

# best podcast for small business owners

**best podcast for small business owners** is a crucial resource for entrepreneurs seeking to gain insights, strategies, and inspiration to grow their ventures. In the dynamic landscape of small business management, podcasts offer convenient and accessible ways to learn from industry experts, successful entrepreneurs, and business coaches. This article explores the top podcasts that provide valuable content tailored specifically for small business owners. It covers various aspects including marketing, finance, leadership, and innovation, ensuring a well-rounded approach to business growth. Whether a startup founder or an established business owner, these podcasts deliver actionable advice to overcome challenges and seize opportunities. The following sections delve into a curated list of the best podcasts, their unique features, and why they stand out in the crowded podcasting space.

- Top Podcasts for Small Business Owners
- Key Features to Look for in a Business Podcast
- Benefits of Listening to Business Podcasts
- How to Maximize Learning from Podcasts

## Top Podcasts for Small Business Owners

Identifying the best podcast for small business owners involves evaluating content quality, relevance, and host expertise. The following podcasts have established themselves as trusted sources by delivering consistently valuable insights tailored to small business needs.

### 1. The Smart Passive Income Podcast

Hosted by Pat Flynn, The Smart Passive Income Podcast dives into business strategies focusing on online entrepreneurship, passive income, and marketing tactics. The podcast features interviews with successful entrepreneurs who share practical advice and personal experiences, making it a go-to resource for small business owners aiming to build sustainable income streams.

### 2. The GaryVee Audio Experience

Gary Vaynerchuk's podcast offers motivational content combined with actionable business advice. It covers topics such as digital marketing, branding, and social media strategies, providing small business owners with insights to enhance their online presence and customer engagement.

### **3. The Goal Digger Podcast**

Jenna Kutcher hosts The Goal Digger Podcast, which emphasizes productivity, marketing, and business growth. With a focus on realistic goal setting and execution, this podcast is ideal for small business owners looking to balance strategic planning with daily operations.

### **4. How I Built This**

NPR's How I Built This features interviews with founders of well-known companies, exploring their journeys from inception to success. Small business owners benefit from hearing firsthand stories of perseverance, innovation, and leadership challenges.

### **5. The Business Made Simple Podcast**

Led by Donald Miller, this podcast breaks down complex business concepts into easy-to-understand lessons. Topics include leadership, marketing, and sales techniques, making it an essential listen for small business owners aiming to sharpen their business acumen.

## **Key Features to Look for in a Business Podcast**

Choosing the best podcast for small business owners requires understanding the qualities that make a podcast both informative and engaging. These features ensure that the content meets the specific needs of small business entrepreneurs.

### **Expertise and Credibility**

A credible podcast is typically hosted by experts or features guests with proven track records in business. Authentic experience and knowledge validate the advice shared, making it more reliable for listeners.

### **Actionable Content**

Effective podcasts provide practical tips and strategies that small business owners can implement immediately. This may include marketing hacks, financial management techniques, or leadership advice tailored to small business contexts.

## **Consistency and Frequency**

Regular episode releases help maintain momentum and continuous learning. Consistency indicates a commitment to delivering ongoing value, which is crucial for sustained business growth.

## **Engaging Delivery**

A podcast with an engaging host and dynamic format helps retain listener interest. Storytelling, interviews, and real-life examples enhance understanding and make complex topics accessible.

## **Benefits of Listening to Business Podcasts**

Podcasts offer several advantages for small business owners that contribute to professional development and business success.

### **Convenient Learning on the Go**

Podcasts allow entrepreneurs to consume content during commutes, workouts, or downtime, making education more accessible amidst busy schedules.

### **Exposure to Diverse Perspectives**

Listening to varied guests and topics broadens understanding of market trends, business models, and innovative ideas, fostering creativity and adaptability.

### **Cost-Effective Resource**

Most business podcasts are free, providing valuable insights without financial investment, which is beneficial for small businesses with limited budgets.

### **Motivation and Inspiration**

Hearing success stories and overcoming challenges can inspire small business owners to persevere and stay focused on their goals.

# How to Maximize Learning from Podcasts

To fully benefit from the best podcast for small business owners, it is important to adopt strategies that enhance retention and application of knowledge.

## Active Listening and Note-Taking

Engaging actively by taking notes helps reinforce key points and facilitates later review for practical implementation.

## Apply Insights Promptly

Implementing strategies discussed in episodes soon after listening increases the likelihood of achieving tangible business improvements.

## Create a Listening Schedule

Setting aside dedicated time for podcasts ensures consistent learning habits and regular exposure to fresh ideas.

## Engage with Podcast Communities

Many podcasts have associated forums or social media groups where listeners can discuss episodes, ask questions, and network with fellow small business owners.

- Identify podcasts aligned with specific business goals
- Bookmark or subscribe to favorite podcasts for easy access
- Revisit episodes that cover critical topics or complex concepts

## Frequently Asked Questions

## **What are some of the best podcasts for small business owners in 2024?**

Some of the best podcasts for small business owners in 2024 include 'The Smart Passive Income Podcast' by Pat Flynn, 'How I Built This' by NPR, 'The GaryVee Audio Experience' by Gary Vaynerchuk, 'Online Marketing Made Easy' by Amy Porterfield, and 'The Side Hustle School' by Chris Guillebeau.

## **Which podcast offers practical marketing tips for small business owners?**

'Online Marketing Made Easy' by Amy Porterfield is highly recommended for practical and actionable marketing tips specifically tailored for small business owners and entrepreneurs.

## **Are there podcasts that focus on the financial aspects of running a small business?**

Yes, podcasts like 'The Dave Ramsey Show' and 'The BiggerPockets Business Podcast' provide valuable advice on managing finances, budgeting, and investing for small business owners.

## **What podcast provides inspiring stories of successful entrepreneurs for small business owners?**

'How I Built This' by NPR features interviews with founders of successful companies, offering inspiring stories and lessons that are very valuable for small business owners.

## **Is there a podcast that covers both mindset and business strategies for small business owners?**

Yes, 'The GaryVee Audio Experience' by Gary Vaynerchuk covers a mix of mindset, motivation, and practical business strategies ideal for small business owners.

## **Can small business owners find podcasts tailored to side hustles and startups?**

Absolutely, 'The Side Hustle School' by Chris Guillebeau is focused on side hustles and startup ideas, making it a great resource for small business owners looking to start or grow their ventures.

## **How can small business owners choose the best podcast for their needs?**

Small business owners should consider their specific goals—whether it's marketing, finance, inspiration, or startup advice—and choose podcasts that specialize in those areas. Listening to a few episodes to gauge the style and relevance can also help in making the best choice.

## Additional Resources

### 1. *Podcasting for Small Business Success: A Step-by-Step Guide*

This book offers a comprehensive approach to launching and growing a podcast tailored for small business owners. It covers everything from crafting engaging content to marketing your show effectively. Readers will learn how to build a loyal audience and leverage podcasting to boost brand visibility and sales.

### 2. *The Small Business Podcast Playbook: Strategies to Grow Your Brand*

Focused on the intersection of entrepreneurship and podcasting, this book provides actionable strategies for small business owners. It includes tips on episode planning, guest interviews, and monetization techniques. The author shares real-world examples of businesses that thrived through podcasting.

### 3. *Amplify Your Business: Mastering Podcast Marketing*

This title dives into the power of podcast marketing for small businesses seeking to expand their reach. It explains how to use podcasts as a tool for storytelling and customer engagement. Readers will find practical advice on integrating podcast content with other marketing channels.

### 4. *The Entrepreneur's Guide to Podcasting: Building Influence and Authority*

Designed for entrepreneurs and small business owners, this book highlights podcasting as a method to establish thought leadership. It offers guidance on creating compelling episodes that resonate with target audiences. Additionally, it explores techniques for growing your podcast's influence organically.

### 5. *Podcast Growth Hacks for Small Business Owners*

This book compiles various growth hacks specifically curated for small business podcasters. From SEO tips to social media strategies, it equips readers with tools to increase listenership quickly. The concise chapters make it easy to implement actionable steps immediately.

### 6. *From Idea to Airwaves: Launching Your Small Business Podcast*

Perfect for beginners, this book walks small business owners through the initial stages of podcast creation. It covers equipment selection, recording tips, and distribution platforms. The approachable tone encourages readers to overcome common fears and get started confidently.

### 7. *Monetizing Your Small Business Podcast: Turning Listeners into Customers*

This resource focuses on transforming podcast audiences into paying customers. It discusses various monetization models, including sponsorships, product promotions, and premium content. Small business owners will find guidance on balancing content value with revenue goals.

### 8. *The Podcasting Blueprint for Small Business Growth*

Offering a strategic framework, this book helps small business owners align their podcasting efforts with overall business objectives. It emphasizes planning, branding, and consistent content creation. Readers will gain insights into measuring podcast success through analytics.

### 9. *Engage and Expand: Building Community Through Your Small Business Podcast*

This book explores how podcasts can foster strong communities around small businesses. It shares techniques for encouraging listener interaction and creating loyal fanbases. The author highlights the importance of authenticity and storytelling in community building.

## **Best Podcast For Small Business Owners**

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**best podcast for small business owners:** *The Best Social Media Platform For Small Business Marketing* Jill W. Fox, 2024-03-13 In the digital age, social media platforms have become a powerful tool for businesses to connect with their audience, build brand awareness, and drive sales. Social media platforms enable small businesses to market on a large scale, even with a small budget. "The Best Social Media Platforms for Small Businesses" is a comprehensive guide that explores the potential of various social media platforms in enhancing your business's online presence. This eBook delves into the specifics of Facebook, Instagram, LinkedIn, YouTube, TikTok, Pinterest, and "X" (formerly Twitter), providing actionable insights on creating compelling content, leveraging community engagement, targeted advertising, and analytics. Each chapter focuses on a different platform, offering tips on optimizing your business profile, crafting engaging posts, and understanding advertising options. From creating a compelling Facebook Business Page to understanding the younger demographic on TikTok, this eBook covers it all. We also talk about the upcoming trends to help you stay ahead of the game. Whether you're a small business owner looking to expand your digital footprint or a marketer seeking to update your social media strategy, this eBook is your go-to resource for navigating the ever-evolving social media landscape. It is also an excellent introduction to our series of eBooks on social media marketing for small businesses.

**best podcast for small business owners: Directory of Business Talk Radio Shows** Francine Silverman, 2009-11-18 The Business ebook covers workplace issues, innovation, entrepreneurship, business strategies, careers, finance, small business, sales, home-based businesses, investments, insurance, money management, leadership, real estate, law, law enforcement, America-China trade, labor and criminal justice.

**best podcast for small business owners: LET YOUR VOICE LEAD** Priscilla Shumba , 2025-01-01 Launch Your Remote Podcast and Build Trust While Growing Your Business in 2025! Are you a Christian business coach or consultant ready to amplify your voice, connect with your audience authentically, and grow your business—all without leaving your home office? Most people think of podcasts and immediately see a massive production that takes up all their time. Ummm NO, we have a simple roadmap to achieving small business results that I think you'll love. ☐ You don't need a podcast studio. ☐ You don't need expensive camera equipment ☐ It's not going to take up all your time ☐ And you don't need to have done this before Why shop this digital products? We specialise in providing simple & strategic solutions to make DIY marketing ROI-focused... and dare I say, FUN!!! If you're ready to let your voice lead, this is your chance to take action and stand out in a crowded market. Today's clients do their homework before making decisions. They crave connection with real and trustworthy experts. A few social media posts won't cut it anymore. They want to hear your voice, understand your values, and feel confident that their hard-earned money is going into the right hands that can deliver on their promise. That's where starting a remote podcast comes in. This guide will show you how to create a professional podcast setup from wherever you are—no expensive equipment or fancy studio required. With podcasts, you can build a legacy of trust, deliver value to your audience, and grow your business in a way that feels natural and authentic. This is more than just a guide—it's your action plan. Inside this execution-focused workbook, you'll learn: How to set up a professional-sounding remote podcast on a budget. The exact tools and resources you need to start recording today. A proven framework for creating episodes that resonate with your audience and establish your authority. Time-saving tips to manage

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**best podcast for small business owners:** *The Local Brand Podcast: Strategies to Strengthen Your Presence and Community Connection* Reginaldo Osnildo, Welcome to The Local Brand Podcast: Strategies to Strengthen Your Presence and Community Connection, a comprehensive and up-to-date guide that will transform the way you think about local marketing. Whether you're a small business owner, a marketer, a communicator, or even an enthusiast looking for effective ways to connect with your community, this book is for you. In today's rapidly evolving digital media landscape, many local brands are facing the challenge of staying relevant in a competitive environment. But here's the good news: podcasting has emerged as a powerful tool for transforming the way local brands communicate, position themselves and, most importantly, create genuine connections. As you dive into this book, you'll discover how a podcast can go beyond being just another marketing tool. It can become the voice of your brand, a channel for community engagement, and a space where authentic stories come to life. My goal here is to simplify the process for you by providing valuable insights, tested strategies, and practices that work for local brands like yours. Over the next few pages, I'll walk you through every step of creating an impactful podcast, from planning to promotion, engagement techniques, and monetization strategies. This book isn't just a technical guide; it's designed to be a partner on the journey, with practical guidance you can apply right away, tailored to the realities of local marketing. WHAT YOU WILL FIND IN THIS BOOK Inspiration: Success stories that show how local brands used podcasts to transform their businesses. Strategic planning: tools to help you create a podcast aligned with your brand's goals. Community Connection: Tips on how to engage listeners and promote values that resonate with local culture. High-quality production: techniques to ensure your podcast is professional and engaging, even if you have limited resources. Measurable results : methods to evaluate the impact of podcasting on the growth of your brand. Each chapter is structured to provide not only in-depth information, but also practical insights that will make your journey as a podcaster easier . At the end of each section, you'll be invited to explore a new aspect of podcasting, with tips and strategies that make the process engaging and clear. Get ready to learn how to turn your podcast into an essential platform to strengthen your local brand, engage with your community, and of course, stand out from the competition. Let's create something special together. Are you ready to start this journey? Then turn the page and come with me to discover the transformative power of podcasting for local brands! Yours sincerely Reginaldo Osnildo

**best podcast for small business owners:** *Small Business Management* Timothy S. Hatten, 2023-11-03 Small Business Management, Eighth Edition equips students with the tools to navigate important financial, legal, marketing, and managerial decisions when creating and growing a sustainable small business. Author Timothy S. Hatten provides new cases, real-world examples, and illuminating features that spotlight the diverse, innovative contributions of small business owners to the economy. Whether your students dream of launching a new venture, purchasing a franchise, managing a lifestyle business, or joining the family company, they will learn important best practices for competing in the modern business world.

**best podcast for small business owners:** *The Pocket Small Business Owner's Guide to*



Starting Your Business on a Shoestring Carol Tice, 2013-07-01 Most businesses that close their doors have one thing in common: They ran out of money. Don't let this happen to you. This indispensable book, part of Allworth's popular Pocket Small Business Owner's Guide series, will help you to save money on every aspect of your business, from advertising to overhead. With invaluable cost-cutting tips for all types of businesses, from e-commerce and home-based operations to services and retail, this guide will help you create a blueprint that will allow your business to survive and thrive. You'll save on: Advertising Marketing Purchasing Transportation and shipping Labor Financing Facilities Operations Taxes And more! In today's economy, small business owners must seize every opportunity to keep costs down, and every penny saved goes to your bottom line. Follow this street-smart advice to lay the foundation for a business that will be profitable for years to come.

**best podcast for small business owners:** Unlocking Instagram: The Small Business Key to Success Jill W. Fox, "Unlocking Instagram: The Small Business Key to Success" is a comprehensive guide designed to help small business owners harness the power of Instagram. This eBook demystifies Instagram's features and algorithms, offering practical advice on how to use this platform to build a strong brand identity, create engaging content, and grow your business. The book begins with an introduction to the importance of social media in business and an overview of Instagram as a marketing tool. It then guides you through the process of setting up a business account, understanding the Instagram interface, and familiarizing yourself with Instagram terminology. The heart of the book focuses on building your brand identity, creating compelling content, and understanding Instagram's algorithms to boost engagement. You'll learn about the importance of consistent branding, how to design a cohesive feed, and tips for creating engaging content, including utilizing user-generated content. The book also covers Instagram's features for businesses, such as Instagram Shopping, Product Tags, ads, collaborations, and partnerships. You'll gain information about using Instagram Insights, setting and measuring KPIs, and tools for tracking growth. The book concludes with case studies based on how small businesses can benefit from Instagram, lessons learned, and advice on staying up to date with Instagram updates and new features. It ends with a recap of key points and words of encouragement for your journey ahead.

**best podcast for small business owners:** **Good Small Business Guide 2013, 7th Edition** Bloomsbury Publishing, 2013-06-30 Fully updated for this 7th annual edition, the Good Small Business Guide 2013 is packed with essential advice for small business owners or budding entrepreneurs. Offering help on all aspects of starting, running and growing a small business, including: planning, setting up or acquiring a business, getting to grips with figures, marketing, selling online, and managing yourself and others. Containing over 140 easy-to-read articles and an extensive information directory this fully updated guide offers help on all aspects of starting and growing a small business. Features a foreword from the National Chairman of the Federation of Small Businesses.

**best podcast for small business owners:** ,

**best podcast for small business owners:** Facebook Marketing Mastery: A Guide for Small Business Marketing Jill W. Fox, In today's world, it's super important for your small business to have a presence on social media. Facebook is still the largest social media network in the world. Facebook Marketing Mastery: Your Actionable Guide for Small Business Growth empowers you to harness the potential of this platform and skyrocket your brand to new heights. This book will provide details on how to use Facebook to help grow your small business. Introduction: Explore the vital role of social media in business and delve into the vast potential of Facebook as a dynamic marketing tool. Gain insights into why establishing a solid online presence is crucial for your small business success. Understanding Facebook: Discover the foundational features of Facebook and grasp the significance of creating a dedicated business page. Uncover the key elements that make a Facebook business page an indispensable asset for your brand. Setting up a Facebook Business Page: Follow our step-by-step guide to effortlessly create an engaging business page. Learn the art of choosing an attention-grabbing name, incorporating visually appealing elements, and optimizing the crucial About section. Content Creation for Your Facebook Page: Master the art of content creation with

in-depth insights into various content types – text, images, videos, live videos, and stories. Create a content calendar and plan out which posts will include images, graphics or videos. Growing Your Audience: Understand the importance of audience engagement and employ effective strategies to boost page likes and followers. Join or create Facebook groups to help position your small business as a leader in your industry. Using Facebook Ads: Navigate the world of Facebook Ads with an overview, a guide to creating your first ad, and a deep dive into ad targeting. Use Facebook ads to greatly expand your reach and connect with your ideal customers. Measuring Success on Facebook: Introduction to Facebook Insights, tracking engagement, and reach. Learn about Facebook Insights, and how these analytics can help you improve your Facebook marketing. Case Studies: See how these strategies can help small businesses to thrive on Facebook. Staying Up-to-Date: Stay ahead of the curve by keeping abreast of Facebook's updates and new features. Learn how to adapt your strategy to changes, ensuring your small business remains at the forefront of social media marketing. Conclusion: Complete your journey with a concise review of all the key points in the book. Find encouragement and motivation for the exciting path that lies ahead for your small business. Facebook Marketing Mastery: Begin your small business marketing journey on Facebook today and see how properly using this platform can help your business grow!

**best podcast for small business owners: Small Business, Big Vision** Matthew Toren, Adam Toren, 2011-08-02 Lessons in applying passion and perseverance from prominent entrepreneurs In the world of entrepreneurship, your vision solidifies your resolve when things get tough, and it reminds you why you went into business in the first place. Authors, brothers, and serial entrepreneurs, Matthew and Adam Toren have compiled a wealth of valuable information on the passionate and pragmatic realities of starting your own business. They've also gathered insights from some of the world's most successful entrepreneurs. This book delivers the information that both established and budding entrepreneurs need, explains how to implement that information, and validates each lesson with real-world examples. Small Business, Big Vision provides inspiration and practical advice on everything from creating a one-page business plan to setting up an advisory board, and also delivers a call to social entrepreneurship and sustainable business practices. This powerful book: Offers instruction in whether and how to seek investors Outlines the pros and cons of hiring employees and provides guidance on how to find the best outsourced workers Presents a comprehensive action plan for effective social media marketing Explains how to build an information empire and become an expert Small Business, Big Vision proves that with a flexible mindset, practical skills, and the passion to keep pushing forward, entrepreneurs can find success, even in today's ever-changing business landscape.

**best podcast for small business owners: Storytelling For Small Businesses** Heavy Chef, 2025-09-29 So you've started a business and now you're ready to stand out from the crowd, connect with the right customers and grow. How do you do that? Hint: you're holding all the answers. Sandwiched between giant brands and cheap-as-chips imports, it's easy for a small-business owner to feel invisible. Storytelling For Small Businesses is a practical guide filled with step-by-step strategies and templates to harness the power of storytelling and capture people's attention. There's no need to be an award-winning writer, either – we'll help you to: Understand why business stories are vital. Craft a compelling story. Tell your story as the founder. Build a recognisable brand. Market using stories. Bring a team into your story. Understand your financial story. Use storytelling to operate efficiently. Navigate change with stories. Measure your success. Heavy Chef sat down with some of South Africa's most successful entrepreneurs, marketers, brand specialists, copywriters, keynote speakers and culture consultants to understand how to use storytelling to take your business from zero to hero. We've distilled their wisdom into bite-sized lessons for you to digest at your own pace. Ready? Then turn to page one, and let's start writing your success story.

**best podcast for small business owners: Web Marketing That Works** Adam Franklin, Toby Jenkins, 2014-03-17 Practical tips on using the web to boost your business, no matter what business you're in Everyone in business knows they need to embrace the web, but not everyone knows how to do it or where to start. No matter what industry you're in, the web offers efficiencies and solutions

for sales, marketing and customer service, and many other business functions. For businesspeople, small business owners, and marketers, *Web Marketing That Works* offers proven tactics, road-tested by the authors, and easy-to-use templates for boosting your Google search rankings, using social media to build relationships, developing an effective online marketing strategy, mastering the art of inbound marketing, and much more. Features insider advice and proven tactics for small business owners and marketers who want to tap into the power of the web Covers web strategy, execution, content marketing, and social media Includes 33 free, downloadable templates Written by the founders of Bluewire Media, one of Australia's top web marketing firms Every business, large or small, can benefit from the web. If you're not already using the web to boost your business, you're falling behind the competition. *Web Marketing That Works* shows you how to get ahead—starting right now.

**best podcast for small business owners:** *Grateful, Not Dead* Art Mitchell, 2020-05-05 A guide to uncovering your post-retirement purpose and creating financial security. Art Mitchell uses the REWIREMENT process to empower and transform himself and people like you. He details ten critical steps to inform aging, building on the anti-ageism and conscious aging movements. In *Grateful, Not Dead*, you learn how to: overcome ageist myths and shame to change everything for yourself reboot your mind through self-reflection, consciousness expansion, and spirituality uncover purpose, boost creativity, increase engagement, and service find meaningful work and achieve financial independence take back your power and make the changes you want to see Those of you who have been forced to make career changes, retire, or otherwise chose to work past “retirement age” may find yourself wanting help. It’s here. Prepare to learn how to live purposefully and inspired to do what’s important to you! “Grateful, Not Dead is the best I have read to assist you in resetting your life script for the happiest, youthful aging!” —C. Norman Shealy, MD, PhD(from Foreword) “After decades in careers that have defined us, what's the next step? Guided by the author's life wisdom and skills as a coach, readers find their own answers through inspiration and exercises that tap into personal power and purpose.” —Lois Guarino, author of *Writing Your Authentic Self* “Art Mitchell has written an indispensable guidebook for people entering the territory of older age.” —Harry R. Moody, retired Vice President, AARP

**best podcast for small business owners:** *Podcasting for Profit* Leesa Barnes, 2008 Provides a plan for using the fast-growing world of video and audio podcasting, to promote a business and turn a profit.

**best podcast for small business owners:** *Duct Tape Marketing Revised and Updated* John Jantsch, 2011-09-26 In his trusted book for small businesses, John Jantsch challenges you to craft a marketing strategy that is as reliable as the go-to household item we all know, love, and turn to in a pinch: duct tape. As a renowned marketing guru and small business coach, John Jantsch has become a leading advisor on how to build and grow a thriving business. *Duct Tape Marketing* shows you how to develop and execute a marketing plan that yields more revenue and ensures the longevity of small businesses. Taking a strategic, systemic approach to marketing rather than being constantly won over to a “marketing idea of the week” helps small business leaders establish a solid foundation of trust with their customers that only grows stronger with the application of more metaphorical tape. In *Duct Tape Marketing*, you will learn how to: turn your marketing efforts into a lead generation machine create long-term plans for your business’s continual growth implement marketing strategies that make your business thrive Plus, this revised and updated edition includes all new tools, rules, and tactics that respond to the ways social media and digital developments have shifted and evolved the marketing landscape. Let's face it: as a small business owner, you are really in the business of marketing. This practical, actionable guide includes fresh ideas that stick where you put them--and stand the test of time.

**best podcast for small business owners:** *Duct Tape Marketing* John Jantsch, 2011 Jantsch's *Duct Tape Marketing* refers to systematically getting people who have a specific need or problem to know, like and trust you and to inspire customers to stick to your company. It gives practical, actionable information and solutions.

**best podcast for small business owners: The Emotional Connection: Building Brands That Customers Love** Favour Emeli, 2025-01-14 In a world of endless choices, it's not just what you sell—it's how you make people feel that defines your brand's success. The Emotional Connection is your guide to creating a brand that resonates deeply with customers, forging lasting relationships built on trust, loyalty, and love. This book explores the psychology behind emotional branding and why it's the key to standing out in today's crowded marketplace. Learn how to craft a compelling brand story, connect with your audience's values, and create experiences that evoke positive emotions. Through practical strategies and real-world examples, you'll discover how to tap into emotions like joy, trust, and belonging to build a brand people don't just buy—they champion. From designing products and services to marketing and customer engagement, The Emotional Connection provides actionable insights to help you align every aspect of your business with what truly matters to your customers. Whether you're a startup founder, a marketer, or a seasoned business leader, this book equips you with the tools to transform transactional relationships into emotional bonds. Because great brands don't just sell—they inspire. Are you ready to create a brand your customers will love? Let The Emotional Connection show you how.

**best podcast for small business owners: Small Business Revolution** Barry C. McCarthy, 2021-09-17 Equip your small business for dramatic growth and success in any environment In Small Business Revolution: How Owners and Entrepreneurs Can Succeed, small business expert and President and CEO of Deluxe Corp. Barry C. McCarthy delivers a stirring combination of uplifting narrative and small business instruction manual. Featuring inspiring stories from the company's 106-year history and anecdotes from its Emmy-nominated TV show Small Business Revolution, this book offers readers the opportunity to learn how to grow and thrive in their business in any environment, from a booming economy to a post-pandemic marketplace. Whether you're just starting to plan your new business or you are a seasoned veteran in the small business trenches, you'll discover a wealth of information to help you structure your business to reach customers, find talent, understand finances, and so much more. You'll find guidance on: How to get your costs in line when your expenses have changed Mastering new tools to manage payments and payroll, including contactless and remote payments Maintaining relationships with your existing customers while reaching out to new ones How to manage cash and, how to retain employees through lean times, and more Perfect for the millions of brave, courageous, and strong individuals who plan to start or run a small business during one of the most challenging times in recent memory, Small Business Revolution is an indispensable guide to helping your enterprise survive and succeed during unprecedented challenges.

**best podcast for small business owners: Get Up To Speed with Online Marketing** Jon Reed, 2012-09-26 ONLINE MARKETING - CAN YOUR SMALL BUSINESS AFFORD TO BE WITHOUT IT? Traditional advertising doesn't always work these days - and it's expensive. People screen out TV ads, magazine ads, and billboards. Instead they're spending time on Facebook, watching YouTube, reading and writing blogs, listening to podcasts and flicking through Twitter. As a small business owner, how do you get the word out about your product or service? By going where your market is. And that's online. This book explains in a straightforward, easy-to-follow style all there is to know about promoting small businesses, online covering all the major online tools available including: Websites Search engine marketing Email marketing Blogging Podcasts Online video Social networks e.g. Facebook and MySpace Virtual worlds e.g. Second Life Social bookmarking It will show readers how to use each medium to their best effect on a limited marketing budget, if not for free!

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