



The Value of Podcast Interviews Across Genres



Projected to reach more than 164 million active listeners by 2024, podcasts present a unique opportunity for authors and thought leaders to gain exposure with highly engaged and targeted audiences. There are thousands of podcasts, ranging in reach, related to content across all genres with new podcasts launching every day. Greenleaf's media strategists coordinate podcast outreach campaigns that produce interview and advertising opportunities for both fiction and nonfiction authors. Below are examples of recent campaign results by genre.

Business

John Warrillow, *The Art of Selling Your Business*

John Warrillow created a large, engaged brand network of business owners and advisors. His last book in a trilogy about building value was a part of An Inc. Original imprint partnership. John's brand message focuses on helping business owners build valuable companies that can one day run without them, and his message garnered opportunities to speak with esteemed business podcasts, such as:



Making Waves
at the C-Level



The How
of Business



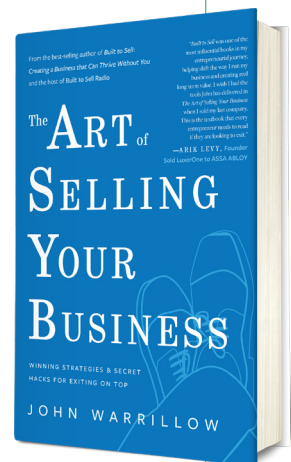
THINK Business
with Jon Dwoskin



Scaling Up
Business Podcast



Terrance McMahon
Podcast



Business

Brian Ursu, *Now What?*

Brian Ursu is the president of a financial advising firm who wrote a finance book targeting young millennials to help them get started on the right financial foot for long-term success. Brian's message to a particular age-group and stage of life gave him ample opportunities to share his message with millennial-focused podcasts and provide a unique perspective for general finance podcasts. Podcasts that featured his message and interviews include:



Mighty Parenting Podcast



CentsAble Chat Podcast



Stacking Benjamins Podcast



Broke Millennial Finance Podcast



Money Making Sense Podcast



The Startup Life Podcast



Laura Bull, *From Individual to Empire*

Laura Bull is a former marketing executive at Sony Music Nashville and the author of a marketing book dedicated to helping musicians, influencers, and modern entrepreneurs create a business empire. Her versatile book content created opportunities to focus on a variety of podcast genres from marketing to business. These podcasts include:



Bobby Owsinski's Inner Circle Podcast



Authentic Influencer Podcast



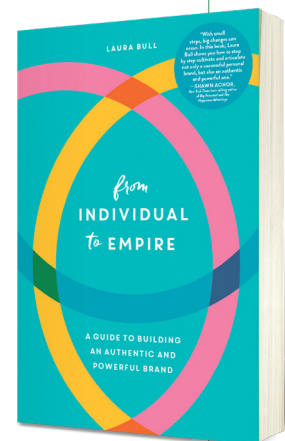
Thought Leaders Business Lab



On Brand Podcast



Ultimate Marketer Podcast



Young Adult Fiction

Martha Handler, *Winter of the Wolf*

Martha Handler is a debut fiction author whose book reaches audiences beyond young adults. With themes ranging from grieving, mourning rituals, and mental health, Greenleaf's team crafted a podcast outreach campaign that spanned multiple genres:



Hippie Haven
Podcast



Connection
Matters Podcast



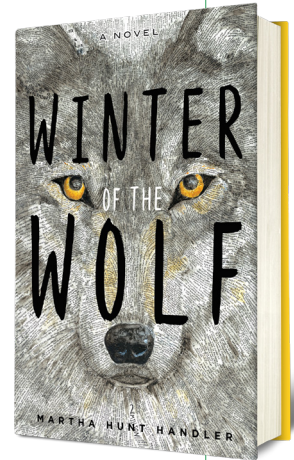
Mighty Parenting
Podcast



Heart Soul
Wisdom Podcast



Grief 2 Growth
Podcast



Memoir

Laura Cook Boldt and Tom H. Boldt, *Unraveled*

Mother and son authors **Laura Cook Boldt** and **Tom H. Boldt** released a compelling memoir that charts their family's journey through addiction and recovery. Being open to interviews both separately and together created a unique dynamic that podcasters were eager to feature on their shows, which resulted in both a successful outreach campaign and incoming interview requests, including:



Sober Nation
Podcast



Juggling the
Chaos of Recovery



Busy Living
Sober Podcast



Cold Turkey
Podcast



The Addicted
Mind Podcast



Health & Wellness

Aseem Desai, PhD, *Restart Your Heart*

Dr. Aseem Desai is a cardiac electrophysiologist (EP)—a physician specializing in heart rhythm disorders. His podcast outreach focused on educating patients, medical professionals, and health and fitness enthusiasts about mind-body medicine and how to thrive with this specific heart health condition. Some of his campaign highlights include:



Dr. Ruscio
Radio



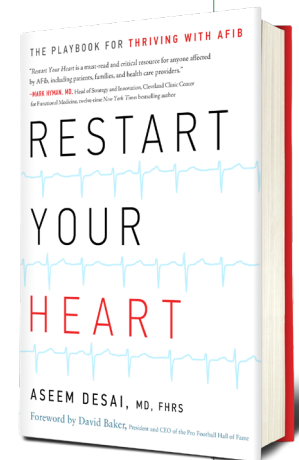
Rational Wellness
Podcast



Raise the Line
Podcast



The Podcast by
Kevin MD



Jason Valadao, *Exceptional Every Day*

Jason Valadao is a doctor and veteran, so his message spans multiple genres such as personal growth, self-help, health, and fitness. This opened the door to a myriad of podcast genres that reached a variety of engaged audiences. These podcasts include:



Military Veteran
Dads Podcast



Mentors for
Military Podcast



HIT Show with
Steven Kuhn



The Daily Grind
Podcast



The Best
Ever Show



Outperform
Podcast



Inside Personal
Growth Podcast



Mental Edge
Lifestyle Podcast



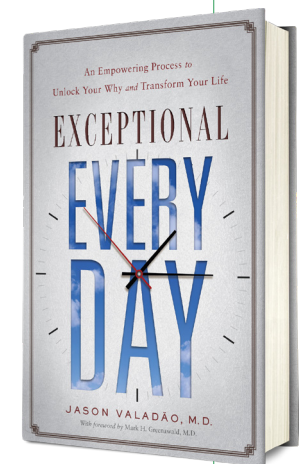
No Quit Living
Podcast



It's All About
Health & Fitness



The Suit Soldier
Podcast



Health & Wellness

David Richman, *Cycle of Lives*

David Richman is an entrepreneur and cyclist fundraiser who wrote a “Humans of New York”-styled storytelling book that explores untold narratives about the emotional traumas and challenges of those impacted by cancer. David was featured on a variety of notable podcasts in multiple genres, including:



And Then Everything Changed



It's All About Health & Fitness



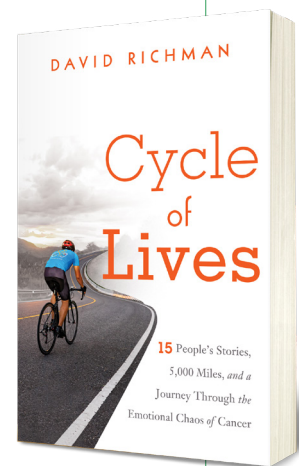
Project Purple Podcast



Connect Kindness Podcast



The Grief Coach Podcast



Campaigns such as these helped build an archive of third-party content with discoverable and shareable links that generated brand awareness and visibility for our authors and their books. In these podcast campaigns, authors highlighted specific, relatable stories that resonated with podcast listeners.

When combined with robust book marketing campaigns, podcast interviews of this caliber helped many of these featured authors achieve Amazon bestseller status and reach readers that are otherwise difficult and expensive to target.