have discussed your concerns with your coach without resolution, we'll refund your money—no questions asked.