

Marketing and Finance (MAF) Podcast



Quick Guest Guide

Thanks for your interest in appearing on the MAF Podcast.

“The podcast for ideas and inspiration on marketing your business and growing your business, and for discussing topics on all things finance.”

“I’m Roger Edwards, a marketing guy and keynote speaker from Edinburgh. Talk to me if you want to cut the BS and complexity from your marketing strategy.”

We talk about:

- How you can keep your Marketing strategy and communications simple
- How you can grow your business using content marketing and social media
- Topics, issues, products and business models from the world of finance

You’ll take away one or two big ideas that you can apply to your business. So you can keep marketing your business to keep growing your business. All you need to take part is a Skype or Zoom connection and a set of headphones if using a laptop with a built in microphone.

Podcast Script Outline

We can follow this script outline – or come up with a bespoke set of questions if the topic you want to talk about doesn’t fit this structure I which case we would replace Qs 2-7.

Pre-Theme Music:

Roger: I this Episode I talk to GUEST about how to grow your business using a great new product. Welcome to episode XXX of the Marketing and Finance Podcast.”

Theme Tune and voice over:

Personalised introduction:

So, let's get started. I'm delighted to introduce my guest today and he/she is GUEST. Welcome to the MAF Podcast. It's great to have you on board.

- Before we get into our main discussion, let's find out more about you. So, GUEST, tell about where you came from and what makes you tick.

This week's Topic

- GUEST how did you come up with the (business model/product/campaign)? Take us right back to the beginning to when the idea first surfaced. Or when the light bulb lit up. Talk us through the story.
- What challenges did you face getting this initiative off the ground and how did you overcome them to make it work? Let's hear that story GUEST.
- What's worked well and not so well? Tell us how you have changed your approach because of feedback as you have developed your business model/product/campaign.
- And now for the rewards of all your hard work and investment. GUEST please tell us about the results you achieved.
- What is the one Big Idea that you would like those listening to the MAF Podcast to take away from these experiences you had?

Recap.

General questions to wrap up

- Give me an example of a marketing campaign or product that's caught your attention for being beautifully simple. Even if it was from a competitor, tell us what it was and what you liked about it.
- And at the other end of the scale give us an example of marketing madness. Something stupidly complex or needlessly bloated.

And before we sign off GUEST. Tell everyone how they can connect with you.

Thank you GUEST for talking to me today. Let me wish you success and hope to catch up again soon.

End Theme Music with Compliance Voice over

Agreement with Roger Edwards Marketing Ltd.

By agreeing to do this interview, you acknowledge I won't pay you for this interview but trust that the exposure you get will be worth investing 30-40 minutes of your time.

I'll give you links and embed code for the Episode you can use on your own website.

I'll have complete ownership of the interview and reserve the right to use the contents for any future publications.