

CASE STUDY

From Zero “0” Podcasts to 3 Per Month



Meet Kathy – Queen of VAs and Wearer of Tiaras & PJs



Kathy Goughenour
Expert VA Training

When Kathy’s boss told her she would never move up in the company because she was “too happy and laughed all the time” it made her miserable. Monday mornings became a nightmare as the thought of having to go to a job that did not appreciate her, made her physically ill.

At 44 years old and finding the courage to say goodbye to her corporate marketing gig, Kathy Goughenour (pronounced: GOO-gen-Hour) went out to build a 6-figure Virtual Assistant (VA) business right from her tiny home in the forest of Black MO, all while sporting a tiara and PJs. Now, Kathy gets to laugh as much as she wants, for as long as she wants, all the way to the bank.

Today she teaches professional women (and a few lucky men) to build, up-level, and earn a 6-figure annual income consistently, by starting their own Virtual Assistant and Virtual Expert® businesses. She provides coaching, professional development training, business strategies, credibility through her proven success systems, and a thriving community that allows them to take their Virtual Assistant or Virtual Expert® business all the way UP!

Her motto is “What one woman can do, another one can do.”

She also provides VA match-making services for businesses of all sizes to find the best fit for their virtual workforce to help them achieve their short-term and long-term business goals. Her VA match-making candidates have all completed her Expert VA® training program and have been screened and vetted prior to being presented with an opportunity.



She's got a podcast plan, but nothing is working

By 2020, Kathy realized how valuable it was to be a guest on podcasts. She knew these spotlights and interviews would bring in new leads and boost her visibility in front of people who did not know she existed and whose lives she could change. Kathy already had a full-plate and did not know how she would find the time to reach out to podcasters. She also did not have connections with podcast hosts and as a result, they weren't responding to any of her emails or messages.

Realizing she needed support

Kathy quickly realized that finding shows on her own would be a massive undertaking and would take up time she did not currently have in her schedule. She kept thinking, perhaps she could do it herself, but due to time and the lack of communications with podcasters, she would be spinning her wheels and getting nowhere.

Then, Kathy reached out to my company for assistance. As someone who makes great connections with podcasters who are coaches, speakers, and authors where her target market hangs out, I could provide Kathy the support in this business initiative. I became the liaison between the podcast hosts (or host's point of contact) and Kathy and her team.





Together, we created branded email funnels and templates, and a current work-flow that works with precision. Through personalized “scripted” templates to engage with the podcast hosts, along with a 7-10 day registration and schedule follow-up series (when necessary), we enabled a process to stay on the podcast hosts’ radar. I maintained communication with the hosts or their representatives to ensure all show details or information is provided and scheduled. Using Asana and Slack, we have ample ways to communicate throughout the internal scheduling and marketing processes. And through detailed but accessible shared spreadsheets, we provide show details with links to episodes and additional marketing materials.

Not just podcast guest support, but host support, too

The same year that Kathy wanted to be on more podcasts, she also had the dream to host her own podcast. Because Kathy is a doer, and dream “actualizer”, she launched her successful new podcast, Dare to Leap, in September 2020 and has not looked back since. Every week, Kathy interviews a diverse group of courageous, thought leaders, CEOs, business owners, and experts who are willing to share specifics about what it takes to succeed in business, innovative solutions for the virtual workforce, and how they dared to leap from their corporate shackles.

Within the first month of working with me, Kathy had three guest podcast interviews scheduled with at least three others going through an internal approval and scheduling process.

At the same time, I had 3 - 4 ideal guests lined up and interviews scheduled for Kathy’s own podcast, while working to secure more. There has been no less than 3 months’ worth of show guests scheduled since the inception of Dare to Leap and now there is a waiting list of guests to be interviewed.



Time saved + more results than doing it herself!



As a result of our work together, Kathy is saving at least 10-20 hours a month in podcast-related tasks plus an average of 3-4 scheduled interviews each month. “The results I was getting on my own were zero,” Kathy said.

Because Kathy’s podcast’s goals were both being a guest on podcasts and finding guests for her show Dare to Leap, she takes advantage of the Podcast Combination Package from my company to help her accomplish her business goals.

So, what about you?

If you want to achieve the results, Kathy has, save time, and plus more, schedule a complimentary getting-to-know-your-needs session with me today. I will help you accomplish your podcasting needs and meet your business goals.



Tonya Moore understands your target market and which podcasts and guests will get you seen and heard. I love working with Tonya!

--Kathy Goughenour