

YOUR NEXT PODCAST GUEST

Joanna *Ingram*

POSITIONING EXPERT & PODCAST STRATEGIST

The positioning expert and podcast strategist who knows exactly what makes a podcast host say yes, helping expert coaches, healers and consultants turn podcast guesting into real authority and client enquiries.

About *Joanna*

Joanna Ingram believes that in an age of AI-generated everything and fading trust, it's real, spoken authority that gets experts into the right rooms.

As a positioning expert and podcast strategist, she helps established coaches, healers and consultants use podcast guesting to build that authority, open doors to new collaborations and attract aligned clients.

A former advertising agency director, Joanna is the creator of The Depth-Led Expert Framework™ and host of two top-ranked podcasts, Goals With Soul and The Soulful Catalyst, where she's interviewed more than 200 guests.

PODCAST HOST

Top 1.5%
Goals With Soul, globally ranked

30,000+
Goals With Soul listeners

Top 5%
The Soulful Catalyst, in its first year

200+ guests **400+** episodes

Episode *Topics*

01 **Why Posting More Won't Get You Seen**
Why depth-led experts build trust by being heard in their own voice, in long-form conversation.

02 **Real Voices in an AI World**
In a trust crisis, spoken expertise is the most real thing an expert can offer.

03 **You're Not Bad at Marketing**
Why depth-led experts struggle in formats built for soundbites, and what to do instead.

04 **From Great Episode to Real Enquiries**
What the guests who get invitations and leads always do differently, from a host of 200+ interviews.

Suggested *Questions*

- Why isn't posting more the answer to being seen?
- What makes a host say yes to a pitch?
- How can an expert stand out in an age of AI-written content?
- Why do so many great interviews lead to compliments but no enquiries?
- What should every guest know before they hit record?

Let's talk. *I'd love to be your guest.*

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