



TMSR



MASTER

MINDSET ▲ SKILLSET ▲ TOOLSET ▲ RESULTS



MARKETER



SHOW



PODCAST GUEST GUIDE

We dive deep into the **MINDSETS**, **SKILLSETS** and **TOOLSETS** the top B2B Marketers from Advisory and Consulting Firms use to drive **RESULTS**.
Join us on **The Master Marketer Show!**

Thanks for joining us on *The Master Marketer Show.*

WHO:

We feature Marketing Leaders and Practitioners from B2B Advisory Firms, specializing in management consulting, medtech/biotech consulting, IT consulting and/or accounting/financial services.

From time to time, we feature leaders and experts that support Advisory Firms and can bring value to our listeners in those industries with relevant case studies and success stories.

WHAT:

We discuss revenue-generating success stories and case studies, utilizing the MSTR Framework (Mindsets, Skillsets, Toolsets and Results) to help you accelerate growth.



Our goal is to be the preferred podcast for B2B Marketing guests and listeners in the Advisory and Consulting Services industry.

WHY:

Far too many podcasts talk theory. On this show, we talk action and results! We want our listeners to walk away with actionable tips and advice from Advisory and Consulting Masters of B2B Marketing.

WHERE:

All podcast episodes can be found on our website, <https://proofpoint.marketing/master-marketer/episodes>, including show notes, audio and the full episode video. All episode content is shared on the Proofpoint Marketing social channels (LinkedIn and YouTube), as well as all major podcasting platforms.

Show Format:

Be prepared to discuss a revenue-generating strategy or campaign you executed, as well as the outcomes and tangible tips, so our listeners can learn from your success.

Episode Agenda:

1. Welcome & Quick Guest Intro
2. Brief overview of your case study
3. Conversational-style interview
 - a. Mindsets
 - b. Skillsets
 - c. Toolsets
 - d. Results
4. Lightning Round
5. Closing Remarks & Outro

We'll use the following framework to guide the conversation:



MINDSETS:

What was your mindset? And more critically, what is the mindset marketing leaders need to have when executing something similar?



SKILLSETS:

What important skillsets were necessary for your success? What skillsets did you have available on your team or within your organization? And what were the skillsets you needed to learn or acquire?



TOOLSETS:

What were the tools you used? What tools did you wish you had? What tools did you use that weren't necessary or didn't work as you expected?



RESULTS:

What were the results? What did you learn? What were your metrics for success? The more details you can provide, the better: ROI, Leads, Closed Won Deals, Pipeline Generated, etc.



Lightning Round:

Our final segment of the show is a fun and speedy **Lightning Round!** You don't need to prepare your answers ahead of time, but just in case, here are the questions we ask each guest:

- ▶ What's the main KPI you use to evaluate marketing success?
- ▶ What's something new you're looking forward to testing this year?
- ▶ What's a marketing best practice you hate and would like to see disappear?
- ▶ What's your least favorite business word or phrase?
- ▶ What's your favorite business or marketing book?
- ▶ What's the best marketing advice you've been given, or have given to others?
- ▶ What's your favorite marketing tool or platform you can't work without?



Other Details:

Guests will schedule a 15-minute pre-interview so we can discuss the highlights of your case study or success story, as well as go over any questions you may have. We do not provide interview questions ahead of the show. Instead, our aim for each episode is to have a very approachable and conversational experience for our guests and our listeners. You're the star of the show and we'll follow your lead when it comes to the things you want to share and discuss.

The recording is scheduled for 1 hour. We will do some light editing before the show goes live, so don't worry about any gaffes or mishaps. We can also edit anything out that you decide you're not ready to share publicly. We use Riverside to record the episode, and all links will be shared in advance of the recording date.

We use both the audio and the video to promote the episode, and will release video teasers and graphics on social media. As a guest of our show, we'll send you all the assets from your episode so you can share your masterful marketing expertise with your network!

Meet Your Co-Hosts:



Mike Grinberg

Meet Mike Grinberg, Co-Founder & CEO of Proofpoint Marketing.

Mike is a problem solver at heart, who happened to fall into marketing.

His original plan was to be a graphic designer, but after several marketing internships, he was hooked. Mike started his marketing career in paid media and SEO, and has agency, in-house and start-up experience. From a very early point in his career, Mike always knew he wanted to be an entrepreneur. As the fearless leader of Proofpoint Marketing, Mike is responsible for the operations and long-term strategy of the business, as well as finance, business development and overseeing the Client Delivery Team.

Gaby Israel Grinberg

Meet Gaby Israel Grinberg, Co-Founder and Chief Experience Officer at Proofpoint Marketing.

Gaby is a multilingual communicator with a knack for creativity, and the keen ability to translate business objectives into world-class marketing experiences. In her career, Gaby's really done it all: project and account management, digital marketing strategy, content creation of all kinds, and PR and event management, too. As Chief Experience Officer, Gaby is responsible for shaping and overseeing every single People Touchpoint: employees and alumni; present and former clients; as well as partners and vendors.

She works diligently with her team to create special touches and implement unique processes and experiences that lift Proofpoint above the ordinary and continually push the company toward exceptional.

Pre-Interview Checklist:

- Send us a full-color, high resolution headshot, please!
- Subscribe to our newsletter and bookmark the podcast on your favorite streaming site. The show will be available on all major podcast streaming services.
- Make sure to connect with Mike and Gaby on LinkedIn and subscribe to our YouTube channel for all podcast episodes!

Get in the right space mentally and physically:

- Make sure you're in a controlled environment, away from distractions and noise. Aim for a space with lots of natural light, if possible.
- Avoid recording in areas that are too open and/or have too much of an echo.
- Silence all notifications on your cell phone and computer.
- Make sure to block off your calendars at work and at home to minimize distractions and unwanted interruptions.
- Close windows and doors to minimize outside noise.
- Never hurts to go to the bathroom before the recording!

Figuring out the technical details:

- Make sure you have a stable internet connection.
 - Clear your computer's cache.
 - Close all unnecessary tabs/windows and programs on your device.
 - Some programs may run in the background even when they seem to be closed, so consider using Task Manager or rebooting your device to close those stubborn little devils down for real.
- A professional microphone is ideal. But if you don't have one, make sure you're speaking directly in front of your computer's speakers for optimal output. Try not to turn away while speaking, and sit no more than an arm's length from your computer.
- Please be sure to use headphones as that reduces noise clutter and reverb in the background.



Smile for the camera:

- Make sure your backdrop is pleasing and not too busy. We don't recommend virtual backgrounds, as they can be distracting.
- We do encourage you to use a logo on screen or other prop that pertains to your business/company. Some guests have worn a branded shirt or hat, or used a mug or water bottle with their company logo on it during their episode. We say, the more swag, the merrier!
- Plan your wardrobe so you come across in a way that will pop on screen and also be consistent with both your company brand and your personal brand.
- Put your laptop on a stand so we're not looking up your nose, please! Either adjust the height of the laptop, your desk or your chair accordingly.

Post-Interview Checklist:

- Once it's over, take a huge breath and celebrate! Jump up and down. Fist pump the air. You did it, and it was amazing!
- We will notify you as soon as your episode airs. Please share it on LinkedIn. Share it on your Facebook page. Put it on your website. Send an email to your list. Tweet about it. Let's get the word out about this amazing episode!
- If you enjoyed the experience, leave us a review wherever you listen to podcasts.
- Do you know of another awesome B2B marketing professional that should be on this podcast? Hook us up!
- Have some feedback? Please let us know! We're here to listen and learn.

Post-Interview Wrap Up!

We hope you enjoyed being a guest on our podcast. You're definitely a **Master Marketer** in our book!

Before your episode goes live, we'll send a link to download the final show assets. We'd really appreciate your support in sharing this with your network. Others need to learn from your stellar case study!

Will you do us another solid, and leave us a review?

Below are the most up-to-date instructions for submitting a rating or review on Apple iTunes.



Apple iTunes

On Your iPhone or iPad:

1. Launch Apple's Podcast app on your iPhone or iPad.
2. Tap the Search icon (on the bottom) and search for "Show Me The Proof, Get To The Point."
3. Select the show under Shows (not under Episodes).
4. Scroll down past the first few episodes until you see Ratings & Reviews.
5. Click "Write a Review" underneath the displayed reviews from other listeners. You'll then have the option to rate us on a 5-star scale, and write a review if you choose (you can rate without writing, if you'd prefer).

On Your Computer

(need to have iTunes downloaded):

1. Visit our Apple Podcasts page in your web browser.
2. Click "Listen on Apple Podcasts" to the right of our logo; then accept the pop-up asking if you want to launch iTunes.
3. In iTunes, click "Ratings & Reviews" under the main title.
4. To rate the show, select a number of stars between 1 and 5 next to the words "Click to rate" under the Customer Ratings headline.
5. To write a review, click "Write a Review" under the Customer Reviews heading.





THE MASTER MARKETER SHOW

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Thank you for
joining us on
The Master
Marketer Show.



proofpoint

Crafting Growth Systems for Advisory Firms