

Episode 208 - Isar Meitis

CEO at Be The Stage

Show Notes & Action Guide



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Relationship Driven Growth: How Nurturing Relationships Can Help You Scale

Guest: Isar Meitis - Is a successful entrepreneur with three startups under his belt, one of which grew to \$100 million in sales. Today he works as the CEO of Be the Stage, a company that's spearheading a new category of business development: relationship-driven growth. Isar believes that businesses should be driven by relationships rather than transactions, and in this episode, he's talking all about that.



What's the One Big Tip?

Isar's One Big Tip is that you can build relationships at scale, and you can build a community of raving fans that become the social proof of everything you do

Action Guide

Isar created Be the Stage in order to show the world the value of relationship-driven growth. Our conversation is all about the importance of relationships, the types of relationships you should focus on nurturing in your business, and exactly how to go about doing that.

Isar believes one of the best ways to build relationships is through podcasting. Whether you see podcasting in your own future or you just want to know how to create valuable relationships and a raving community of fans for your business, this is an episode you won't want to miss.

Take Away Points

1. **Relationships are Important** - Isar tells us about his background and how it led him to found Be the Stage. He helps people create and leverage relationships through podcasting. Isar dives into why relationship building is so important in business. He says that we always try to sell to other people and we all are social creatures. He explains that we need that trust level to be able to make our minds about the product we want to buy. So, if you hear a lot of marketers talk about the know, like trust factor, you want people to know about you, to like you, and to trust you in order to do business with you. Isar further explains that business is always about other people, hence we build relationships around it. He says that businessmen understand the psychology of people, and know that they fear and love things, and we understand exactly how they think. Isar says that if we build the right landing pages and funnels, we can attract them to what we want them to do and push them in that direction. In the end, he concludes by saying that behind the scenes is still human psychology and that still craves relationships.
2. **A Personal Touch Matters** - Isar breaks out the four different types of relationships to nurture. He dives into the next steps of scaling once your content is created. Isar explains and reminds us that the most important thing is to focus on relationships. He says that if you want to break down the relationships that you want to nurture, in order to grow your business you want to grow one to one. Another one he expands on is that if you are going live, and you're really bringing in people from the audience, you're going to have regulars, introduce people to one another and become a super-connector because you have this community around you of relevant people from your relevant industry.



He says that you nurture all those levels of relationships and that's the way to scale it

3. **Develop a Strategy** - Isar talks more about how relationships are essential to podcasting - even if you don't have the best setup. He answers the question of what's the final outcome for your business is when you start building relationships through podcasting. Isar says the community and social proof that you create are invaluable. He provides us with his tips on how to make a podcast successful. He says that you need to have a strategy and not always the tactics. It's about who do you want to bring to the show, who provides value to your audience and helps you build what you want to build. He says that either because they could be a client, they could be a supplier or a partner, you want to build the authority of your own stage. Isar says that you're bringing authoritative figures relevant to the industry and that helps you build authority. He says that you should always try to bring people who have a purpose that can offer valuable content. It's about the content, which has a great benefit that you get for free. So, you can build your entire content ecosystem as a byproduct. Isar concludes by saying that you start with relationships and the value you can bring to the people around you and that helps you build a community and what he calls the "Relationship Flywheel".

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