

# HOW AEC seller-doers can build relationships, drive revenue through podcasting

Hi Shelby,

Chances are you know someone who has a podcast.

Podcasting has become to 2023 what blogging was in the early aughts: a new(ish) medium for content creators and thought leaders to share their ideas and expertise.

While there are plenty of cringe-worthy and snooze-fest podcasts out there, when done right, podcasting can be a powerful networking and lead-generation tool for architecture, engineering and construction (AEC) firms.

Ashton's latest blog post features an interview with Michelle, Rep Ink's Principal and President and the host of our award-winning podcast, "Spill the Ink."

Whether you are trying to pitch creating a podcast to your higher-ups or scoff at the idea, learn Michelle's top five reasons AEC firms and their seller-doers should consider launching a show of their own.

Cheers,

Steven

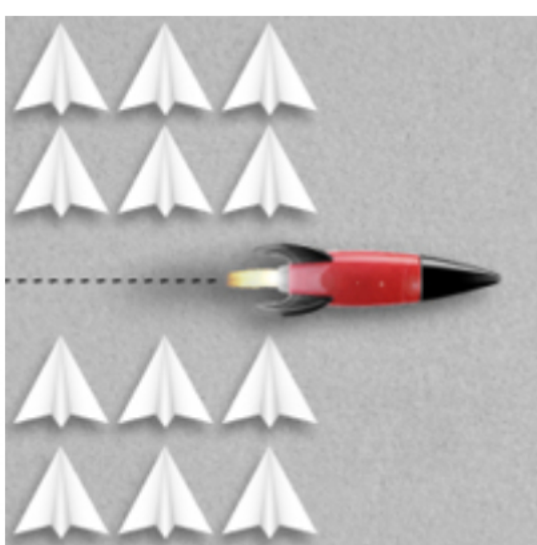
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### [How AEC firms can craft a winning DBIA awards submission](#)

The fields of architecture, engineering and construction (AEC) are incredibly competitive. While valuable, securing a bylined article in a [reputable industry publication](#) isn't the only way to capture the attention of your desired clients. The prestige of winning certain AEC awards (*I know, I know. You don't do it for the recognition*) can also bolster your firm's reputation. But not all awards are the same.



### [Media exclusives: how and when to use them](#)

Media exclusives give journalists a first look at a project, initiative or announcement, allowing them to "break" the story for their publication before anyone else. There are benefits and trade-offs to offering media exclusives — the key is knowing when and how to use them. Learn how exclusives work, the potential pitfalls and what you should consider when using this strategy to make a splash of your own.

## Spill the Ink Podcast



### [The value of market research for architecture, engineering and construction firms](#)

Making a decision? Research is key. Market research empowers architecture, engineering and construction firms to make strategic business choices that set them apart from the competition. From envisioning the future to penetrating untapped markets, market research provides key insights to guide your firm's growth.



Have you heard? Reputation Ink has been [named to the Jacksonville Business Journal's list of the 50 fastest-growing companies based in Northeast Florida](#).

The list includes companies that have seen their revenue grow the most on a percentage basis since 2020, as well as those that have seen the largest dollar-volume increase.

"The past few years have been an exciting time for us as we've grown and taken on new clients while continuing to serve our long-term clients who've been with us for many years," said Michelle Calcote King, Reputation Ink's Principal and President. "I'm proud of our team's work and look forward to continuing to grow while remaining true to our values and tight-knit culture."

## ABOUT US:

Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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