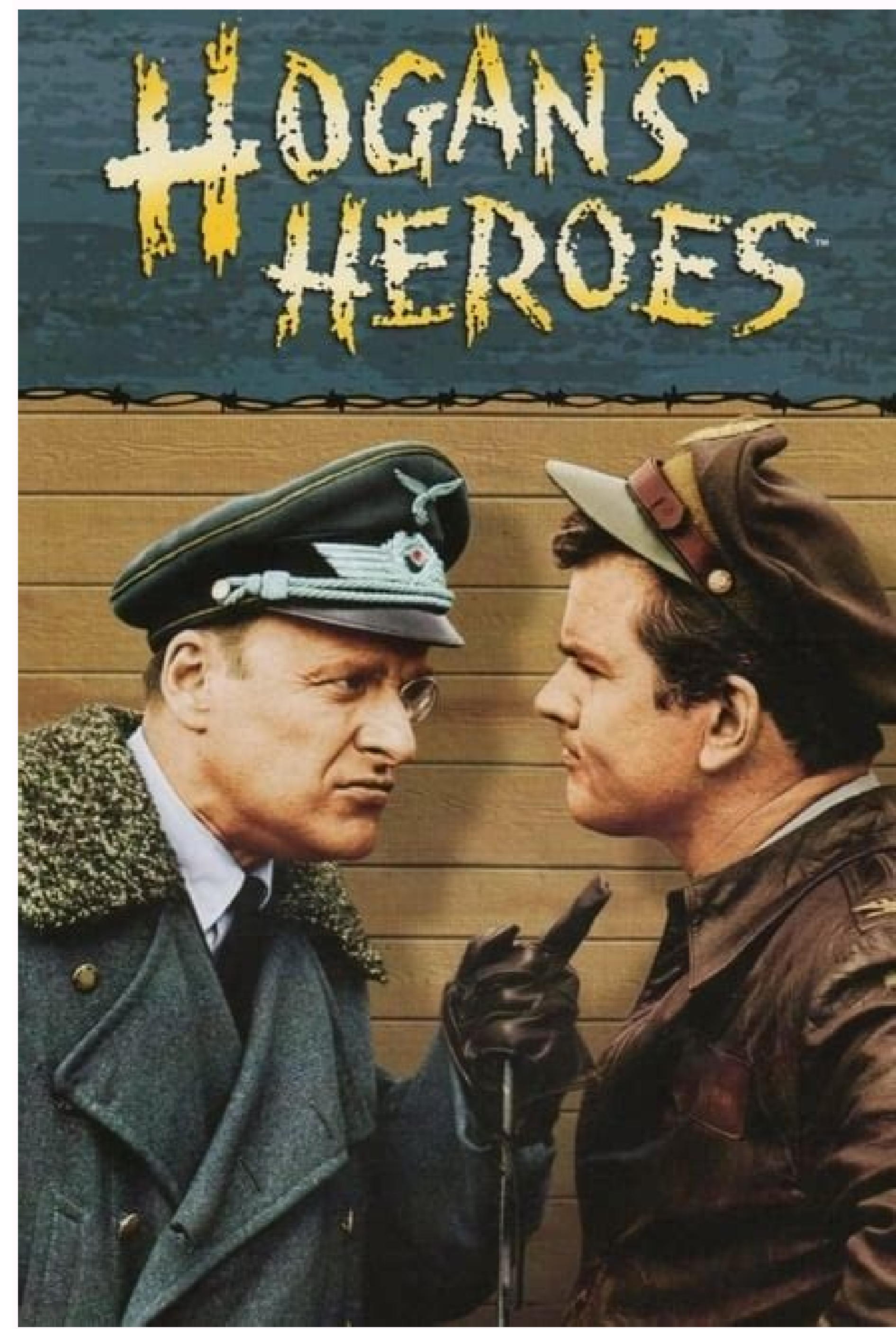
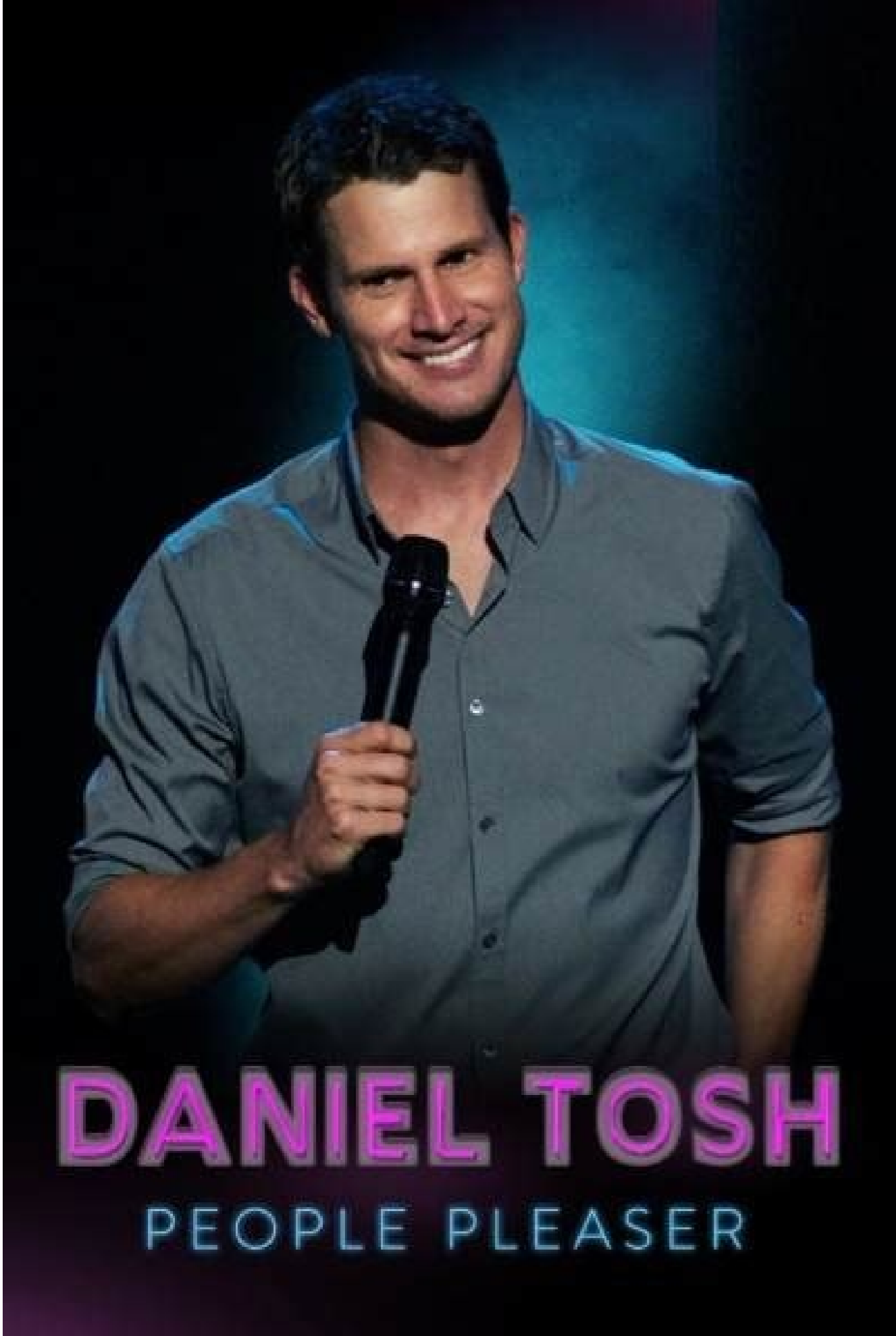


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Opinions expressed by Entrepreneur contributors are their own. No matter what business you're in, there are probably some leaders in your industry that you admire. They're the movers and shakers of your industry. They're the influencers. They're the people who everyone in your industry seems to pay close attention to. [Ida Mae Astute | Getty Images](#) You follow these people on social media. You're subscribed to their newsletter. You've read their book. You've watched them speak at a conference. And if you had the chance to chat with them one-on-one -- to ask them anything you want -- you would jump at the opportunity. Heck, you would probably even pay for that opportunity. As an entrepreneur, there are certainly a ton of other entrepreneurs that I admire and enjoy learning from. And since 2013, I have had the privilege of interviewing more than one hundred of them, for free. One of the entrepreneurs I've interviewed is Grant Cardone, a New York Times bestselling author, motivational speaker, investor and one of the top sales trainers in the entire world. Understandably, Cardone receives a lot of requests for his time. I once watched someone ask him on a Facebook Live Stream if they could take him out for dinner and ask him for advice. His response was that he would consider it, but he would have to charge \$5,000 for his time. Related: [Top 25 Business Podcasts for Entrepreneurs](#) I don't know if the person who asked that question ever did pay \$5,000 to have dinner with Cardone. But what I do know is that when I emailed his office to request an interview, I got a response almost immediately. With the help of his team we scheduled the interview, and for 40 minutes via Skype, I was able to ask him anything I wanted. Here's why. When you have an audience, you have leverage. When I thought about why I was able to get the interview with Cardone, the obvious reason was that I introduced myself as a podcast host. But there's a little more to it than that. One of the biggest advantages of hosting a podcast is that you get to build an audience. When you have an audience, you have leverage. Like most highly sought-after experts in any industry, Cardone is used to impacting a lot of people at once with his time. In order to take him away from activities that impact a lot of people, he has to charge you. The price he quoted to take him out for dinner was essentially the price required to take him away from activities that impact more than just one person. So when I introduced myself as a podcast host, Cardone and his team knew that he wouldn't just be speaking to me. He would be speaking to me and every other person that would eventually listen to that interview. In fact, we also recorded the interview in video format (I normally only record audio for my podcast, but since Cardone's team was prepared to record the video as well, I obliged). That video has been viewed by more than 50,000 people since I published it on my YouTube channel in 2015. That's a decent amount of impact and exposure for Cardone in exchange for 40 minutes of his time. And I'm certainly not the only podcast host that has had the privilege of interviewing high profile experts for free. My friend Dr. Jason Klop, for example, hosts a podcast called "Step Into The Jungle". Within three months of launching his podcast, he was able to interview one of his heroes, John Gray (relationship expert and New York Times Bestselling author of *Men Are From Mars, Women Are From Venus*). Another friend of mine, Aditya Jaykumar, hosts a podcast called "My Seven Chakras". Before he even launched his show, he was able to book more than a dozen interviews with various alternative healing experts that he admired. Not a single person he interviewed asked to be compensated for their time. Instead, they were grateful for the opportunity to be a guest on his podcast (this was before he even launched!). Related: [The 10 Technology Items You'll Need to Start a Podcast](#) Three steps to booking an interview with one of your heroes. As you can see from the examples I've shared with you, hosting a podcast is a great way to land interviews with your heroes for free. Here are some specific steps you can take to make it happen. 1. Start a podcast. This step seems obvious, I know. But the first step in any journey is always to actually take the first step. If you want to interview your heroes for free, you need to start a podcast. Don't keep thinking about starting one. Don't keep planning to start one. Just start one. There are plenty of resources online to show you how to do it, and plenty of other podcast hosts (myself included) that are willing to help you get started. If you have a computer, a decent microphone, a pair of headphones and some software for recording and editing your episodes, you have what you need to launch a show. Once you've recorded your first few episodes, you can submit your podcast to platforms such as iTunes and Stitcher, exposing your show to thousands of potential listeners in the process. So pick a launch date, mark your calendar and start taking steps to make it happen. 2. Send a personalized email to the person you want to interview. This step is important. As a podcast host, I've been on both the sending and the receiving end of requests for an interview. I can tell you from experience that an impersonal email, whether it is sent to a podcast host or to a potential guest, rarely gets a response. When you reach out to someone to ask for an interview, make it personal. Tell them how you found them, compliment their work, and tell them why you think they would be a great fit for your show and your audience. Never send the same email to different people. Related: [4 Steps to Start a Successful Podcast](#) 3. Start small and work your way up. Depending on your show topic/niche, you may find it difficult to book interviews with high profile guests at first (some topics have more podcasts than others, so there is more competition for guests). If that's the case, a good place to find your first few guests is your existing network. Once you've published a few interviews and you've started to build your audience, then start sending emails to guests with a higher profile. Andrew Ferrel, host of the "Knowledge For Men" Podcast, calls this the "Climb the Ladder" strategy. Basically, with each person that you interview, you set a goal to interview someone with slightly more expertise or authority than your previous guest. Your goal is to climb the ladder all the way to the top of the expert hierarchy in your industry, one interview at a time. Asking for referrals along the way helps too. [Robot Entertainment's Hero Academy](#) is a cross platform turn-based strategy game that (much like chess) is simple to pick up and difficult to master. The iOS version came out back in January and was very well received by consumers and reviewers alike, for good reason: it's addicting, and the fact that it's on your phone makes it impossible to put down. Also, it's free (though you can pay to unlock extra features). The free version gives you one team (The Council) with the option to purchase more teams at a price. Currently there are 3 other teams you may buy, all with their own unique abilities and units. But I digress. The game became relevant again when it launched last week on the PC via Steam. This time around you can purchase the base game for \$5 which will unlock two teams, The Council and the Team Fortress 2 team (which can only be unlocked via Steam, though after you purchase the game on PC you can use the TF2 team on your iOS device). You also get a Hero Academy ninja cowl hat for Team Fortress 2, and the Team Fortress 2 team is a fun, diverse group of units. The game can be thought of as a cross between a strategy card game and chess. You start with 6 random pieces from your team, which can be units, power-ups, equipment or spells. You then have five actions to play. Placing something from your "hand" to the board (i.e. placing a unit, using a power-up, etc) costs one action as does movement, attacking and any ability a unit may possess. Each opponent takes turns using their five actions to fight, defend or cause some mayhem. Team Fortress 2 Team vs The Council The maps vary with each match, containing their own power-ups and obstacles. Some tiles will grant whoever stands on top an attack or defense bonus and some tiles may activate a trap, such as a train coming through to damage everything in its path. On either end of the map there are one to three crystals which becomes a focal point to the players. If you manage to destroy all the enemy crystals, you win the game. Some units are better at assaulting the crystals, while others may barely leave a mark. There are also tiles that will increase the damage done to crystals if you stand on them. The game is all about finding the perfect position with the perfect units, so the map becomes an ally-or enemy-itself. The game continues, each player taking their turns of five actions, until either a player's entire team is defeated or their crystals are destroyed. Once the game is over, the winning team will do their victory dance, which is just a fun and insulting way to end your game (and inspire a rematch). There are also a list of single-player challenges for each team that train you on their specific strengths so that you put your best strategic foot forward when fighting another player. These are a great way to try out some of the other teams before purchasing them. Get a feel for their mechanics and strategy, and see if it matches up to how you like to play. There are a few ways to find an opponent. You may search by a specific username, search out a random opponent, choose from your Steam friends list (it will show those who own Hero Academy, and those who don't) as well as automatically sending out a message via your Twitter with a link to instantly set up a game. There is an added option for the iOS (missing from the Steam version) of adding in friends who have linked their Facebook account. You may start up as many games as you would like, and if you enjoy the addicting quality of the game, waiting for your opponent to take a turn may be the most difficult part. After you submit a turn, you must wait for your opponent to take theirs, which could take minutes, hours or even days. After seven day of inactivity, the player forfeits. So far, I have over seven active games, and I'm restraining myself from starting more. The Dark Elves The pricing structure varies greatly between the iOS version and Steam version. While iOS is free to download and charges an extra \$1.99 to unlock a new team, the Steam version costs \$5 just to get the game and costs an additional \$5 per team. A pro-tip: you share one account for Hero Academy between the iOS and Steam version, so if you purchase anything on one platform, it is available for the other. If you have an iOS device, and are interested in more teams, buy them for \$1.99 apiece and use the \$9 you saved to buy some lunch. The game runs in a windowed mode, which can be a little unsettling for those with large monitors at even larger resolutions. A windowed mode is smart though, since you are normally only opening the game for a few minutes at a time. Instead of closing the game each time, it is easily minimized and an icon in the system tray will pop up if there is a game awaiting your turn. Luckily the game is very easy on your system resources. The game is incredibly fun and addicting, certainly worth checking out. I just can't help feeling like the Steam users are being ripped off, though; it costs \$15 to purchase all in-game content on Steam (you can buy a pack that includes the game and all teams and uniforms for \$15) while the exact same thing costs around \$6-\$7 on iOS (though of course you don't get the Team Fortress 2 team). The fact that you can make a few moves on your computer then pick up where you leave off on your iOS device is a huge plus. It's cross-platform gaming at its best; it will be hard to beat the addiction. Once you get it, challenge me ([TheBrowncoat88](#)) and get yourself some (likely) free wins.

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