

[00:00:00] Go for it. Share your ideas, share your stories, and that's all you have to do. After that, you'll know, like you'll know more. The next step will be revealed. And I think that we overthink so much. We overthink and underfeel, and we put so much pressure on ourselves to get it right. And there is no right or wrong.

[00:00:14] The only way to get it wrong is to not do it. So let's go. Let's go. Welcome to Into the Wild, a podcast that helps you grow your business and shapes you into an industry authority. My name is Renee Warren, and I'm the founder of We Wild Women, a PR company that helps get female entrepreneurs off the sidelines and into the headlines.

[00:00:38] Each week. I'll unravel mindset, marketing, and PR secrets, plus chat with expert guests to teach you the fearlessness needed to step into your greatness. Are you ready for it? Let's get wild. Hey, wild women. My next guest is a world renowned life coach, author, and host of the top rated Apple podcast, Let It Be Easy.

[00:01:03] She's a sought after expert for media outlets and has been featured on the Today Show, Good Morning America, Dr. Oz, Business Insider, Forbes, Oprah, Wall Street Journal, Cosmo, and Marie Claire. In addition, she's the resident life coach for Greatest, the world's leading health and wellness site for millennials, and the author of Let It Be Easy and Stop Checking Your Likes.

[00:01:27] As a digital course creator, publicity genius, and life coach extraordinaire, she knows all too well about the limiting beliefs and need for approval that keep us from getting our shine on. Yet, she has learned how to tap into her own confidence to feel the fear and to do it anyway. It's her own willingness to get uncomfortable, experience negative emotions, and trust.

[00:01:49] That she can overcome them that has allowed her to keep showing up and putting great work out into the world. In this episode, Susie and I talk about all things publicity, what she's done to garner the spotlight consistently over the years since 2014. In terms of contributed content, in terms of just continuously putting herself out there.

[00:02:13] We also dabble with AI and a bunch of other stuff because she is the bee's knees. She was somebody I got to meet in person at the Mastermind back in December in South Carolina. And let me tell you, I always say this about her. She is the best cheerleader. She is a ball full of energy and somebody worth the hype.

[00:02:33] listening to. Before we get into the show, one huge ask. I would absolutely love a rating and a review from you. If you can go to Apple Podcasts, scroll down to the bottom and leave me a rating and a review. That would mean the world to me. Please welcome the incredible, the best cheerleader in the world, Susie Moore.

[00:02:56] Hi, Renee Warren. I am looking forward to this conversation. I have been for ages. Happy new year. Thank you for having me. Oh my gosh, I'm so excited. So if you don't follow Susie, she is, long story short, I met you in person at a really awesome mastermind, gosh, a couple months ago now, a month and a bit ago now.

[00:03:14] Yes, yeah. At the end of the two days, we were asked a question who has had one of the biggest lessons and who has had some of the biggest impacts on you in the last two days. And it's funny how you get these default people, like I was inspired by people in that room and I learned a lot from people in that room.

[00:03:32] But my default was, who is the biggest cheerleader? Because for me going into this room of people that were just incredible, I was so nervous and intimidated. And I'm like, what advice do I have to offer this room? And I changed the perspective when I was there. And then I met you. I was like, oh my gosh, this woman makes me feel seen and heard.

[00:03:52] The way you can just navigate a conversation, but also make sure everybody has a chance to talk and asking the right questions was like, so beautiful. And it's just like a deep reflection of the person that you are. Roday, thank you. I think that whenever I see someone who's got so much to offer, I'm like, let's go.

[00:04:10] We don't need to wait even one more minute, like let's do it now. , I always joke the next book is gonna be called Do It Now, the next book. But I just think you know when someone has as much to offer as you like, let's just get rolling. Whatcha waiting for? We're only here for a short time. It's true. You're like, okay, here's the thing, this, this and this.

[00:04:27] And I remember sitting in our breakout and we're like, Bonnie Christine and Jim Quick and Jenna Kutcher. Mm-Hmm. . I was like, oh my God. I have to now confess my biggest. issues in my business right now. I said the thing and you're like, okay, what about this, this and this? I'm like, Oh yeah, it was so beautiful.

[00:04:44] It felt like, yeah, you were a cheerleader and I love that. The cheerleaders are easy to spot, but also hard to find at the same time. You know what I mean? I think that's why it's kind of nice to be one way you can, and we can't all do it all the time. Sometimes our moods aren't there. Sometimes we're going through stuff.

[00:05:01] Life has many ups and downs, but I think that sometimes if we can almost just offer what we can with them in the most loving way, then that's enough. We don't have to be perfect even. Just the encouragement itself can be enough, I think. And, It goes a long way. I mean, when you even think about when you're a kid and someone just kind of could see something for you or believed in something, it means a lot.

[00:05:22] And we hold on to that. And so, thank you, Renee. So let's dive into this because you're the queen of many things, but one of which is public relations. And it's interesting because for the longest time, I thought you were in PR. And I thought that meant like you ran an agency because you're really good.

[00:05:39] Tell us really quickly, what is it that you focus on, your big, your zone of genius, and then we're going to dabble into like the PR things. Well, you know how it is Renee, if someone asks you what you do, it's almost like a tricky question unless you're something very specific. So my answer kind of changes often based on audience.

[00:05:55] I'll say I'm an author. I'll say I'm a life coach. I'm with entrepreneurs who I can help with some media strategy. I'll lean into that. But, you know, essentially I have a corporate background. I worked in the tech sector, in the software industry, programmatic video advertising for over a decade in San Francisco, New York.

[00:06:12] And I just always wanted to be a life coach. I love encouraging. I know that there are always solutions for every problem, more than one solution. I'm good talking about heavy stuff. I don't think we need to be heavy to heal either. I don't know. I love people and I started my life coach as a side hustler evenings and weekends when I was working in my tech career and I just knew I wanted it to be full time.

[00:06:35] Of course I had this trickle of clients and that was cool, but I was like, how can I make this a full time reality? And I thought, look, if I've got this dream in my heart, there has to be the mechanics of its fulfillment. I wouldn't just have this dream without a way to get there. It exists. I just need to identify it.

[00:06:52] And then I noticed that even the way that I'd get one on one clients as a life coach, I'd tell my stories. I'd speak about losing my father to addiction, happily, openly speaking about this is the reality of life for a lot of people. I'd speak about being divorced in my twenties. I'd speak about growing up on welfare.

[00:07:08] I would just tell my stories. I'm like an Olympic level optimist and the right people. So my people would find me, they would just go, Oh, could you help me talk through this? Or could you help me work through this? And I go, yeah, I welcome this if you want to work with me. So I would just share stories. Be generous with what it is that I could offer.

[00:07:27] And then every day in my cubicle, counting down to five o'clock, I'd read stuff online like anyone else, right? I'd be on HuffPost, Marie Claire, MindBodyGreen, Glamour, Cosmo. And then I started to look at the content through the lens of a life coach. And I noticed that a lot of the content that the publications that I read like to cover was stuff I'd love to coach on.

[00:07:46] Like women's confidence, things to say and not say, spirituality, productivity. And then simply one day I was living in New York at the time I was meeting a friend for drinks. I was a bit early. She was a bit late. I'm always early. And without thinking too much, right? Underthink it is one of my mantras. I submitted 600 words to Mindbody Green on my tablet at the bar, like with a martini.

[00:08:09] And two weeks later, I had my first author page, my first guest posts, and it was shared nearly, Gosh, it was three or four thousand times. Wow. And I was like, this is it. There is a way. Renee, I've kept going ever since. Like a hit of cocaine. You're like, I was like, it was better than anything. And I was like, there is a way this is it.

[00:08:29] And truly ever since then, that was 2014. I have kept going ever since it's been 10 years. Okay, I started in PR in 2012. At the same time, pretty much. Same time. Man, the game was different 10 years ago. Mmm. It's shifted. We'll talk about that in a minute, though. So the story goes, now you've used your tablet.

[00:08:50] I mean, obviously it takes a tablet and a martini for you to be a professional contributed author. That's right. So now the single is crazy. What happened next? I was immediately ready for next. So that was MindBody Green. Then I went to the Huffington Post. Then I went to Marie Claire. Then I went to Business Insider.

[00:09:06] At that point in relay, I didn't have a website. I was completely new, right? I had a Gmail address and a Twitter account. I wasn't a hotmail. That's good. Notice you started there. Oh gosh, that's really going back. I was like, this is it. All I have to do is show up. Be generous, write for free, like create content for free and offer some type of link, some opportunity to work with me.

[00:09:28] It's like, instead of selling it to share, I get to inform and then invite, I get to just say who I am and how I see the world and then the right people click through. I got my act together on, you know, created an opt in and all those things. But it started really working, my email list grew, I created a waitlist, I had all these one on one inbound requests.

[00:09:47] And then interestingly, I didn't know this would happen. I got a lot of media requests from my media. So the more you're out there speaking about your topic. The more you get known as the expert in that topic. So I would just keep going and I would do it before work. I do it at lunchtime. I have this mantra truly about not thinking that it's my job to be perfect.

[00:10:09] I just show up and the right people for me find me. I don't put pressure on myself really to be original, to be wildly profound, to be Ernest Hemingway. I'm like, I'm just me. That's enough. I think that allows you to create at volume, that self permission. We had a client, we've had several clients, but this one was like the ultimate start to success story when it came to this process and getting media coverage.

[00:10:35] We did a lot of contributed content for him, for Business Insider, Entrepreneur, Forbes, we wrote weekly LinkedIn articles and there was lots of content being pumped out there that was free. Yes. So no one was paying us. And then one article was really, really good. It was something like, How I Retired at 27.

[00:10:56] That was not the title, but it was quite juicy. And that got picked up by Fox News. It got syndicated to Yahoo Finance. And then it's like, the one article that just tipped the scale. That was the leverage we needed to pitch him to bigger media. And he got a full segment on the Steve Harvey Show. Yes! Well, I just want that.

[00:11:15] That took two years. There you go. I don't know if that still applies. Probably does. The moral of the story in all of this is it takes repetition. Put in the reps. Doing it, doing it, doing it. And you're going to get some articles that are flops. Then you're going to get some that are shared 7, 000 times.

[00:11:30] You know what's so interesting? I heard, Renee, maybe you know this specific statistic, but it's less than 2 percent of podcasts that have more than 10 episodes. People give up so soon. They think I'm putting out one piece of content. Why am I a millionaire yet? Or I've put out five YouTube videos. Why isn't Oprah call it, you know?

[00:11:47] Come on, friends. There is naturally a journey. We get better. There's always going to be a path. We're meant to enjoy this process, right? We live with such attachment. Sometimes we forget about the whole desire, the engagement of being part of creating something and building something. And I think we've got a bit entitled.

[00:12:06] We're like, I do this. So I deserve, and we don't deserve anything. How are you showing up? Is it valuable? Are you being yourself? Are you doing this consistently? There's nothing mystical about success. It's not like, Oh, one day I'll wake up speaking perfect French. You practice French. It's a process. You can't even buy it.

[00:12:24] But it's the same people. They spend a lot on PR firms. They're like, if I even drop six figures, then that will get me wins. That's not even necessarily true. I've had people who've come to me when their books are out and they're like, I've spent six figures or more. I'm not getting a morning show. And I'm like, well, you know, these are relationships you build ahead of time.

[00:12:41] This is what takes a bit of compounding. There can be some luck and there can be some connections, but I find that when you're just consistent and organic and you're doing it yourself in a way that's pleasurable for you. It's amazing how things can take off when you also take the pressure off yourself.

[00:12:57] It always comes back to the reps, like even the intros, Hey, can you introduce me to so and so? Dan, when he was doing his book tour, the way that he worked with podcasts, so I helped him with the initial launch of his book, but then he just got the momentum and like the moments you get like those big shows or the big media outlets, that's the leverage.

[00:13:15] You're like, Hey, I was just on into the wild. So now I can use this as leverage to pitch Joe Rogan. Exactly. Totally relevant. He would say, he'd get invited on to these in person shows in like Salt Lake City, and the host would be like, would love to have you. And then Dan goes, this is very simple, simple math, is, hey, do you know anybody else in Salt Lake that has studios that would take me as a guest?

[00:13:37] And all of a sudden, five shows are booked. Because he asked for it. There you go. But it's not like, because of him being on these big shows, now all of a sudden everybody wants him. And it's the same for everybody. You have to keep showing up. And I think of people like Marie Forleo and Amy Porterfield.

[00:13:53] They're known for their industry. They're still doing the thing that they're really good at. They're still showing up. Exactly. And when you think about, so, you know, Dan asking someone in Salt Lake City, he asks, which might be uncomfortable for some people, but the way that I define a confident person is someone who's willing to be uncomfortable even just for a few seconds, like, Hey, is there anyone else you suggest?

[00:14:13] It's a brilliant question. But then he's also willing to zip around Salt Lake City showing up for an hour in random places and spend an hour with each host. And he's probably not doing deep research. He's like, well, I trust this referral and I trust this checking it out. He's not going, you know, I'm just gonna take a spot.

[00:14:28] And there's nothing wrong with that. Do that, too. But he's still going around giving value for probably an hour every single time. And I think that the most successful people among us. We're never tired of our work. One of my favorite guests I've ever had who's a huge influence to me is Byron Katie. Yeah.

[00:14:46] I don't know how old she is now, but I believe she's over 80. I don't want to look it up because she needs to live forever. She needs to live forever. Like I'm so in love with her. Like Julia Cameron needs to live forever too. Yes. But she's showing up. She's like, I care about relieving suffering. Like that is her mission.

[00:15:02] And so I think that when that's part of it too, people can tell. People know, and that's why if you have someone else write your book for you, have someone else book your media. And again, there's nothing wrong, right or wrong, but I think that audiences know. And in the rise of AI, your authenticity, telling your own stories, remaining true to you, I think it's getting easier and easier to stand out because information isn't valuable anymore.

[00:15:24] It's available to everybody, to kids. It's crazy. I mean, we use chat GPT for so much and it is not the verbatim of what is pumped out, but it is like, inspire me, please. Here's the con to this, like AI in a way, now people are expecting more faster, and you can't replace the human element, and I see this in PR all the time, even heroic queries, to help a reporter out, the bottom of every

query is like, no AI allowed, so essentially it's like, everything has to be original, and I really hope that if you're in PR, Everything you're doing is original.

[00:15:57] Yeah. And this is why too. So over the years, naturally, a lot of media professionals have become my friends, right? Editors and producers who I've worked with, who've come to my live events, et cetera, et cetera. And they know, they just know, you know, I was having a conversation with a friend of mine recently who's an editor and she, she said she had to get back to two contributors saying they use the same word, nestle, chat dbt apparently uses this word nestle and she's like, sorry, you have to write this.

[00:16:21] I think we know, like I can even tell if I put together even a quick email driving people to something with a link. I'm like, that just sounds so cheesy, you know, like, Hey, it's some bones I could work with that, but I can't live on that. Everyone's going to know, and I can't live with myself. I think leaning into just the reality of you, how you speak, yeah, using helps and prompts and getting support is good, but being yourself, I mean, that's why we're all here, isn't it?

[00:16:46] It's totally it. Okay, so then let's talk about this stuff. I mean, AI is cool. Love it. It's definitely helpful. The first time I've ever seen it outside of knowing that it's running or unknowingly running in the background outside of chat GPT was when I recorded a Loom video. Ah, It usually would just put like the date as a timestamp for the title.

[00:17:09] And now what it does is it suggests the title based on what you've said in the video. When I saw it live typing, I was like, Whoa, okay, this is AI. That I didn't even know was running in the background. A lot of us think of AI only as chat GPT. No, there's so much stuff that's happening. We don't even know it, like from dishwashers to Roombas to refrigerators.

[00:17:30] Yes. I have a French tutor who I work with weekly. And at the end I use a system called italki where you book one on one. At the end of each session, I get an AI roundup, like what I need to work on, like biggest takeaway. I'm like, wow, see, this is such a tool that we can work with, but let's not lose ourselves.

[00:17:47] Seriously. There's these inserts you can put in ski boots now. There's like these little monitors. It connects to your phone and then you wear your earbuds. And it tells you based on like weight distribution and all this stuff, how

to become a better skier. Wow. Isn't that crazy? Yeah, it is crazy that like in a few years people are going to think it was crazy that we thought it was crazy.

[00:18:09] Totally. Be like, what? You vacuumed your house with an actual vacuum cleaner? You brush your teeth with your hand? That's weird to me. The way that I think about it is if we're given all of these conveniences, then there should be more time for what matters. Because it's so easy to be given all these convenience, think about like the phone, right?

[00:18:27] You find your man, you find your house, you find your vacation, you find your lunch, you find everything on your phone, it can solve your whole life. But then we're more addicted to our phones than ever. We have almost like less time than ever. So I think that that's where it can get a little tricky and we need to be conscious.

[00:18:41] That is a really good point. You'd think that with all this automation, now that it would give you the capacity to enjoy more things in life, I just see people working harder now than ever. Isn't that interesting? You used to have to go out to bars and meet people and like, find a single dude. You used to have to like, ask around town, go to a real estate agent and go, what's available?

[00:18:59] Go to a travel agent. And now you can do it all yourself really, really quickly, but we are more overworked and more burnt out. Yeah. There's so much opportunity. So we're trying to fill those moments with something else. And this is why we're getting sick. But all of this coming back to the PR side of things too.

[00:19:18] So like maybe some of your predictions. Your experience 10 years ago, gosh, 10 years ago, and getting that article published on, what was it, MindBodyGreen? MindBodyGreen, yes. Mm hmm. Mm hmm. And that process now was a huge foundation for you. I say like the OGs in the space are the ones that figured it out.

[00:19:36] And yeah. Now are the ones that are keeping on with it. Like Jenna Kutcher is a perfect example of being like the OG in the Pinterest. Yes. And now look at her, Amy Porterfield in course creation, you in life coaching and in media. Now the competition is harder. Even I was listening to a podcast today of a woman who's a social media expert.

[00:19:57] Those exist. They exist basically because they know off the analytics. However, she said that things that we thought were the table stakes of social last year are totally different this year. It's a 60 second video, not a six

second video. You don't use hashtags anymore. Only use keyword. It's just crazy.

[00:20:15] So PR, what is happening in this world right now? The way that I think about it is with social media having such leaps and bounds in the past decade, audience fragmentation is just higher than ever, right? There isn't just the same amount of volume in any one site or any. Concentrated attention in any few media outlets, like there will never be another Oprah Winfrey show, Renee, like there never ever will be that again.

[00:20:40] All eyes on one television during a certain time of day for a show that's recorded that just it's so clearly number one that will never be the case anymore. But I think this isn't necessarily bad with fragmentation. We see, of course, a lot of audiences spending a lot of time on social that will never change.

[00:20:57] The rules there are always shifting to. But what I see is we still see lots of different media outlets merging. I contribute to Wondermind, which is Selena Gomez's mental health organization, which has got a really incredible board and so forth. But I think that the media outlets that are really connecting and thriving, the content has gotten so much better.

[00:21:17] Like, it's almost like it has to. And I think that it doesn't mean better in terms of qualified people giving expert opinions, but it's, we can't kind of fake it. You used to be able to go five steps to happiness, two tips to a happy marriage. And there was always a hope for that content. And look, there probably still is, but I think we have to dig a little deeper with our stories.

[00:21:39] That's the thing that stands out as a thing that can't be responded to by a good prompt in any AI platform. And I think that we probably want to experiment a bit more and instead of just thinking, you know, I only want a national show or I only want this magazine or that kind of brand, the audiences aren't only concentrated in the tier A media that we used to just kind of bow to.

[00:22:04] They're everywhere. And I'm surprised every day, Renee, with media outlets that I've never heard of, but are huge. That are in specific niches that are covering stories that are kind of controversial, different, a bold perspective. I think we want to be more standout than ever before. We used to be maybe a little bit more gentle, a bit more kind of vanilla y content that would just kind of work, listicles even.

[00:22:27] I hear mixed reviews on whether or not they're still relevant. I think they are. But I think that if you're really yourself and you're finding your people online, you're always going to be fine. The audience is out there, so long as you are being This is the one thing that can't be replaced or bought or.

[00:22:42] No one can stand in for you. You know, I had this conversation with someone recently about income. Why do some people earn a certain income? Others don't in the same field, even if they do similar work. And there's so much to this, right? It's what we believe we're worth, what we believe about the world, etc, etc.

[00:22:59] But the way that I think about it is how irreplaceable are you? Renee, you know, just say you were sick today. No one can just step in and go, I'm going to do that. You couldn't just go, Hey, Nancy, or, you know, Hey, Leslie, whoever your friends are, could you just do this interview today? That's how it works.

[00:23:14] It's you, it's your audience, it's your brand, it's your listeners. And so I think that's how we become irreplaceable. That's how we become most known to our people and connected, like connected to them. Showing up for them, being consistent and always just growing it, looking for new creative ways to grow it while just remaining you and evolving you, but remaining you.

[00:23:34] Yeah. And you're right about the never having an Oprah show again, and even like what Oprah has created now, it's being replicated by so many other people and you're right about it being spread thin, which I think overwhelms a lot of people too. Well, where do we go? Who do we pitch? What's the best? Person to connect with.

[00:23:53] What about these collaborations? Mm. So what do you say to that? Can I just say quickly? When my last book came out, I was at Pilates and someone joked that it should be overs book club read. Right? Your friends always joke about these cool things. And a girl in the studio, she was young, I think she was a student at the university here, she said, who is that?

[00:24:11] Whose book club. Thinking it was like a person in Pilates. I'm like, Oprah Winfrey. And she's like here, like at this studio. And I'm like, Oh my gosh, she doesn't know who she is. And so it's up to us to remain in this relevant place. It's your question around like opportunities because there are loads. Yes.

[00:24:28] Let me be more specific. There are so many places to pitch so many collaborations that are possible. We talk about like the original Oprah show and

now she's doing something else and there's a ton of people doing what Oprah's doing. Not at that level because most people except for those that do Pilates and are 20 years old don't know Oprah.

[00:24:48] Yes. But it's like when you first start out, it's almost like your health journey. You want to lose an extra 50 pounds. Yes. Absolutely. Absolutely. It's like so discouraging because you know you have a long way to go. So in the media, it's like there's all these opportunities and it's quite overwhelming.

[00:25:02] How do you know what to look for that's a good opportunity? The way that I think about it is what media do you naturally like? Like, so for example, I started following Wondermind when it launched, like Selena Gomez's company because it's mental health. And I love her and her story. She's so open about her bipolar disorder diagnosis.

[00:25:20] If you watch her documentary, I thought it was very honest. I think a lot of documentaries aren't, they show all the best parts, but hers wasn't. Glamorous. She said that she can't even watch it. It's called My Mind and Me. It's so good. But I always think, where am I paying attention? Right? I follow women's health.

[00:25:33] I subscribe to them. I've been reading Marie Claire for years. I love reading Katie Couric media, like she started her own brand a couple of years ago. I subscribed to that. I get her newsletter and her audience is a little older, over 50, right? That's how they define themselves. They know who Oprah is.

[00:25:49] They definitely know who Oprah is. Yes. But I think to myself, what media do you naturally gravitate toward? Because probably your people are there. So Refinery29, for example, if you have been following that brand, you get that newsletter, but you follow them on socials and. You think, gosh, I've got something to share here.

[00:26:05] Maybe it's a fertility journey or a sobriety journey, whatever it may be. Probably your people are there. I just think sometimes it's deceptively simple how easy it can be to begin. Of course you can do searches. Look on Buzzsumo, look on similar web, look on rocketreach. co for contacts. Just do some general searching.

[00:26:24] You'll see so many brands show up. You can check their audience sizes. You can look at media kits. But I think what media do I like? And so even my pitch is going to be sincere. I follow it. I pay attention. I check out the

content that they're posting each day. And so I would just start there, start with the most obvious.

[00:26:43] And then as you know, Renee, once you're out there sharing your stories, you get Google alerts, you get syndication, all these things happen. Moral media is just revealed to you as you go. It's like, you don't need to figure out a 10 year plan. Start with your sizzle list. I always like to start with like 50 media outlets.

[00:27:00] If I was getting started, I'd start with the most obvious 50. Some like Condé Nast Hearst, certainly, but then also some free larger platforms that maybe are a bit newer and just go for it. Go for it. Share your ideas, share your stories, and that's all you have to do. After that, you'll know. Like, you'll know more.

[00:27:17] The next step will be revealed. And I think that we overthink so much. We overthink and underfeel, and we put so much pressure on ourselves to get it right. And there is no right or wrong. The only way to get it wrong is to not do it. So, let's go! The one component missing to this too is, what is the goal in all this?

[00:27:33] I had a client who's like, for some, he's a real estate agent, and he had one person write some snarky, article about him and for some reason it was ranking. And so if you Googled his name, it was like the second or third search. And he's like, what do we do? I need to get in big media. I go, no, you don't. You just need to get on media that has a little bit more traffic and a bigger rank than that one.

[00:27:54] It's not like it has to be the cover of Forbes in order for it to push that article down. So we did that. I'll go also decent social media presence can help as well. Within, like, a month, we had a huge, detailed, impressive article written for Authority Magazine, which is like a medium magazine, essentially, and it pushed it down, so now it's not even on the first page.

[00:28:19] There you go. And it just happened like that, and that was his goal. So if we had gone out and said, here's 200 media outlets we need to get his name mentioned and then Mm mm. And now he's like, okay, cool. That's great. What's the next goal with PR? Exactly. No, I love how you brought this up about the goal, because in the beginning for me, I just wanted one on one customers.

[00:28:38] I was like, if I just get one on one client out of this, I'll be so happy. And now it's, I drive people to my membership. So I drive them to my books or to my podcast to enjoy the reach and growth. And I test, right? I'm like, Oh, is it worth creating with this brand again? Like, is it worth contributing here again?

[00:28:54] You see the data, you see what works, you keep testing. But without a goal, we're a bit eggless, right? We're like, Oh, I just want the spoon worthy logos. And by the way, that can also be a goal. You know, if you want to increase or elevate your credibility by putting like five logos on all of your marketing materials, cool.

[00:29:09] I see some companies kind of pay for this. There's even like a paid for service, whatever suits you. But that's never been my goal. Like the logos. I mean, they're nice. They help. But if I want to speak to the people, like instead of I have something to say, it's like, How can I reach the people who don't know this yet and it can be useful, maybe.

[00:29:28] Maybe I've learned something about this thing that they're figuring out still and this is helpful. Is that all we ever really have to do as human beings? It's like the Zig Ziglar quote that you can get anything you want, so long as you help other people get what they want. Or are you asked?

[00:29:44] You have to ask and keep asking. Well, that's like the show. And even having you on the show, it's like, you're not just going to show up without me asking. How could anything happen without someone doing something, right? Like there has to be some momentum and we have to be there. Creatives of the momentum.

[00:30:01] And I'm so happy I'm here. We'll get back to the show in just one second, but real quick, are you struggling to make your mark in the crowded media landscape? It's frustrating when your amazing work goes unnoticed, right? What if you could grab the media's attention with a stunning media kit? That's exactly why I created the do it yourself media kit.

[00:30:24] It's a comprehensive guide. To creating a media kit that makes you unforgettable. You'll learn why a media kit is essential, regardless of the size of your company, what to include to stand out and a secret tip to capture media interest. So if you want to explode your visibility, head on over to [wewildwomen.com](#).

[00:30:45] [wewildwomen.com](#) forward slash media kit, or click the link in the show notes to get access to your free do it yourself media kit. Back to the show. And so how is

this PR kind of engine for you going and what's like the big thing that you're kind of promoting at the end of it? I change my call to action all the time based on what it is that I'm working on.

[00:31:08] So if it's a book, it's that if it's blowing up my podcast, it's that I have a specific goal. So for example, I love to do roundups. For example, if I create something for Business Insider saying these top six podcasts will help you X, Y, Z, I'll include myself in that podcast always. And then if I'm doing like, these are the 10 best business books to read the start of the year, I'll include one of mine.

[00:31:28] If it's relevant to the Business Insider audience, it's always leading to a product or service always. I also have a life coaching membership, which I love. So that's kind of my default. I'll link to an evergreen webinar. I'll share some advice, a story. And then it's like, Susie Moore is a, and my bio changes too, based on the publication, based on what country it's in too.

[00:31:48] And then I'll say, if you want an immediate confidence boost, head over to becomeyourownlifecoach.com. So I'm always switching it up. I have fun experimenting. You never know what's going to work, Renee, right? Like you never know. Sometimes I'm like, this is my best creative work. And it's like, it's lukewarm response.

[00:32:04] And then sometimes I'm like, I did this on a hangover and like, it's being translated and it's syndicated. And I'm like, Oh, but that's also real time data that can help you create content everywhere. Great courses, great speeches, whatever it is. And then not knowing what worked thing is huge. So, an example that just came to mind was when I was pitching Dan to be on Cal Fussman's podcast and I had noticed on social that he was going through this really cool health journey and he had lost weight and he was like really into running or something.

[00:32:35] I was like, I could just pitch him like the same old generic pitch, but also I know that Dan has this story about also losing a lot of weight. And so, that was the thing, that was like the connection point. And it was the simplest pitch, like I was meeting somebody at a coffee shop. And he said, yes, he goes, I've heard of him before, but I didn't know he went through this.

[00:32:56] This is a great story. And it could have flopped too. There's so many ways it could have gone. He could have been insulted, but I'm like, I don't know. This looks good. I'm going to just send it out there. Like sometimes

there's no formula, right? You just got to do it. And then also, I think sometimes things are divine.

[00:33:12] Like that was a good match. Like you said, it might not have worked, but it did work. You trusted your intuition on it. Amazing. Also, podcast pitching is slightly different because you are. Appealing to an individual host, right? It's not like under the umbrella of the Wall Street Journal, for example, where that's a brand versus, you know, like to pitch Renee Warren and to understand what your journey is, the fact that you've got two sons, you live in Canada.

[00:33:35] These are what your interests are. So I think Kind of understanding, you know, what is it that the media want, whether it's traditional media, newer media, like podcasting and just tailoring it a bit, putting in like that little bit of, you know, I joke that a few minutes of homework saves hours of hustle, right?

[00:33:51] Like what matters this happened to me the other day, which goes to show that we all mess up. I pitched one of my editors and she's like, we just did that piece. It was about the loneliness epidemic. She just said, Oh, we actually just published that. And I'm like, I should have checked. It's almost like, Oh, I'm just so used to this.

[00:34:05] This is an easy win. And I'm like, Oh, that's a great idea. So good. We just published a piece on it. And I'm like, Now, had you written that article already? No, it was just a pitch idea. So then I took it somewhere else. And that's the thing. There is a home for every piece. Don't give up. And that's why pitching is so great.

[00:34:22] You don't do the work ahead of time. You just put together 250 words, essentially. Who cares? So what, why you in a pitch, right? That's it. And then when you get a yes, then the work begins, but it's worth it. Cause you know, it's a sure thing. You're guaranteed your author page, your cred, your links, all the things.

[00:34:39] Yeah. And it's all about the reps. Oh, yes. And here's the thing too, like, we'll write angles and subject lines for the same thing in like 20 different ways. And it just evolves and we massage it and we tweak it. We add things, we remove things. It's not like here's the pitch and you're going to just do this all the time.

[00:34:57] And also your story evolves, the things that you're talking about evolve. So those need to be changed as well. I think what we also failed to do is

also talk about the things that might not be directly relevant to the person we're pitching, but is intriguing. Mm. And it's interesting, like the story of Dan and Cal, their weight loss journey had nothing to do with buyback your time, the book, but that's what we were promoting.

[00:35:22] It's interesting, isn't it? I find that if ever I have a connection with somebody, I always want to lean into it, and it's endless how you can do this, and I don't mean like a super generic connection either, like, I love basketball too, and I don't even like basketball. Because you're five, how tall are you?

[00:35:39] I'm 5'5 wink. I'm 5'5 you guys. But I think, you know, what can you lean into? I just think to myself, there is so much information out there. People share so much. There's no excuse to be kind of lazy. There is so much information that people want their whole lives online. And if you want a specific editor somewhere or a specific producer somewhere, you know, where they're vacationing, you know, what their values are, you know, what they care about, what they dislike.

[00:36:04] Often people are very, very vocal. So what's something authentic to connect on and how can you let it be easy? It's the stuff that most people, it's easy not to do, but it's also very easy to do. Just most people kind of aren't willing to do that slight extra distance. Okay. Let me tell you a little quick story.

[00:36:19] This just happened this week. And then I was reminded that I would be interviewing you today and looking at your stuff and like, let it be easy. You kept coming to me. I was like, Oh my gosh, okay. Maybe I'm complicating this. So I don't know if you experienced this, but something happened with RSS feeds for some podcasts where it created a duplicate show on Spotify.

[00:36:39] Okay. And we discovered this one day, and I was like, what do we do? So my producer, my assistant, we did some research, and we determined the best thing to do was to delete the one that had the lowest amount of reviews. I was like, well, that's probably going to sting somewhere. But anyway, this was like a couple months ago.

[00:36:56] Mm hmm. And we check our analytics all the time by the way of using a platform called Listen Notes and our rank was going up and I was like, this is great because RSS feeds take a while to register depending on the software. It finally registered to the point where our stats tanked. They dipped down to the same level of people who are just starting or shows that haven't updated shows in three years.

[00:37:21] And I was devastated because I worked so hard on this show, so much money and time and collecting like really great conversations. The show still exists, but I was like, am I complicating this? Maybe Susie would think that I'm not letting this be easy. Renee, what are you doing? Like for me, it was a pivotal moment of, I have been on the fence, do I just pause the show for a little bit?

[00:37:43] A lot of work. You know this. Yeah. Mm hmm. And so I've been like, my assistant, I was like, Hey, maybe we'll just pause or maybe we'll just cancel it. And that was the thing where it's like, that could have been the message like, Oh, you know what? God was right. Time to just throw in the towel. And I was like, screw you.

[00:38:00] I am doing this and I'm going to go next level and I'm going to get better and I'm going to listen to every single one of my episodes and I'm going to figure out how to get better and how to have better interviews and better conversations. That was a reminder to let it be easy. I go, how am I complicating this?

[00:38:17] You know, I think if we look at the data and the stats and their reviews and other people's numbers, there is so much information out there. And I think there's like the signal and the noise, right? There's always going to be a lot of noise. But what can't be replicated is the fact that for individuals with individual thoughts, lenses so that you see the world, footprints, faces, I mean, everything, like it's who we are.

[00:38:37] And we all have this divine mission. Everyone's is different, but we know what it is and all the stuff that can happen outside of us, all the tech stuff, all the, you know, Glitches. I mean, that's not really my responsibility to manage those things, but my energy, what I put out there, if I'm going to do my job today, like that's up to me.

[00:38:54] And stuff will always go wrong. There'll be people who try to discredit you. I mean, if you've been around, I even heard Taylor Swift say recently, there was a snippet. It said, a woman said to her, I want to be a singer. What's your advice? And she said, get a good lawyer. Cause she's being sued for all sorts of things.

[00:39:08] I mean, Taylor Swift is see, there you go. Yeah. It's like no blessings come without some form of persecution. You can't just have all the upside without the shadow. So I almost like expect challenges. I expect

disappointments. And I think even if just say that there's a collaboration that's been verbally agreed on and then it's not happening, you go, okay, that's okay.

[00:39:29] I can control all the action. But if I'm going to be attached to everything, then I'm going to be miserable. And that's not why I'm here. What a good lesson. It's like, there's a difference between desire and attachment and we get them confused. We think I want something that's different to, I have to have something.

[00:39:46] And we can have so much fun in the engagement of things. Playing around and really just being in the momentum of it. And then the attachment is only where the suffering is, right? Like it has to be a yes, this person has to have me, this person, you know, must do this by this day. I can only do my part. And luckily, you can keep very busy doing your part if you stay in the right spirit.

[00:40:07] There's never a shortage of creativity. Like there's always going to be more. Um, I just think like I can control what I can control and that's more than enough. That's true. And the whole legal stuff, it's hilarious because I faced my first ever lawsuit when I got sued for wrongful dismissal. I talk about it on this show and man, that beat me up because it was an insult first of all.

[00:40:32] Then I was like, I've never been through this before. How long does this take? How much does this cost? Who knows about this? Oh gosh, people know about this. That's something, what does that say about me? There were certain things I couldn't control. I hung on to stuff for too long. So like, so podcast thing, I'm hanging on to that.

[00:40:47] It's like, no, Renee, let it go. There might be some people that look at these statistics and they have an opinion of your show, but it's great. And it's going to get better. How this comes back to PR too, is when you start pitching and most often you'll get silence. Then you'll get the hard nose. I've received Unsubscribe in capital bold red letters.

[00:41:07] I've received no, absolutely not. And I'm like, oh, thank you for letting me know though. Sometimes those replies are better than nothing at all. Renee, I joke that I'm rejection proof. Like I believe that all rejection is self rejection. So if someone's rejecting me by saying, no, thank you, or this is a pass or whatever, unsubscribe in red letters, that's a name in an inbox.

[00:41:29] Like woman says words on internet, like anything, it's like, I'm telling a story. I'm not good enough. Oh my God. Everything's over. I'm not going to. So it's like, no words on internet via email. So what? Like there's

never a shortage. Often. Actually. I think I always go back to every single person who's rejected me to always, I'm like, just cause you said notice.

[00:41:49] I mean, I'm going to stop. Why would I make it about me? Often it's not the right timing or maybe someone's, I don't know, dealing with a visa bill they can't afford. They just burnt the chicken, their toddler screaming, like, I don't know. My ego would be running the show if I was making everything so personal.

[00:42:04] We're all here with the same goal. We want to add value to people, editors and contributors. That's the exact same mission. It's like the audience first. And so I can remain always aligned in that. And maybe We're not aligned in the same moment, but that's got nothing to do with me and nothing to do with my worth.

[00:42:21] So I think, Oh, how funny they think I might stop. Sometimes I go, you know, bummer. Yeah. Like I thought this was a really good one, but one time with Oprah magazine, I followed up three times. My policy is twice. I followed up three times and I'm like, you know what? I just have a feeling about this one. I said, look, At the sake of following up one time too many, I really believe that this is a piece that's going to add value.

[00:42:43] And I linked to another piece that was kind of along the same lines. And I said, look, I can turn this around for you a week. I'll do it for the byline only. What do you think? And she was like, I just had back surgery. She's like, I'll take it. Wow. But imagine if I were like, Oh, Naomi at Oprah. She's just mean.

[00:42:59] She's cold. She doesn't get back to any like, no, it's like, I don't know what's going on with her, but I can control my part. And I'm allowed to do that. I'm allowed. So long as I joke, I might get a restraining order hasn't happened yet, but even that wouldn't kill me. Okay, great. Hit me with an RSO. Cool.

[00:43:16] Nothing will happen to me. I'll still be in perfect health. So like, what's the big deal? I think we need a bit of perspective too. And a bit of a sense of humor in it. I swear. Well, you definitely define that. You're like, slap me with a restraining order. I don't care. Oh, okay. Maybe I'll stop now. But when does this expire?

[00:43:34] But I love that the example here is that you had conviction in your story. You had conviction in what it is that you wanted to share with that audience. A lot of us have that, but we just don't go that extra mile. I think we're

a bit too sensitive. We make it about us. Herein lies the problem, right? When it's about us, Everyone can just tell, I think.

[00:43:56] Versus, what do I have to share? I find that a lot of people who I've helped, they're telling stories that they have to tell them. They'll go to a street corner and speak it. Like, they'll say, don't do this for your health. Or, make sure you don't get ripped off by this. Or, my son went through that and yours doesn't have to.

[00:44:12] Like, he went through cyberbullying. You can feel it. And I just think, well, when that remains the goal, when your why is clear, like the how is easy, because there are strategies and tactics and pitches and look, it's up to the hills. All the information is there, but what's within you. Sometimes that's the hard part too.

[00:44:30] But it's also the good news, right? It's also like the good news. Like, Oh, it's up to me. Oh, I can do it. Oh, I'm the problem. Oh, I'm also the solution. Man, do you talk to yourself? I can just imagine just a day in your head. It'd be so much fun. I've trained myself, you know, cause it's so easy to go the other way, right?

[00:44:48] It's so easy to like tell yourself a bumner story each day. For me, I'm intentional. Yes. Yeah. You're definitely, you just can't help but be fully inspired and feel good around you. Even though I think I can lean my chin on the top of your head. Lucky you. Rub it in, Renee. This has been amazing. I have one last question for you.

[00:45:11] When I ask you what it means to be a wild woman, what is that to you? I just love the question and I love the word wild. It's to be free, and there is no better feeling than freedom. In fact, I think anything that we want, anything, if it's a money, a partner, a boat, whatever it is, it's because you think it'll make you feel free.

[00:45:29] Do you say a boat? Yeah. You know some people are like, I want a yacht. I want to this. I want to that. It's like, so you can feel free. For me, wild means free and freedom and what an incredible body ass you have, Renee. Thank you. That's sweet. Oh my gosh. I love you. Okay, Susie. I love you. If people want to go online to find you, where can they go?

[00:45:52] I would say the best resources, free resources are at suzy moore. com. I'll start there. Click around. See what takes your fancy. Lots of good stuff on there. Yes. I'll put those links below as well as your social, so go follow her

with Suzy. Thank you so much for joining us today. Thank you Renee. Until next time.

[00:46:10] Mwah! So much love. Thank you for listening to today's episode of Into the Wild. If you want to learn more about how to build authority in your industry, head over to wewildwomen.com. There you can find free resources and show notes that give you a full breakdown on how to become the go to expert. If you enjoyed this episode, I would appreciate it.

[00:46:34] If you could leave a five star review and share it with a friend, your support means the world to me.