

**HOW TO GET
BOOKED
ON PODCASTS
AND OTHER STAGES**



How to Get Booked on Podcasts and other Stages

Get More Visibility, Leads, and Sales by Becoming a
Podcast Guest Speaker

Workbook

Table of Contents

Introduction.....	3
Module 1 – Are You a Good Candidate to Be A Podcast Guest?.....	4
Key Takeaways.....	4
Action Steps.....	5
Module 2 – Find the Perfect Podcasts.....	8
Key Takeaways.....	8
Action Steps.....	9
Module 3 – Create a Standout Pitch.....	10
Key Takeaways.....	10
Action Steps.....	11
Module 4 – Customize Your Pitch and Get Booked.....	15
Key Takeaways.....	15
Action Steps.....	16

Introduction

Podcasts have exploded in popularity in the past several years. For entrepreneurs and small business owners, being a podcast guest is a great way to market yourself and get in front of a wider audience.

By becoming a guest on a podcast, you're tapping into the growing tide of people who enjoy listening to content on the go. There are potentially millions of people in your target market looking for the solution you provide. When people hear your voice on a podcast, they'll get to know you.

Being a guest on a podcast is a win-win: It's a win for the host because they need helpful and relevant content to share with their audience, and it's a win for you because you can spread your message to a broader audience who are interested in your topic and could become customers.

Except for some technical set-up costs, podcasting is virtually free and is a powerful way to grow your brand.

Perhaps up until now, you didn't know what actions to take to benefit from the growing podcast trend. This course will take you step by step through the process of finding podcast guesting opportunities, putting together an outstanding pitch, getting booked, and conducting the interview.

By the end of the course, you'll also have publicity methods in place to get the maximum return for the longest amount of time.

Module 1 – Are You a Good Candidate to Be A Podcast Guest?

Key Takeaways

- Podcasting is a powerful way to interact with people, more so than your written content.
- Instant personal connection is one of the many advantages podcasting has over traditional content mediums.
- Confidence, preparation, listening, flexibility, and communication succinctly are attributes that define a good podcast guest.
- Be confident that you have something valuable to share that will come across in your voice.
- Set specific goals for the number and frequency of interview bookings.

Action Steps

1. Build confidence in your experience.
 - a. List at least 3 times over the last 12 months when you've provided a solution for someone or helped them move out of a difficult situation.

1.	
2.	
3.	

- b. Look back over your list and imagine you're another person reviewing this catalog of achievements. Write down what you would think of the person who has accomplished this.

1.	
2.	
3.	

c. How do you feel now about the experience you have to share?

2. Plan a 3-minute presentation on your work, record it, and listen back. Ask a trusted colleague or friend to listen to. Note down any feedback they have.

3. Reflect on your big “Why?” and write down why you do what you do.

4. Write down how being interviewed on podcasts will help you promote what you have planned in your business over the next 12 months.

--

5. Set 3 specific goals for the number and frequency of interview bookings.

1.	
2.	
3.	

Module 2 – Find the Perfect Podcasts

Key Takeaways

- When deciding which podcasts to approach define who you are aiming your message at.
- Choose podcasts that are the best fit for you and your expertise.
- Know the audience you want to pitch to.
- Show interest in the podcast you want to connect with by leaving a review, subscribing to the podcast, and being a fan.
- Get experience first with smaller podcasts, then you'll have a good track record to offer at a later stage.

Action Steps

1. Write a detailed description of your target listening audience by answering these questions:

Who do you love working with?	
What do you enjoy helping them with?	
Who can you help the most with the solutions you provide?	

2. Do research to come up with an initial list of suitable shows:
 - a. List the podcast hosts on a **Podcast Tracking Spreadsheet**. Create columns for Podcast Name, Host Name, Email, Number of Podcast Reviews, Priority Level, Date Pitched, Follow-Up Dates, Notes, or any other relevant information.
 - b. Make connections with them on social media
 - c. Find their email addresses
 - d. Make notes of other useful information such as social media stats, what listeners are looking for, etc.
 - e. Add all additional information to your **Podcast Tracking Spreadsheet**
3. Assign a priority level to each show to determine in which order you'll reach out to each.

Module 3 – Create a Standout Pitch

Key Takeaways

- Put together the main body of your pitch aimed at your target audience which will get hosts excited to interview you.
- Your pitch needs to focus on how you can help the host and their listeners.
- Your pitch needs to show you're likable, known, trusted, and valuable.
- Prepare media information to make you stand out from other people who pitch to be guests.
- Keep your pitch email short and to the point, or hosts may not read it.

Action Steps

1. Create a one-page media information sheet.

Your name and business name

What your business is about

Who your target audience is. Give a short description of the people you serve and how you help them:

Your short biography or a very short history of your company

Your main services or products

Your contact details

2. Draft a pitch email using this template as a guide.

Hi *{{host or contact name}}*,

{{personalized paragraph}}

I help teach people *{{benefit-focused outcomes}}*. I'd love to help teach your audience about any of the following topics:

Topic #1 — *{{Short description of your first topic and the benefits to the listeners of hearing you two talk about this}}*

Topic #2 — *{{Short description of your first topic and the benefits to the listeners of hearing you two talk about this}}*

Does one of these sound like they'd be a good fit for your audience?

As a next step, let me know which topic your audience would be most interested in hearing about. After that, we can work out the scheduling details.

Thanks so much,

{{your name}}

{{your contact details}}

3. Decide what incentive you will offer the audience.

	✓
Opt-in report	
Webinar invitation	
Online course overview	
Free digital copy of your book	
Product trial or discount	
Free strategy session	
Event tickets	
Blueprint/guide/strategy	
Info sheet	
Quiz	
5-day challenge	
Other	

4. Set up a landing page for listeners to opt-in for your gift.



5. Set up an email list and a sequence of emails.



Module 4 – Customize Your Pitch and Get Booked

Key Takeaways

- Every podcast is different so be prepared to tweak your pitch email to suit the needs of the audience.
- To stand a good chance of getting booked, you must personalize and customize every pitch you send out
- Personalizing your email means using the person's first name and podcast name and spelling those right.
- Not everyone replies right away, so be persistent and follow up on your first email request.
- Once you get a booking, follow up with the host to find out what happens next and what they need from you.

Action Steps

1. Look at each podcast you intend to approach and customize:

<p>Your expertise as it relates to that audience</p>	<p><i>Notes</i></p>
<p>Your free gift</p>	<p><i>Notes</i></p>
<p>Your email</p>	<p><i>Notes</i></p>

2. Send your pitch email to your top-priority podcasts and note your actions on the **Podcast Tracking Spreadsheet**.
3. Draft a follow-up series of 3 emails with added value and send them if needed.
4. Create an **Interview Preparation Document** using this template.

DATE	
START TIME	
MEDIA FORMAT	<i>AUDIO / VIDEO</i>
PLATFORM	<i>ZOOM, SKYPE, GOOGLE MEET, OTHER</i>
INTERVIEW DETAILS	
PODCAST NAME	
PODCAST HOST	
HOST'S CONTACT DETAILS	<i>NUMBER, SKYPE ID, LOG IN</i>
RELEVANT INFORMATION	<i>e.g. interviewer's style/tone, recent broadcasts to note, relevant news stories...</i>
SUBJECT	
FORMAT	
DESIRED OUTCOME	<i>Your end goal for this interview</i>
KEY MESSAGES TO COMMUNICATE	1.
	2.
	3.
INCENTIVE OFFERED	
CALL-TO-ACTION	<i>e.g. sign up to URL...</i>

