

Join Julie Livingston, founder and president of WantLeverage Communications and host of PR Patter, a series of talks focusing on relevant topics in marketing and public relations today, in conversation with E.B. Moss, a strategist, podcaster, and marketer who creates content designed to open revenue doors and humanize brands. Moss was inaugural editor of The Continuum, a marketing publication, and her award-winning consultancy, Moss Appeal, E.B. has generated compelling collateral and promotions from major media companies and nonprofits.

Livingston and Moss discuss making your brand personality shine in podcasting and media, pitching and preparing for podcast production, how to know what to ask guests, and more.

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—Julie Livingston

“Whatever your brand is, it has to stand out. It has to shine. There’s brand personality, and then there’s how you’re going to inject it in every touchpoint along the way. You can’t be afraid to communicate your personality in a way that’s consistent with your brand, especially in audio.”

“I personally like to outline. I write the way I speak. I’m also a writer. I like to infuse personality into my explanatory journalism as well. So I tend to write out a lot of my intros. But one really good thing is to just start to roll tape. You never know what you’re gonna get.”

“Try not to judge yourself too much and just look at this as a learning process and something that you can easily change. That’s the beauty of digital media. You can constantly let it evolve and keep switching it up and trying new things.”

“Manage your expectations. There are 5 million podcasts out there now. About 500 of them make any money. You might get 500 people listening, if you’re lucky. Think about why you’re doing it— so you’re managing your expectations and you’re remembering that this is another form of your sales collateral.”

—E.B. Moss

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### Transcript:

Julie Livingston:

Good morning everyone. Happy Wednesday. I’m Julie Livingston of Want Leverage Communications here with the next episode of PR Patter. I’m so excited today because I’ve just gotten into podcasting, and I’ve got a real expert with me. Welcome E.B. Moss. E.B. is a strategist, podcaster, and marketer who combines and creates content designed to open revenue doors and humanize brands, which is so important to make that audience connection. Named among the Top 10 Most Fascinating B2B Marketers of 2020, she was the inaugural editor of the marketing publication, The Continuum, and contributes explanatory journalism to

the Customer.net Synopsis and Media Village. E.B. profiles media and marketing executives on her podcast, Insider Interviews with E.B. Moss. Through her award-winning marketing consultancy, Moss Appeal, E.B. has generated compelling collateral and promotions from major media companies and nonprofits. Welcome, E.B.

E.B. Moss:  
Thank you, Julie.

Julie Livingston:  
Today we're going to talk about how to bring personality and value to your podcast. But let's start at the beginning. How did you start podcasting? How did you get into it yourself?

E.B. Moss:  
Well, thanks for having me. It's very awkward to hear your own bio read back to you.

Julie Livingston:  
It is, isn't it?

E.B. Moss:  
How did I get into it? I'm the daughter of a radio broadcaster, so I tell people I was raised in the press box because my father was also a sportscaster. Word of mouth and storytelling has always been what I was raised on. I was working a series of running ad sales marketing at some major media companies, including a rep firm called Ad Large. I worked with the team that did the go-to market strategy for podcasting. This was about 8-10 years ago. It was still much more new than it was now, and it's still pretty new. I learned a lot. And then I took a role as the Managing Editor of Media Village on the auspices that I would also help build out their audio content and their coverage of audio companies like Odyssey and Westwood One. Right. Jack Myers, the CEO, said to me, all right, go build a podcast. I was like, I've only ever talked about it. I've only ever marketed one. What? So I really taught myself from the ground up and 200 something episodes and six shows later, here we are!

Julie Livingston:  
That's so great. I mean, it's really an inspiration. First of all, what I'm learning in developing this podcast is that you learn as you go. And that's okay. This is an evolution. You may not have everything together in the beginning, but it's really creating that compelling content that people really want to listen to and that they'll get some value from. Tell us about brand personality and how you weave that into a podcast and why that's important.

E.B. Moss:  
I think that whatever your brand is, it has to stand out. It has to shine. You and I actually have a friend in common named Stacy Thal, and she does some brand strategy, etc. Stacy talks about how you do you, right? You have to stand out from the competition by standing for something. I completely agree with that. There's brand personality and then there's how you're going to inject it in every touchpoint along the way. You have to have consistency. From my perspective,

people buy from people they like. Do they like your brand personality? Are you communicating it well? I think word of mouth is one of the strongest tools you have to communicate your brand product, your brand value, etc. And guess what's most perceived as word of mouth? Audio.

Julie Livingston:

Fantastic. So what is the difference between a B2B podcast and a branded podcast?

E.B. Moss:

That's a really good question and an important differentiation. A branded podcast typically is one that is underwritten by a company. One of my favorite examples, because I think it's great storytelling, is Trailblazers with Walter Isaacson. Guess what that's brought to you by? Dell. Walter Isaacson is not out there shilling for you to buy a Dell computer, but he's talking about innovative technology. They're shoulder rubbing the brand values that Dell is trying to communicate through storytelling. Typically I think of a B2B podcast as one that is a little bit more focused on the brand itself. A really important element is that you don't want your podcast to be a sales brochure.

Julie Livingston:

That's a very good way to lose audience.

E.B. Moss:

That's right. And that's where personality comes in, right? That's where you first asked me about your brand personality. How do you infuse it? I think you can't be afraid to communicate that in a way that's consistent with your brand, especially in audio. You have the best microphone, so to speak, the best stage to do that, to really communicate who your executives are, and at the risk of boring you, instead of bringing more personality. I'll keep going. One of the one of my favorite phrases and one of the things that I try personally to do is to humanize executives. It goes way back to the top when people buy from people they like. There is a particular foible with B2B podcasts, and sometimes companies will say, we have to feature our SVP or our CEO, and bless their hearts, they might be like, watch paint dry.

Julie Livingston:

I go through this in creating LinkedIn content for C level executives. Also in my publicity work, you know, you need to have the right type of personality to really be attractive to audiences and the media.

E.B. Moss:

Yeah, exactly. So how do you elicit that from them? I happen to know a very good media trainer and people can connect with me and I'll sick her on you if you need one.

Julie Livingston:

That's great. So we talked about the difference between having a B2B podcast and a branded one. How do you distinguish your podcast? How do you put your stamp on it?

E.B. Moss:

I guess that's what we're supposed to talk about today. Let me think. You have to prepare. So I happen to do training for companies who want to launch their first B2B podcast. Did I mention that? Yes. Contact me [podcasts@mossappeal.com](mailto:podcasts@mossappeal.com). The first slide in my training talks about no more boardrooms, but B O R E D. Right? How do you distinguish yourself from being a snooze fest? It starts with creating engaging content. You might be talking about widgets, but how do you tell stories about widgets? How do you draw in your audience? It goes back to that thing of don't make a sales brochure. Typically your B2B podcast will likely be an interview show. You might be sucking up to your customers by featuring them as a guest. Research your guest. Find something interesting about that guest. Maybe they were on their curling team in college, you know or, or maybe they just won a weirdo award. I don't know. But bring that up.

Julie Livingston:

That's a great icebreaker too, by having conversations on your podcast to come up with something that's gonna spark the conversation with the guest.

E.B. Moss:

Exactly. I also like to disarm my guests. I prepare, I read, you know, were they on the curling team, etc. I promised when I promoted this livestream on Twitter that I would explain the answer to what happens when the skeleton walks into a bar. It's my favorite joke. A skeleton walks into a bar, asks for a drink and a mop. Okay. Think about it. Pours through him so he's prepared. She's prepared. Okay. Work with me here. So you have to prepare, you have to think like the skeleton at the bar. What's the next step? So I personally like to outline. I write the way I speak. I'm also a writer. I like to infuse personality into my explanatory journalism as well. I tend to write out a lot of my intros. One really good thing is to just start to roll tape. You never know what you're gonna get. Yeah. One example is in an interview I did with Claude Silver, she's the chief heart officer of Vayner Media and has a terrific personality. I started singing to her, you Gotta Have Heart. I sang to Carl Fremont about Come Fly With Me. Right, right. Because we were flying home on a plane together, and we were talking about that. I like to roll tape and see what they talk about and then incorporate that into the episode. Does that help?

Julie Livingston:

Yeah, that's great. No, that's a great tip. Something that is easily done, I think.

E.B. Moss:

Maybe not the singing part.

Julie Livingston:

Maybe not the singing part part.

E.B. Moss:

Not for everyone.

Julie Livingston:

Certainly the research. That's right. The advanced research. What are some of the things that you've learned along the way that you could share with our viewers today about, you know, really hitting a home run in podcasting?

E.B. Moss:

Well, I think it always starts with understanding the key points that you want to make. So, as I said, even if it's just to gain a comfort level and to add some personality to your podcast, writing things out, but understand that you can have a story arc even to a B2B podcast. Sure. You know, think about the hero journey. How do you make your guest the hero? And thank you for doing that with me so far. You're a lovely host. What's the key takeaway that you want people to have? That's also really important. I want people to walk away or listen and walk the beauty of podcasting. Right. and leave with some good takeaways. So what's the end? What's the fairytale ending of each episode? What are they gonna leave with? You know, and also how do you bring out that surprise element? And just by being comfortable yourself, I think people will reveal more. So have your questions prepared. What I do is, of course, research my guest, and I research their company. I want them to shine, but then I also ask them what they most want to be asked. And I did that a little bit.

Julie Livingston:

Absolutely. Yeah. I mean, that is so helpful. I realize that some people might find that odd or weird that, you know, you're asking, you know, what are some of the discussion prompts you'd like me to incorporate into our conversation today. I don't know that for E.B., that's been kind of the regular part of what I'm doing in this little broadcast. I always ask my guests that, and sometimes they don't have the time or they just can't answer. Yep. I will come up with some and send it to them in advance and say, what do you think of this? And they'll weigh in.

E.B. Moss:

Yeah. Also in my podcast training, we talk about how there's prep, there's promotion, there's production quality, and you have your headphones on.

Julie Livingston:

Well, this is a video too, so we've got our ring lights on. That's right. You've got to have decent lighting.

E.B. Moss:

That's right. You would be stunned at the deficit, the harm that some executives, major executives do by not even having... You can use your little AirPods and it's not bad. A mic is better, but you need something that puts you in your best, as you said, light. Both audio and visually.

Julie Livingston:

Yeah, definitely. Definitely do all that you can to set yourself up for success. Yeah. And keep refining it. Again, I'm relatively new at this. I've been doing it for about eight months now. And every week I feel like I'm learning something new to elevate this show. More and more.

Certainly in the promotion of it, you know, even though I'm a publicist, sometimes I'm like the cobbler with no shoes. Yeah. So you actually gave me such great ideas in how to promote this podcast that I'm going to now use going forward, and I thank you for that. I think try not to judge yourself too much and just look at this as a learning process and something that you can easily and constantly let it evolve and keep switching it up and trying new things.

Julie Livingston:

How do you identify guests? Because I realize that I have a pretty big contact network and I actually like cold calling people when I need to. I know, I know. That's weird. But I've always liked cold calling. How do you, how do you identify guests and how, how would you, do you have any tips or directions that, that, that would help people to do that? Because that could be very daunting. You know, because you find, I do find that I need to plan this. I need to plan my guest roster way in advance. I mean, I'm booked right now through, I think through August. So that really helps me. Then, you know, sometimes people have to cancel. That really helps me. You forget how quickly time flies and you want to get something on the calendar with your guests, and people are busy. So how do you identify the right people for your podcast?

E.B. Moss:

As a publicist, I think you could answer this question better. Me as a recipient of pitches. I'll answer it from my perspective. Do your homework. Oh, my, I cannot tell you the weird pitches that I've gotten to be on insider interviews. There are people who will do the auto fill and an email blast. There are a lot of people who are calling me by my last name. That's an immediate clue to delete. I don't even read it.

Julie Livingston:

My God. That's embarrassing.

E.B. Moss:

Yeah. Listen to the episode that you're trying to pitch your guest for. So that's in your book. That's awesome. On the soliciting guest's part, part of the prep is to understand what's gonna add value to your show, why you want to have that guest on, as I said, jokingly, but sort of seriously who are the customers you want to suck up to and put them in their best light. They're going to share that with their coworkers or their mom or whatever. So it's sort of like the vanity plate license plate. If it's going to do a service for you, great. But make sure that whoever you're bringing on is not gonna drag down the quality of your show either. Then again, it comes back to you doing your homework and, you know, bringing that out in them.

Julie Livingston:

I would suggest also, if you have someone in mind— see if you could find any evidence of their speaking style online. You know, if they've been in other videos, that gives you a good idea of if they're doing this, if the podcast is on camera you know what their speaking style is, do they articulate well, are they conversational? Like do they have that kind of spark? Does their personality form connections with others instantly? I mean, that's gonna be an important barometer.

E.B. Moss:  
Right.

Julie Livingston:  
There are a lot of people out there who do lots and lots of podcast interviews. Do you want them to speak on this topic that they are most known for? Or do you want to skew it a little differently? Again, that could be kind of a differentiator for your show.

E.B. Moss:  
What's the intent of your show? You know I did one show for a company that was five questions in 10 minutes. I did a show for another agency that was interviewing just their clients and gave them a sort of platform to explain it, because it was more tech oriented. So that was a service to them. You always, I'm surprised at myself that I didn't start with page one of this. But the first thing that I always tell people when starting a podcast is, why do you want to start a podcast?

Julie Livingston:  
Exactly. What's your why?

E.B. Moss:  
Exactly. Then, what's in it for me as the listener? You nail those two things and you know who your prospective listener is. You don't have to pay me, but if you do want to pay me, it's [podcasts@mossappeal.com](mailto:podcasts@mossappeal.com). Thank you very much. I'll be here through Thursday.

Julie Livingston:  
Okay. You're ready to start a podcast. Maybe you come up with a cute name for it. That is searchable, right?

E.B. Moss:  
Yes. Good point. And that's page number four. Yes. Your design, everything should be a reflection of your brand. Right. We started with that brand personality discussion. It might be a balancing act. You know, your podcast might be the place where you can be a little less stodgy, where you can sort of let your freak flag fly, so to speak. Does that date me? Maybe a little.

Julie Livingston:  
That's okay.

E.B. Moss:  
Perhaps online or on your site, you're a bit more formal, but again, you want to elicit the personality of your executives. You want to humanize your executives. They are your mouthpiece. They're your megaphone about your company. So, you know, it might be that your VP of Sales is a much better interviewer speaker than your Chief Revenue Officer. Don't just make your CEO the host of the podcast. No. Think about the power of personality.

Julie Livingston:

And how you could interact with that person and really kind of bring it to another level. Right. Right. Any last thoughts?

E.B. Moss:

I think that there's two things I want to add that are very important. Manage your expectations. There are 5 million podcasts out there now. Yay. About 500 of them make any money. This is not about earning ad money or anything like that. You might get 500 people listening if you're lucky. Think about that, why you're doing it. And so that's part two. You're managing your expectations, and you're remembering that this is another form of your sales collateral. So what the value of your podcast is, is slicing and dicing it. You're gonna create a transcript. You might use AI to do that. By the way, I'll drop a couple of names for you because I believe in good takeaways. Think about Swell AI or Cap Show, C a P s H O. There are a lot of companies out there who are now leveraging AI to help you take your transcription and turn it into good show notes.

Julie Livingston:

I love that.

E.B. Moss:

Then take your show notes, turn them into a blog post on your site. Did I mention that? You can hire me to do that.

Julie Livingston:

I think you did. Yeah. You can mention it again.

E.B. Moss:

Promo bots clips. There's a service called Headliner that can dice your long form interview into a 30 or 62nd audiogram. Create spinoff articles on other shows. So, once you've proven yourself to have the power of personality as a host, be out there. Thank you very much, Julie Livingston for having me as a guest to evangelize Insider Interviews with Moss Appeal. See how that works.

Julie Livingston:

You're just twisting and turning and re reshaping and recreating the content to give it a lot of longevity and tremendous value. Because you, me, and your mom are gonna be the ones listening to the podcast. E.B., I can't thank you enough for being guests with me today. This was such a fascinating conversation. The wheels are spinning. I've already learned and gotten like four takeaways that I'm gonna put to use right away. So I hope you'll come back again sometime. Oh, thank you. I'll be back again next week with another episode of PR Patter.