CASTED

Make Your Words Do The Work

Tips to Scale & Reach New Audiences

With Casted Client Services Specialist, Dion Hazelbaker

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Hi, I’m Dion

Let me tell you a little bit about what I do at Casted

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Overview

- Today’s goals
- Casted tools
- Writing 101
- Key takeaways
- Amplified Marketing
- Q&A

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Today’s Goals

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Casted tools

⭐ Finding the balance between authenticity and great SEO

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Meet the Casted Episode Info & Studio pages

- Overview & Philosophy
- Tools & Tips

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Search your content here.

EPISODE INFO › STUDIO › PROMOTIONS

The Transformative Nature Of Gratitude With Chris Schembra

Draft

Episode Information

Episode information will be displayed on Casted episode pages and takeaways.

EPISODE TITLE

The Transformative Nature of Gratitude with Chris Schembra

EPISODE TYPE

Full

SEASON

1

EPISODE

26

EXPLICIT CONTENT

☐ Mark episode as explicit for RSS feeds.

Meta and Search Results

Set up how your episode will show up on search results pages.

SEO TITLE

The Gratitude Guru talks empathy and why gratitude is transformative on The Future of Teamwork

META DESCRIPTION

On today's episode of The Future of Teamwork, host Dane Groeneveld speaks with Chris Schembra, the best-selling author also known as The Gratitude Guru. Chris talks about 7:47, his organization focused on creating meaningful connections through dinner parties. He shares how that experience was impacted by COVID, and how it allowed 7:47 to pivot with still great success. Additionally, Dane and Chris discuss authentic networking, why gratitude will change you how interact with the world, and ways that businesses can show up to meet their imperfect human employees with empathy.

Episode Player

00:00 46:08

Upload RSS Only Audio File

Optionally add a separate audio file for RSS feeds only. Casted will use audio from your video file for transcripts, clips, and videograms.

CLICK TO OPEN UPLOAD WIZARD

Episode thumbnail

Episode tags

COVID x Gratitude x Business x Networking x Stoics x Engagement x Dinner parties x Burnout x Stress x Loneliness x Overwhelm x Anxiety x Withessing Theory x Authenticity x Empathy x x

Type tag and hit tab/enter to create

Themes

Women and Mothers

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EPISODE INFO › STUDIO › PROMOTIONS

The Transformative Nature Of Gratitude With Chris Schembra

Draft

Episode Descriptions

Episode descriptions appear in RSS feeds; The social card description appears in preview cards on social platforms.

EPISODE DESCRIPTION

Episode Description is used for descriptions in your RSS feed across all podcast listening platforms like Apple Podcasts and Spotify.

Normal

On today's episode of The Future of Teamwork, host Dane Groeneveld speaks with Chris Schembra, the best-selling author also known as The Gratitude Guru. Chris talks about 7:47, his organization focused on creating meaningful connections through dinner parties. He shares how that experience was impacted by COVID, and how it allowed 7:47 to pivot with still great success. Additionally, Dane and Chris discuss authentic networking, why gratitude will change you how interact with the world, and ways that businesses can show up to meet their imperfect human employees with empathy.

Key Takeaways:

- [00:16 - 00:53] Introduction to Chris Schembra
- [01:24 - 06:21] How Chris became the Gratitude Guru
- [06:29 - 08:01] Networking and remembering how people make you feel
- [08:07 - 10:14] Shared food and strength of mind, and the hurdles to togetherness
- [10:28 - 11:40] "The world is ending" but you're going to be fine
- [11:42 - 14:46] Marcus Aurelius, the stoics, and gratitude

SHOW NOTES

Show Notes will be used on the episode page above the key takeaways. By default show notes will use Episode Description if left empty.

Normal

On today's episode of The Future of Teamwork, host Dane Groeneveld speaks with Chris Schembra, the best-selling author also known as The Gratitude Guru. Chris talks about 7:47, his organization focused on creating meaningful connections through dinner parties. He shares how that experience was impacted by COVID, and how it allowed 7:47 to pivot with still great success. Additionally, Dane and Chris discuss authentic networking, why gratitude will change you how interact with the world, and ways that businesses can show up to meet their imperfect human employees with empathy.

SOCIAL CARD DESCRIPTION

Social Card Description is used when sharing episodes and clips on social platforms that generate preview cards.

On today's episode of The Future of Teamwork, host Dane Groeneveld speaks with Chris Schembra, the best-selling author also known as The Gratitude Guru. Chris talks about 7:47, his organization focused on creating meaningful connections through dinner parties. He shares how that experience was impacted by COVID, and how it allowed 7:47 to pivot with still great success. Additionally, Dane and Chris discuss authentic networking, why gratitude will change you how interact with the world, and ways that businesses can show up to meet their imperfect human employees with empathy.

Episode Guests

Guests will be added to your episode page so listeners can learn more about them.

GUEST NAME

Chris Schembra

GUEST TITLE

Author, Founder of the 7:47 Gratitude Experience

GUEST DESCRIPTION

Chris Schembra is the Wall Street Journal Bestselling Author of "Gratitude Through Hard Times" and "Gratitude and Pasta." USA Today calls him their "Gratitude Guru", he's a Founding Member of Rolling Stone Magazine's Culture Council, and he sits on the Executive Board at Fast Company Magazine.

LINK TITLE

Connect with Chris on LinkedIn

LINK URL

https://www.linkedin.com/in/schembra/

+ ADD GUEST

Resource area

Send users from your episode's page to your choice of external pages or resources. Drag and drop to change the order in which resources appear on the episode page.

7:47

RESOURCE NAME

7:47

RESOURCE URL

https://www.747club.org/

+ ADD RESOURCE

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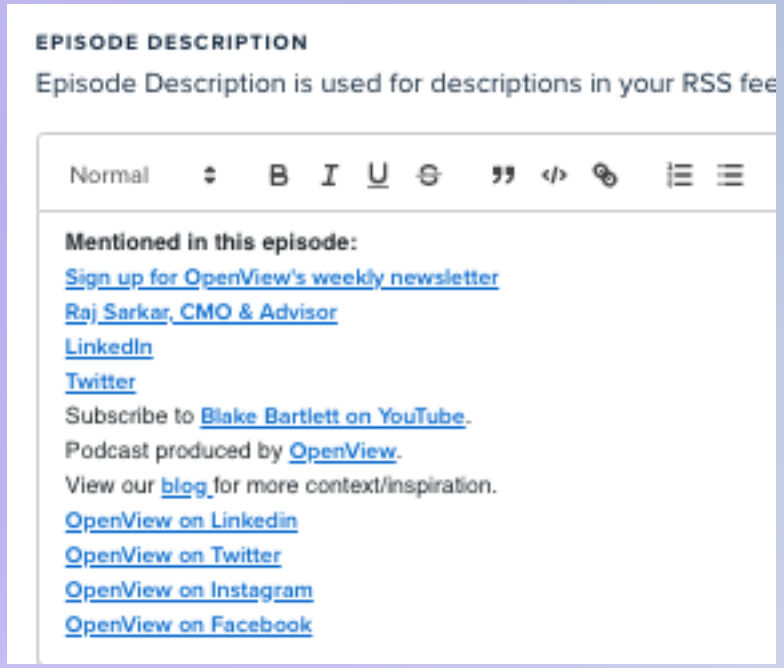
EPISODE DESCRIPTION
Episode Description is used for descriptions in your RSS fee
Normal
Mentioned in this episode:
Sign up for OpenView's weekly newsletter
Raj Sarkar, CMO & Advisor
LinkedIn
Twitter
Subscribe to Blake Bartlett on YouTube.
Podcast produced by OpenView.
View our blog for more context/inspiration.
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OpenView on Instagram
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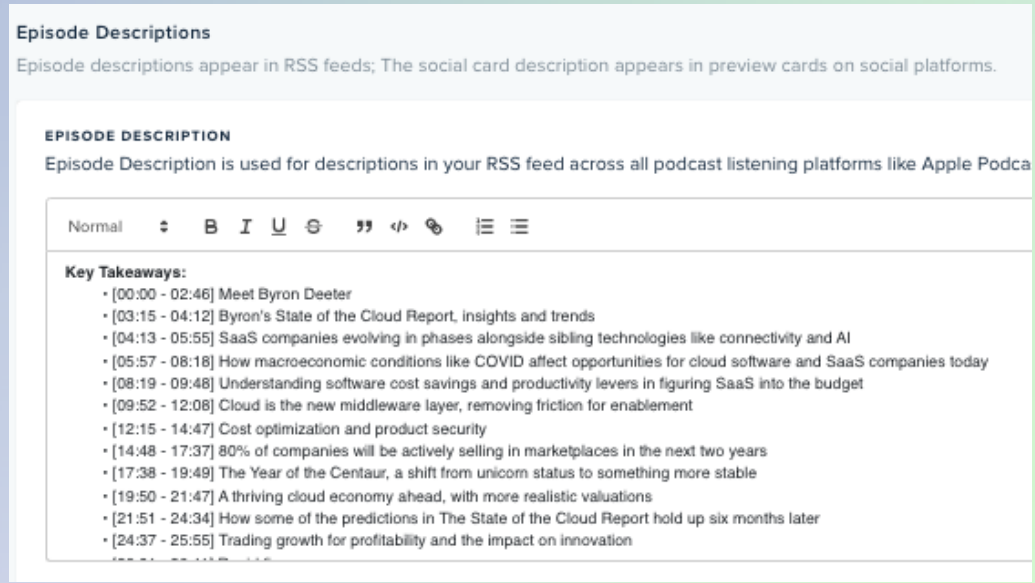
Episode Descriptions
Episode descriptions appear in RSS feeds; The social card description appears in preview cards on social platforms.
EPISODE DESCRIPTION
Episode Description is used for descriptions in your RSS feed across all podcast listening platforms like Apple Podca
Normal
Key Takeaways:
• [00:00 - 02:46] Meet Byron Deeter
• [03:15 - 04:12] Byron's State of the Cloud Report, insights and trends
• [04:13 - 05:55] SaaS companies evolving in phases alongside sibling technologies like connectivity and AI
• [05:57 - 08:18] How macroeconomic conditions like COVID affect opportunities for cloud software and SaaS companies today
• [08:19 - 09:48] Understanding software cost savings and productivity levers in figuring SaaS into the budget
• [09:52 - 12:08] Cloud is the new middleware layer, removing friction for enablement
• [12:15 - 14:47] Cost optimization and product security
• [14:48 - 17:37] 80% of companies will be actively selling in marketplaces in the next two years
• [17:38 - 19:49] The Year of the Centaur, a shift from unicorn status to something more stable
• [19:50 - 21:47] A thriving cloud economy ahead, with more realistic valuations
• [21:51 - 24:34] How some of the predictions in The State of the Cloud Report hold up six months later
• [24:37 - 25:55] Trading growth for profitability and the impact on innovation

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Writing 101

⭐ How to write eye-catching titles and episode descriptions

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“There are no rules. Only: can you do this with confidence? Can you do it with aplomb? Can you do it with style? Can you do it with joy? — Neil Gaiman

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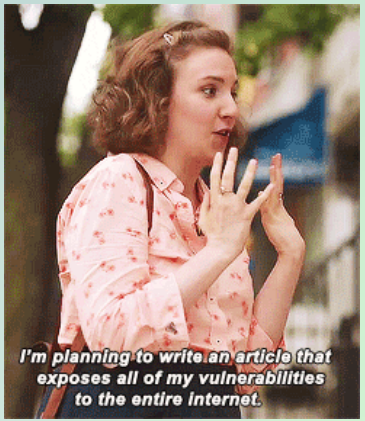
Elements of a good headline, and tips

- 5 W's
- Wit & Mystery
- Novelty
- Appealing to positive human tendencies
- Newsroom practices & style guides
- Making mistakes
- Length & brevity



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Key Takeaways

⭐ Quickly identifying key takeaways that will resonate with your audience

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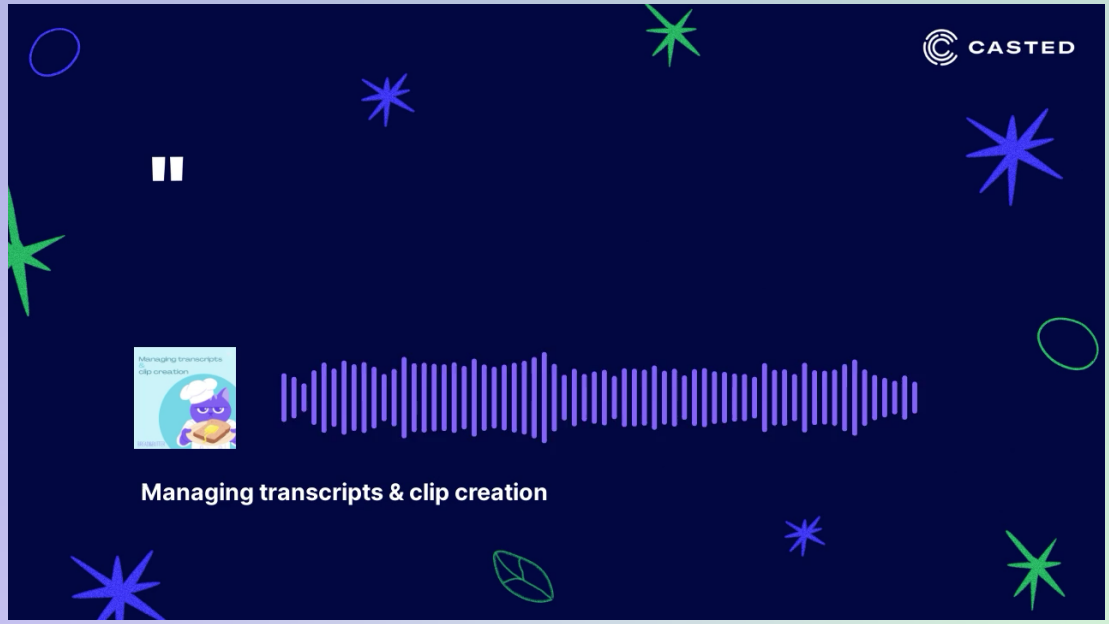

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The anatomy of a great takeaway

- Brief
- Powerful
- Curious
- Informative

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SEO

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How Casted customers think about show notes

ZYLO

OPENVIEW

HUDDL3 group

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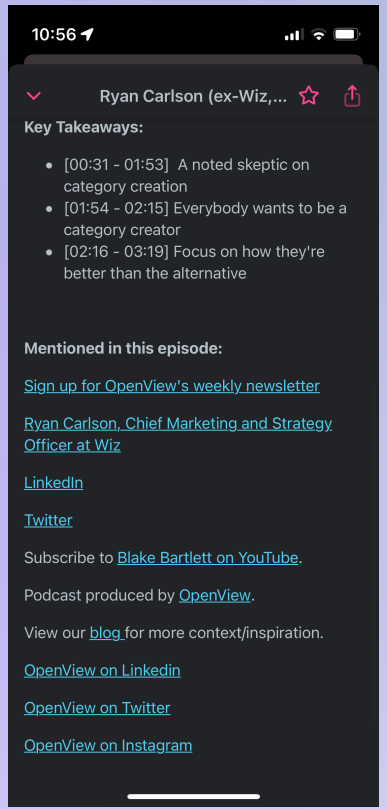
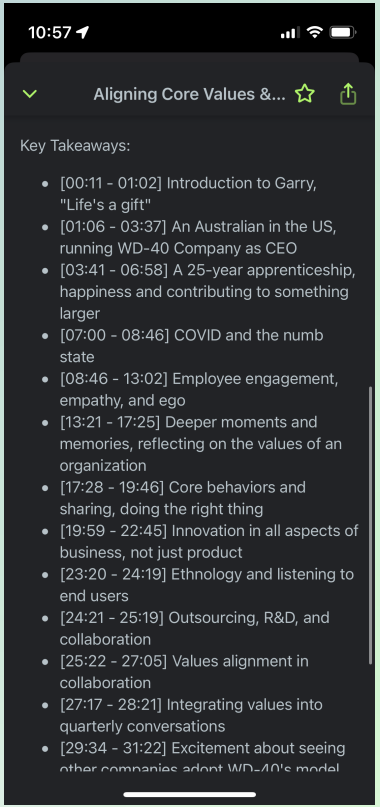

10:56
Ryan Carlson (ex-Wiz,...
Key Takeaways:
[00:31 - 01:53] A noted skeptic on category creation
[01:54 - 02:15] Everybody wants to be a category creator
[02:16 - 03:19] Focus on how they're better than the alternative
Mentioned in this episode:
Sign up for OpenView's weekly newsletter
Ryan Carlson, Chief Marketing and Strategy Officer at Wiz
LinkedIn
Twitter
Subscribe to Blake Bartlett on YouTube.
Podcast produced by OpenView.
View our blog for more context/inspiration.
OpenView on Linkedin
OpenView on Twitter
OpenView on Instagram

10:57
THE FUTURE OF TEAMWORK
Aligning Core Values & Employee Engagement with Garry Ridge
The Future Of Teamwork
41.8 MB
Up Next
Mark Played
Unarchive
January 3, 2023
43m
Garry Ridge, Founder of The Learning Moment joins The Future of Teamwork host Dane Groeneveld for a spirited conversation about both being from Australia, how to reflect the values of an organization by listening to employee voices and improving engagement, and how to build a culture around contributing to a larger goal than oneself. The two also


10:57
Aligning Core Values &...
Key Takeaways:
[00:11 - 01:02] Introduction to Garry, "Life's a gift"
[01:06 - 03:37] An Australian in the US, running WD-40 Company as CEO
[03:41 - 06:58] A 25-year apprenticeship, happiness and contributing to something larger
[07:00 - 08:46] COVID and the numb state
[08:46 - 13:02] Employee engagement, empathy, and ego
[13:21 - 17:25] Deeper moments and memories, reflecting on the values of an organization
[17:28 - 19:46] Core behaviors and sharing, doing the right thing
[19:59 - 22:45] Innovation in all aspects of business, not just product
[23:20 - 24:19] Ethnology and listening to end users
[24:21 - 25:19] Outsourcing, R&D, and collaboration
[25:22 - 27:05] Values alignment in collaboration
[27:17 - 28:21] Integrating values into quarterly conversations
[29:34 - 31:22] Excitement about seeing

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External examples and effective strategies

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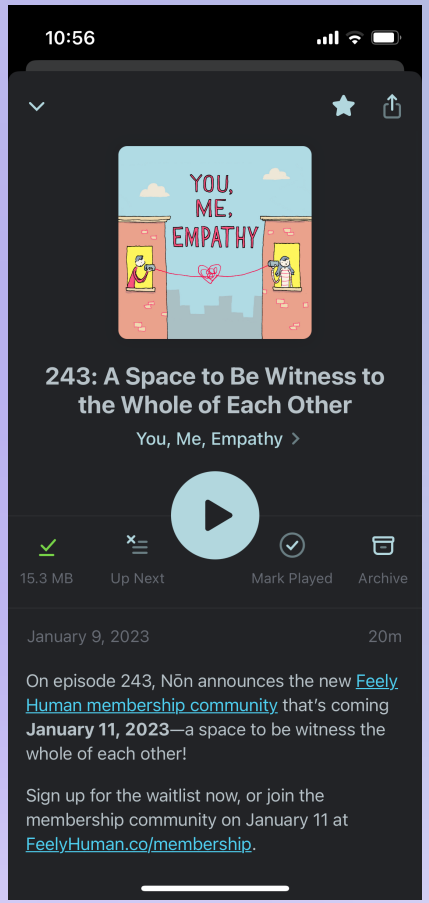
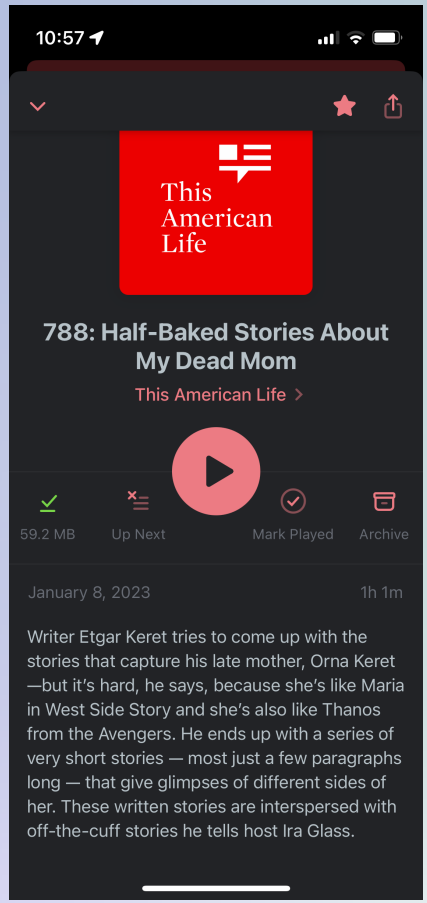
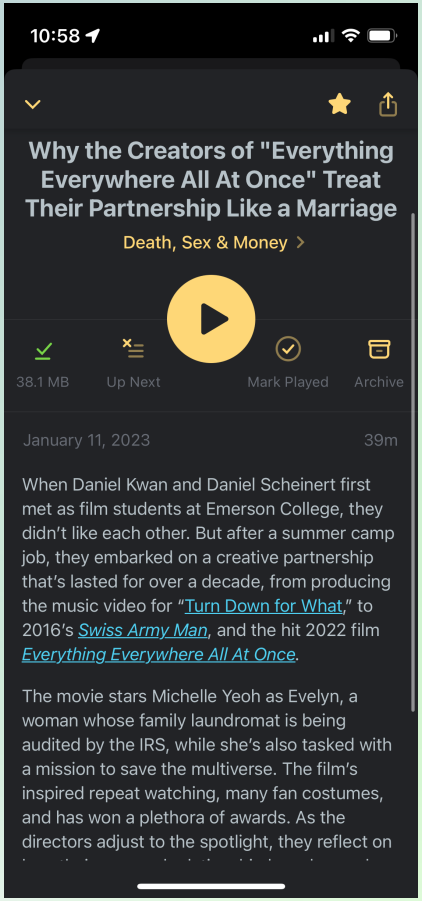
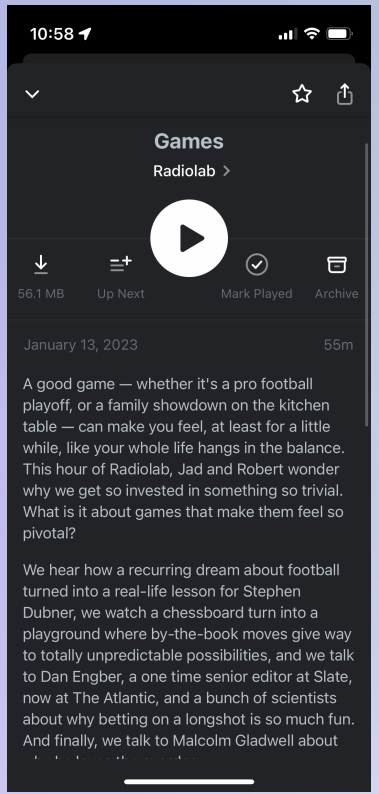
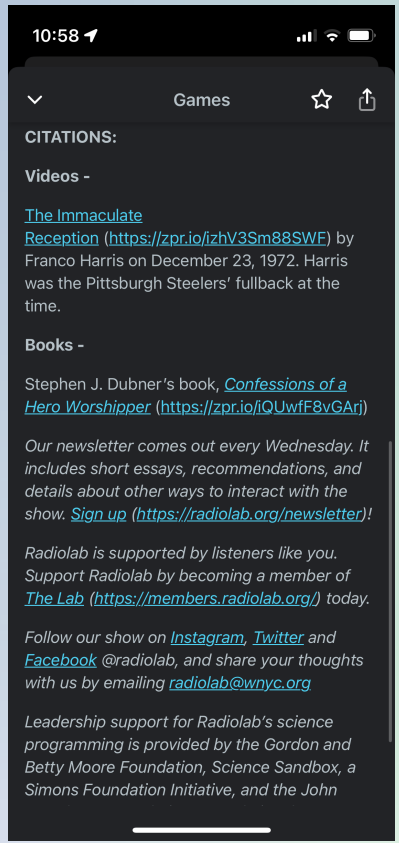

10:56
YOU, ME, EMPATHY
243: A Space to Be Witness to the Whole of Each Other
You, Me, Empathy
15.3 MB
Up Next
Mark Played
Archive
January 9, 2023
20m
On episode 243, Nōn announces the new Feely Human membership community that's coming January 11, 2023—a space to be witness the whole of each other!
Sign up for the waitlist now, or join the membership community on January 11 at FeelyHuman.co/membership.


10:57
This American Life
788: Half-Baked Stories About My Dead Mom
This American Life
59.2 MB
Up Next
Mark Played
Archive
January 8, 2023
1h 1m
Writer Etgar Keret tries to come up with the stories that capture his late mother, Orna Keret—but it's hard, he says, because she's like Maria in West Side Story and she's also like Thanos from the Avengers. He ends up with a series of very short stories — most just a few paragraphs long — that give glimpses of different sides of her. These written stories are interspersed with off-the-cuff stories he tells host Ira Glass.


10:58
Why the Creators of "Everything Everywhere All At Once" Treat Their Partnership Like a Marriage
Death, Sex & Money
38.1 MB
Up Next
Mark Played
Archive
January 11, 2023
39m
When Daniel Kwan and Daniel Scheinert first met as film students at Emerson College, they didn't like each other. But after a summer camp job, they embarked on a creative partnership that's lasted for over a decade, from producing the music video for "Turn Down for What," to 2016's Swiss Army Man, and the hit 2022 film Everything Everywhere All At Once.
The movie stars Michelle Yeoh as Evelyn, a woman whose family laundromat is being audited by the IRS, while she's also tasked with a mission to save the multiverse. The film's inspired repeat watching, many fan costumes, and has won a plethora of awards. As the directors adjust to the spotlight, they reflect on


10:58
Games
Radiolab
56.1 MB
Up Next
Mark Played
Archive
January 13, 2023
55m
A good game — whether it's a pro football playoff, or a family showdown on the kitchen table — can make you feel, at least for a little while, like your whole life hangs in the balance. This hour of Radiolab, Jad and Robert wonder why we get so invested in something so trivial. What is it about games that make them feel so pivotal?
We hear how a recurring dream about football turned into a real-life lesson for Stephen Dubner, we watch a chessboard turn into a playground where by-the-book moves give way to totally unpredictable possibilities, and we talk to Dan Engber, a one time senior editor at Slate, now at The Atlantic, and a bunch of scientists about why betting on a longshot is so much fun. And finally, we talk to Malcolm Gladwell about


10:58
Games
CITATIONS:
Videos -
The Immaculate Reception (https://zpr.io/izhV3Sm88SWF) by Franco Harris on December 23, 1972. Harris was the Pittsburgh Steelers' fullback at the time.
Books -
Stephen J. Dubner's book, Confessions of a Hero Worshipper (https://zpr.io/iQUwfF8vGArj)
Our newsletter comes out every Wednesday. It includes short essays, recommendations, and details about other ways to interact with the show. Sign up (https://radiolab.org/newsletter)!
Radiolab is supported by listeners like you. Support Radiolab by becoming a member of The Lab (https://members.radiolab.org/) today.
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Best practices writing episode info & metadata

- SEO & meta fields
- Audience persuasion
- Offer calls to action
- Description & show notes
- Guest introduction, or summary of the episode
- Additional resources or show notes template
- Key takeaways and tags
- Deep linking

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Amplified Marketing

⭐ Set your content up for simple and effective amplification

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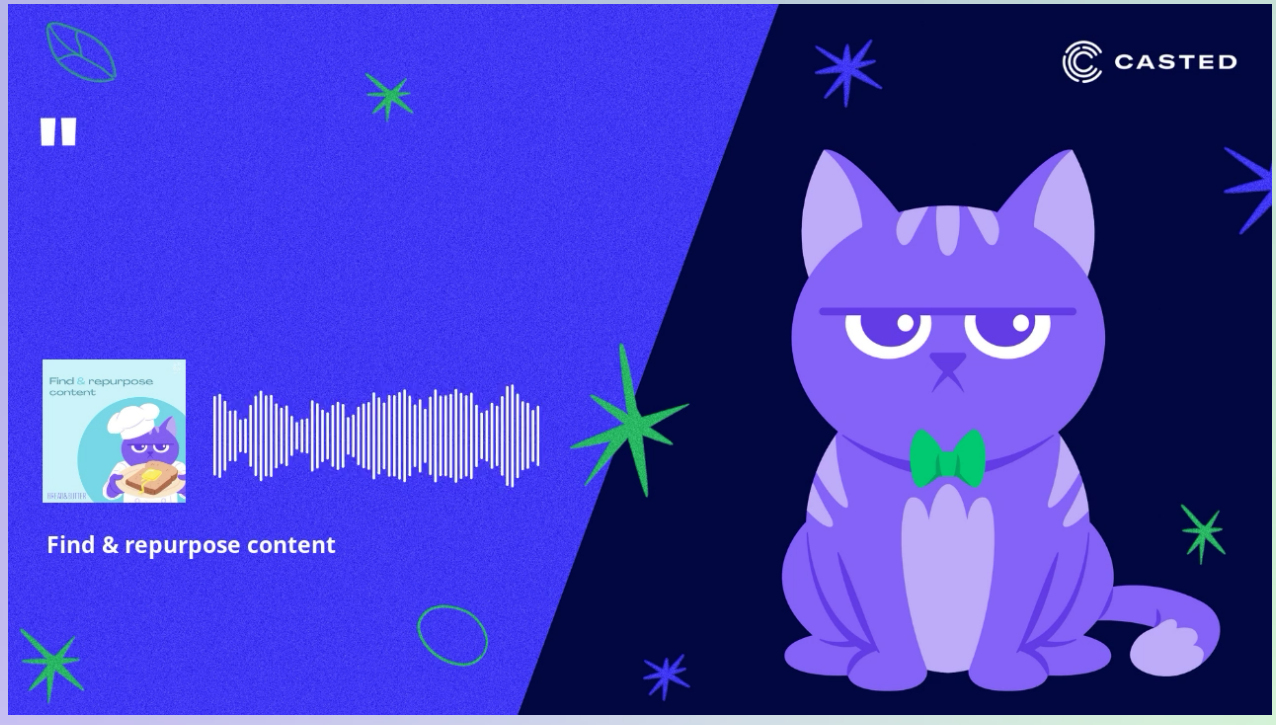

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Reuse, Recycle, Repurpose

- Less stress on your marketing team to generate brand new ideas
- Rediscover what works and what doesn’t on social especially
- Re-package your content with a new look for easily added mileage

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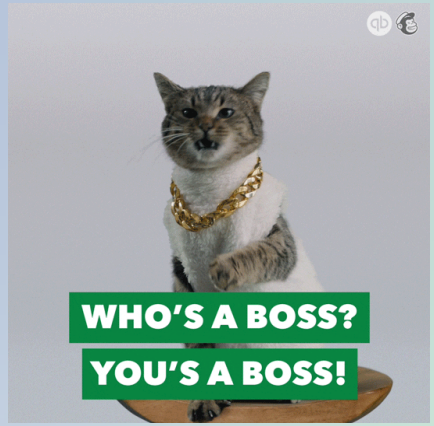
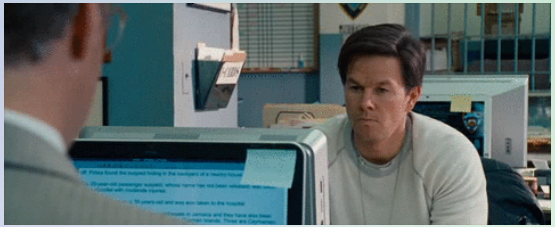
Make your marketer's lives like this:



Not like this:



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Next Steps & Takeaways

- When it comes to writing, be playful and experiment
- Implement an SEO strategy, start small
- Add links, resources, and episode highlights to show notes
- Leverage your content, amplify it, focus on strategy

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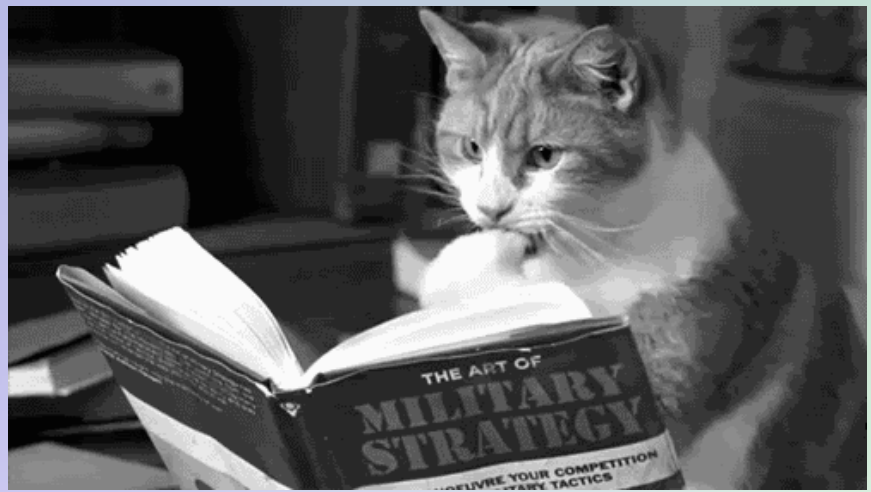
Q&A



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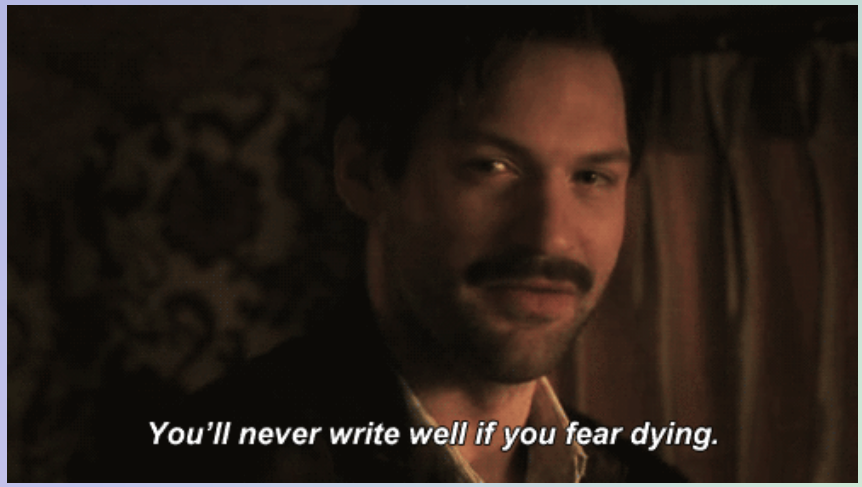

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Thank you for joining us today!

Questions, Comments, Feedback? Connect with me at dion.hazelbaker@casted.us.