

Exploring Life & Business with Lee Kantor of Business RadioX®

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Today we'd like to introduce you to Lee Kantor.

Alright, so thank you so much for sharing your story and insight with our readers. To kick things off, can you tell us a bit about how you got started?

I founded Business RadioX with the intent to create a media platform that supported and celebrated the small to mid-sized business leaders in Atlanta. I felt that the smaller players tended to be ignored in traditional media and I wanted to build a network where their stories could be told and that their work could be shared and appreciated. One of the

guests (Stone Payton) on one of the shows I produced (Atlanta Business Radio) became a client then became my business partner. Together, we are expanding the Business RadioX network around the United States by partnering with like-minded entrepreneurs who want to serve their community by becoming the "Voice of Business" in the markets they live in.

We all face challenges, but looking back would you describe it as a relatively smooth road?

When we started, we were pioneers in online radio and podcasting, so one of the obstacles we had to overcome was the lack of awareness of these platforms. Over the years, as this kind of media became more ubiquitous, we had to educate our market on how we are different from other firms in our space and why our service is more effective than others that might look like they do something similar to what we actually do. Most people in our space are in an audience-building business and we are in a relationship-building business. We help our clients and partners build and nurture meaningful relationships with the people most important to them.

As you know, we're big fans of Business RadioX. For our readers who might not be as familiar what can you tell them about the brand?

I am most proud of the fact that Business RadioX has told the story of close to 50,000

business leaders. We have partners around the country who are supporting and celebrating their business communities and telling the stories of the unsung business person every day. We have developed a media business model that focuses on true “green dollar” Return On Investment metrics, not amorphous “cosmetics” that most media sells.

Before we let you go, we’ve got to ask if you have any advice for those who are just starting out?

I have personally interviewed close to 10,000 business leaders and the top piece of advice that I have picked up from people much smarter than me is to take massive action today – get your idea out of your head and into the marketplace as soon as possible. Get real data from people who can buy your product or service and keep tweaking your offer until you get traction. Don’t listen to your friends or family unless they are your target market. Go boldly forward – you are smart enough and you can do this now.

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