

Alex Sanfilippo - 2022 Extraordinary Women Ignite Keynote

Show Notes

In this Episode:

- Alex shares how he entered the world of podcasting as a way to leave his 9-5 and step into entrepreneurship
- Why podcasting should be a part of your business
- How his different software benefits podcasters
- The launch of his new software Podcast Lottery, which lets you pick a number, and if selected, you win reviews from other members on the platform
- Why podcasts are easier to find than ever before thanks to improvement in search results found on different platforms like Apple and Spotify
- Alex's take on how business has changed since the pandemic
- A sneak peek into his presentation at the Extraordinary Women Ignite Conference, where he will be teaching guests how to launch a podcast that succeeds long term
- The importance of empathy and responding in a way that adds value to people's lives

Notable Quotes:

"It's an exciting time to be involved in podcasting on either side of the mic. Right now, the listenership is growing faster than new shows are being created." -Alex Sanfilippo

"I would consider podcasting almost mainstream media at this point. Other platforms like television are talking about podcasting now." -Alex Sanfilippo

"People that make a long-term podcasting strategy. They launch one and find a way to differentiate themselves do really well in this space." -Alex Sanfilippo

"Launch before you are ready. Be strategic, think about what you will do, and then let a natural progression unfold." -Alex Sanfilippo

"Staying consistent is so important. The best thing you can do is stick to a timeline." -Alex Sanfilippo

3 Pearls of Wisdom:

1. Seek to be a person of value, not a person of profit.
2. Surround yourself with a tribe of people you know, like, trust, and can be vulnerable with when needed.
3. Be more empathetic.

Resources:

Alex Sanfillippo – Alex is the host of the top-rated podcast called Podcasting Made Simple. He is also the founder of PodPros.com, a software company focused specifically on the podcasting industry.

Website: <https://podmatch.com>

Facebook: <https://www.facebook.com/PodcastingPros>

Instagram: https://www.instagram.com/podpros_com/

LinkedIn: <https://www.linkedin.com/company/podpros>

Twitter: https://twitter.com/podpros_com

Link to this show: <https://www.kamiguildner.com/ewr-alex-sanfillippo-259/>

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