

GROW YOUR BUSINESS AS A GUEST EXPERT

How to Get Interviewed on Podcasts
& Booked for Speaking Gigs for
More Visibility, Leads and Sales

TEXTBOOK



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A group of people is holding up several large, vibrant green tropical leaves against a bright, slightly overcast sky. The leaves are of various types, including large monstera leaves with characteristic holes and a long, feathery palm frond. The people's hands and forearms are visible at the bottom of the frame, gripping the stems of the leaves. The overall mood is fresh and energetic.

**Raise your hand
if you're ready
to get started!**



Hi everyone! Thanks for being here. We'll be talking about podcasts a lot throughout this guide, but Paul and I wanted to let you know that you can use many of these strategies for all kinds of expert guest speaking gigs, including podcasts, online summits and live in-person events. Our framework can be used to find, identify, and connect with event and show organizers of all kinds, online and offline.

We have both spoken at and recruited for all the above. In fact, I have personally planned and promoted over 500 events, and it was a constant challenge to find speakers who were prepared and able to meet the requirements. We know what it means to be a great guest and to choose great guests.

Use this manual alongside our Action Workbook. Schedule time in to think about and complete each section. The more prepared you are now, the more you'll save time and gain momentum later. You'll increase your confidence and feel empowered by having our **"Grow Your Business as a Guest Expert"** strategy in your toolkit.

Being an expert guest involves more than just knowing your topic or being passionate about an issue. If you want to make maximum impact and have adequate reach, then you'll need to follow the steps in this guide. Fortunately, we have ample experience to help you through this, step-by-step. So, let's dive in...





Podcast Opportunities

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. Podcasting not only allows you to reach these people, it's an inherently personal medium. When people hear your voice on a podcast, they will get to know you.

You can build your expert status through podcast guesting. Your host's invitation is an important endorsement of your work and they will highlight your message by promoting it to their audience.

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's interested in your topic and could become your 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 will also have publicity methods in place to get the maximum return for the longest amount of time.



Learning Objectives:

By the time you complete this course, you will be able to:

- Cultivate a positive mindset and set specific goals, so that you can confidently and intentionally set in motion your guest podcasting strategy.
- Create a list of podcast hosts who broadcast to your target audience, so that you can start cultivating relationships with them.
- Put together a pitch aimed at your target audience, so that podcast hosts are excited to interview you.
- Take action to get booked as a guest on your target podcasts, so that you can start getting your message out to the world.
- Set up the appropriate technology so that you come across as a professional podcast guest.
- Prepare yourself and your contribution in advance so that you feel confident and stay focused on the needs of the audience.
- Fulfill the conventions of a podcast guest so that you will perform professionally in all your interviews.
- Develop a helpful, appreciative, and professional relationship with your host so that you will be invited back for further interviews and get referred to other podcast hosts.
- Pick ways to use social media for maximum publicity so that you'll attract more listeners to your interviews and more followers on your platforms.



- Choose how to capitalize on your podcast interviews and attract more leads long after the initial broadcast has taken place.
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into 8 major modules and individual lessons on how to get more visibility, leads, and sales by becoming a podcast guest speaker.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.



Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.



**ARE YOU A GOOD
CANDIDATE TO BE
A GUEST EXPERT**



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

You know how useful podcasts are at conveying helpful information in a conversational way, and you have decided that appearing as a podcast guest will have a positive impact on your business growth.

In this first module, you will find ways to cultivate a positive mindset and you'll set specific goals, so that you can confidently and intentionally set in motion a guest podcasting strategy.

What Is a Podcast?

Podcasting is a rapidly growing genre, which is great for you as it means that there are more and more hosts looking for guests. But what exactly is a podcast?

A podcast is an audio program that you can listen to through an internet connection or download to your phone and listen to anywhere. You can subscribe to the program and get notified when new episodes are released. That could be every day, week, or month depending on how often the host creates new content. Daily content tends to be about news and the episodes are short, between 10-15 minutes. Weekly podcasts tend to be around 30 minutes and monthly ones can be up to 90 minutes. Podcasts for business topics are traditionally between 30 and 60 minutes, but you can check that out with your host when you get booked. The content is usually created specifically for the show but can also be broadcast as a television or radio program, a lecture, a performance, or other event.



You will also find video podcasts available and your host will inform you which format they'll use to interview you. We'll be focusing on audio podcasts in this course, but the learning can also apply to getting booked on a video show or as a guest on a webinar.

Get Confident About Yourself and Your Work

If you're not getting the sales and publicity you want, then planning a guest podcasting strategy is a valuable and relatively simple thing to set in motion.

Even if you haven't been interviewed before, there's nothing to stop you from approaching hosts right now and asking to be a guest. Don't wait until "the time is right." Don't underestimate your experience and the impact you have on people's lives. It makes you an expert and that expertise will help others when it's shared.

Your aim is to get booked to appear on someone else's podcast to talk about what you do. Inevitably that means you must have confidence in yourself and your work because if you don't, it won't make for great content.

When you cultivate a positive mindset, it will communicate to podcast hosts when you pitch your idea to them and when you're speaking on the recording. If you're shy and introverted, then podcasting probably isn't for you. You don't need to be an extremely outgoing extrovert, but you do need to be able to speak clearly and intelligently about your topic.



Let's look at what attributes you need to be a good podcast guest:

- Confidence
- Preparation
- Listening
- Flexibility
- Ability to communicate your message succinctly



We will go through each of these later in the course. For now, think of how you can develop the positive mindset you will need when you're being interviewed.

If you have doubts about your experience, think back to the times you've been able to provide a solution for someone or helped them move out of a difficult situation. This might have been a customer or client, or it may have been a friend or colleague. List all the occasions over the last 12 months when you've provided support to someone to resolve an issue in their lives. Note down their name and a brief description of the circumstances. Take the time to do this and list at least 10, even if you have to search hard to find examples. When you're finished, look back over your list and see how it feels. Imagine you're another person reviewing this catalogue of achievement. What would you think of the person who has accomplished this?

If you're not confident about how you come across on audio, then do some tests for yourself. Plan a 3-minute presentation on your work, record it, and listen back. Ask a trusted colleague or friend to listen to it. Note down any feedback that you can use later when you're preparing your interview. For now, just get used to hearing your own voice as this can come as a shock to some at first.

Finding ways to build your confidence will make you a better podcast guest. But you'll need patience when it comes to seeing results. This isn't a quick-fix strategy to bring in fast revenue. Like most types of content marketing, podcasting is a slow burn. You have to build up the momentum to start generating results. You need to be consistent with your appearances, so people start to see your name around and hear your voice everywhere. This communicates to would-be clients and customers that you're an expert, which in turn builds trust. That trust will turn into sales when people are ready to reach out to work with you.



Podcasting is a powerful way to interact with people, more so than your written content. Listeners will have the real you in front of them, and hearing your voice communicates a lot about you to the audience. They will pick up that you're an expert in your field and that they can have confidence in you. You can create a big impact with your voice alone and broadcast your message to an interested, engaged audience. This instant personal connection is one of the many advantages podcasting has over traditional content mediums such as blogs, articles, or even social media.



Your Podcasting “Why?”

As we have said, podcast guesting is very popular, but you need a better reason to get involved than “because everyone else is doing it.”

Start with reflecting on the big “Why?” of your business. People start businesses for various reasons, such as money, fame, power, etc. and those who actually make it are the ones with a meaningful “Why?” You may have lost touch with yours over time, so take a moment to reconnect with it now. Why do you do what you do? What’s the purpose of your business in your life?

With that in mind, you can drill down to define why you want to spend time and energy on using podcast guesting as a business strategy.



There are several possible outcomes to aim for:

- Increase income.
- More visibility.
- Generate more leads.
- Attract a new audience and grow your reach.
- Build a brand and develop social proof.
- Start a community.

Check the ones that apply to you:

Increase income	<input type="checkbox"/>
More visibility	<input type="checkbox"/>
Generate more leads	<input type="checkbox"/>
Attract a new audience and grow your reach	<input type="checkbox"/>
Build a brand and develop social proof	<input type="checkbox"/>
Start a community	<input type="checkbox"/>



It is likely that podcast guesting won't be the only way you're trying to reach these goals. For example, you may want to double the number of warm leads on your email list. Being a guest interviewee on podcasts would be just one strategy you would use to do that. You might also run Facebook ads to your lead magnet, start guest blogging, run weekly Facebook Lives where you mention your lead magnet, and so on.

Have a clear business goal for why you want to get on podcasts. Think about what you have planned over the next 12 months. This could be a book coming out, the launch of a new online course, your schedule opening up for one-on-ones, etc. How would being interviewed on podcasts help you promote that aspect of your work?

Set a realistic goal depending on your available time. A modest aim would be one interview a week or 4 per month. You might want to aim higher and plan 3 per week or 12 per month. It's up to you. There are plenty of opportunities to find guest spots as we'll see in the next module. Even with one interview per week, that means that over the course of 12 months you'll have spoken to 50 or so podcast hosts who are influencers in your field, and perhaps thousands of their listeners. How else are you planning 50 in-depth discussions with people in your space in the coming year?

Let's take a look at listener numbers to see how this strategy can get you the impact you want:

If each episode you appear on has 500 downloads and you do 50 interviews a year, that means 25,000 people have listened and learned from you. If only 10% take further action, that is 2,500 new subscribers.

If you do 3 interviews per week x 50 weeks, that's 150 x 500 downloads = 75,000. 10% of 75,000 = 7,500 new subscribers. The figures speak for themselves.





Key Takeaways:

- Be confident that you have something valuable to share, and 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 10 times over the last 12 months when you've provided a solution for someone or helped them move out of a difficult situation.
 - b. Look back over your list and imagine you're another person reviewing this catalogue of achievement. Write down what you would think of the person who has accomplished this.
 - 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 it. 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 specific goals for the number and frequency of interview bookings.





FIND THE
PERFECT
PODCAST

(or Summit
or Event...)

Module 2 – Find the Perfect Podcasts

There are thousands of podcasts out there, but they are not all right for you. The first consideration when deciding which podcasts to approach is who you are aiming your message at.

In this module, you will create a list of podcast hosts who broadcast to your target audience and start cultivating relationships with them.

Identify Who You're Targeting

Being a podcast guest is the best way to target an engaged audience that is already interested in your topic. It is also a free marketing strategy that's relatively simple for you to implement.

You choose the shows you go on and the people you reach out to. And when you start to receive invitations to appear on people's shows, as you will in time, you can say 'yes' or 'no' based on the audience you want to reach.

This presupposes that you are clear on who that audience is.

You have probably already determined the demographics and psychographics of your ideal customer. Look at this again and refine it for a listening audience. Think about the people you love working with and what you really enjoy helping them with. Your target market will be those you can help the most with the solutions you provide. Think about the audience first before considering your business goal. It is only through providing value and serving your audience that you'll attain your goals.



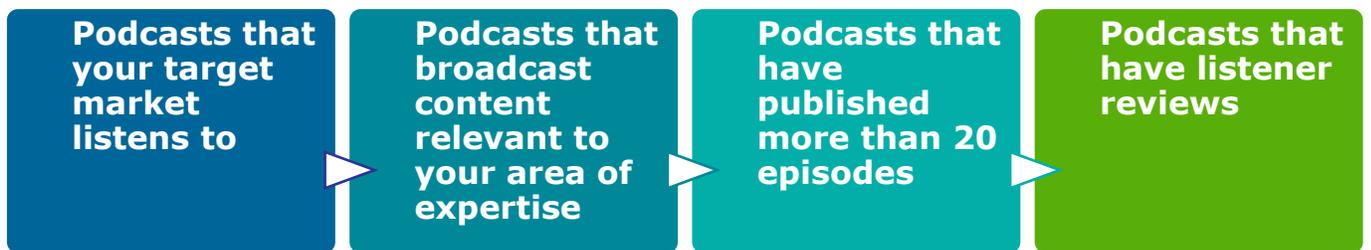
Find Opportunities to Pitch to

When you know what audience you're aiming at, you can search for the podcasts they listen to.

You may already be subscribed to certain podcasts related to your industry that target your ideal customer. Therefore, you have an idea of a handful of people to approach. This is great because you'll know the interviewer's style and the types of content that they include in their show.

Most people will need to do considerable research to enlarge an existing small list or create one from scratch.

When you are researching, make sure you're looking at several factors:



- Podcasts that your target market listens to because these are the people you want to reach.
- Podcasts that broadcast content relevant to, or complementary to your area of expertise where you can speak knowledgeably and offer solutions to listeners.
- Podcasts that have published more than 20 episodes. This will ensure that the podcast has longevity.
- Podcasts that have listener reviews. This demonstrates that the audience is



engaged and it will give you information about what listeners value about the show. However, remember that even really keen people don't always leave reviews.

There are many ways to research and it makes sense to use a combination of several of them:



- Start with a simple internet search with your keywords such as “entrepreneur podcast” or “hairdressing podcast.”
- Search a podcast directory. Go to [iTunes](#), select the podcast setting, put in your keywords, and see what comes up. Use the ‘related’ tab to find other relevant shows. You can also use [Google Podcasts](#). If you need more names, you’ll find other directory sites such as [Cast.Market](#).
- Use a site that shows you opportunities for guesting such as [Radio Guest List](#).



- Search for podcast groups on social media sites such as Facebook and Instagram. Don't forget LinkedIn where it's simple to find users that either have podcasts or have been featured in podcasts themselves. Just use the search box to search for people who use "podcast" in their profile. You can even filter your search based on the degree of connection to find people already in your network.
- Find an influencer or industry leader in your field, go to the media page of their website, and see which podcasts they've already appeared on. This can save you time in finding relevant podcasts, though you will need to check for yourself to make sure they're right for your audience. For instance, if you have written a book about time management, find other well-known authors or influencers on that topic and look at which podcasts they've been on. You now know those podcasts hosts are interested in time management as a topic. If someone doesn't have a media page, put their name plus "podcast" into Google or search their name on iTunes or Google podcasts to find their appearances.
- Sign up to a podcast directory like [HeySummit](#), where you can advertise your skills and people can contact you to appear on their podcasts or at events.
- Consider sites that do the research for you and where you can pay to have your pitch circulated to relevant podcast hosts like [PodcastGuests](#). This can be a shortcut, but be beware of this option as your pitch won't be personalized and the cookie cutter approach can be a turn-off to some hosts.

Schedule time in your calendar for this research. If you really can't find the time, then this is an ideal project to outsource or hand off to an assistant. Use [Fiverr](#) or [Upwork](#) to find someone suitable at low cost. Be very clear about what you need



them to research. They can come up with a preliminary list for you that you can then take over.

What Next?

First, if you want to be on a podcast, get to know the podcast, the host(s) and producer. Listen to the podcast and review it to increase your chances of getting the attention of the podcast owners. We also want to take this time to invite you to apply to be on one of our shows here:



The Inspiring Show

If you have an inspiring story and a signature talk with high-value teaching points, then you can apply to be on **The Inspiring Show**. This is our podcast where we provide inspiring interviews with thought leaders, storytellers, entrepreneurs, influencers, and legacy builders, just like you. Be motivated by stories and strategies about overcoming adversity, achieving astounding accomplishments, and going on amazing adventures. Learn from experts about finding your voice, mastering your mindset, and creating movements with your message. Tap into timeless wisdom and get tools for transcending to new levels of success, happiness, and joy.

Listen, Watch, Review & Apply: www.inspiringshow.com



BC Business & Lifestyle Show

If you are in our local area of Vancouver, BC Canada, apply to be on the BC Biz Life Show. This is a podcast and show featuring business and lifestyle topics from entrepreneurs, business owners, lifestyle organizations, non-profits, restaurants and destinations in Vancouver, the Fraser Valley and all around British Columbia, Canada. We are looking for guests and hosts throughout the province.

Listen, Watch, Review & Apply: www.bcbizlife.com

Once you've made an initial list of possible shows, listen to a few episodes to get a feel for the content, the host's style and voice, and to ensure that the podcast's focus is in line with your own. For example, if your message is about how to succeed at your corporate job, you wouldn't want to appear on a podcast centered around how to quit your corporate job. You should also pick up on the listeners' expectations and what issues the content addresses. It's important that you get a sense of what the audience is looking for or having difficulty with, so that you can draft your pitch to include solutions.

Subscribe & Review: As mentioned above, if you decide that the show is suitable for you, don't just listen. Leave a review, subscribe to the podcast, and be a fan. Why does this help? It shows that you're interested in their podcast and it will start the networking process with the podcast host to build a relationship. See if they're already someone you're connected to on social media and develop the connection further.

If not, get connected, interact with their posts, and generally do what you can to get on their radar. Your aim is to build genuine connections to see if you can land yourself a spot as a podcast guest. Warm leads are much easier to pitch to. Think about it: Would you want some random stranger talking to your audience without getting to know them or having them actually listen to your message first? Whether it's sales or podcast appearances, you're always more likely to succeed if you have an "in," rather than pitching someone cold.

List these podcast hosts on your **Podcast Tracking Spreadsheet** to keep track of your research. Don't worry about the order of names at this stage.

Visit their websites to see who their previous guests have been. If you see people you know, reach out to them and ask if they'd be willing to make an introduction,



and most will gladly do so. Check out whether the podcast hosts have specific requirements for guests and customize your pitch to that.

Your pitch will be made by email, so you will obviously need the host's email address. Nearly every podcast will have a website that includes contact information for the host or producer. But if you have difficulty use a search tool such as [Hunter](#) or [Prospect](#). These tools have a free trial period so you can test them out. If that doesn't work, look for any free offer they propose on their website and sign up for it. This might give you their email. The freebie will also give you information about what the host does and how they promote their work, so this is useful data.

Add the email to your **Podcast Tracking Spreadsheet** along with any other useful information you discover such as the number of Facebook likes, Twitter followers, and so on.

Your next step is to prioritize who you want to target first. You'll probably have a big list now so assign a priority number to each show to indicate which ones you want to contact first.

Don't start with the very big names in your industry unless you know them personally or can get a personal introduction. If not, put them at the bottom of your list for now. Get experience first with smaller podcasts, then you'll have a good track record to offer at a later stage.



How you'll prioritize the others will depend on your business and your contacts, but a good rule of thumb is to start by choosing those:

Who you already have a hot or warm contact with

Who have the closest audience to your target market

Whose main topic is the best fit to your area of expertise

Who broadcasts to your local area, if that's relevant to your business

- Who you already have a hot or warm contact with.
- Who have the closest audience to your target market.
- Whose main topic is the best fit to your area of expertise.
- Who broadcasts to your local area, if that's relevant to your business.

Key Takeaways:

- Choose podcasts that are the best fit for you and your expertise.
- Know the audience you want to pitch to.





Action Steps:

1. Write a detailed description of your target listening audience by answering these questions:
 - a. Who do you love working with?
 - b. What do you enjoy helping them with?
 - c. 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 the **Podcast Tracking Spreadsheet**.
 - 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.



**DRAFT &
DELIVER A
STANDOUT
PITCH**



Module 3 – Draft & Deliver a Standout Pitch

You have defined your target market and you know the podcast shows you'd like to appear on.

In this module, you will put together the main body of your pitch aimed at your target audience which will get hosts excited to interview you and share your expertise with their listeners.

Background Information

As we said in the last module, pitches to get booked on podcasts are usually made by email. But before you send anything out, make sure any background information on your website about you or your business is up to date in case a would-be host wants to check you out.

Be careful to review your social media profiles to ensure they are communicating the business message you want a potential interviewer to see.

Prepare media information to make you stand out from other people who pitch to be guests. You'll look much more professional this way. Create a one-page document to give hosts all the information they need to know at a glance.

This should include:



Your name and business name
What your business is about
Who your target audience is
Your short biography or short company history
Your main services or products
Your contact details

- 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.

It shouldn't take you too long to set up. Use [Canva](#) or [Desygner](#) to produce a professional looking document, or adapt a Word or Apple Pages template.

You also need high resolution headshots available and your logo, if you have one, so that your host can use them for the show's publicity.

This media information can be housed on your website on a 'Media' tab and in the Cloud. Some potential hosts may not even look at it but if they want to, then you can confidently send them the link knowing that you've prepared the information.



Your Draft Pitch

Although all your pitches should be personalized, you can start with some generic content and customize it later. You'll only pitch to podcasters whose audience is open to what you're offering.

Therefore, the pitch needs to be 'them (the audience)' focused and not 'you' focused. It must prove to the host that there are benefits to having you as a podcast guest. Focus on how you can demonstrate value to listeners. Ask yourself questions such as:

- What unique information can I teach their audience?
- What interesting story will their audience benefit from hearing?
- What new piece of knowledge can I share with the listeners?
- When you're clear on that, move on to draft your generic pitch.

What unique information can I teach their audience?

What interesting story will their audience benefit from hearing?

What new piece of knowledge can I share with the listeners?

When you're clear on that, move on to draft your generic pitch.



Podcast hosts receive many pitches, so yours should be short and to the point. An email of 200-400 words in two or three paragraphs is sufficient.

You want to offer enough information for them to judge if your material would be a good fit. Make it unique and don't offer the same thing they've already covered in other episodes. Instead, offer something complementary.

The pitch needs to show:



- **You're likeable.** You want your host to like you from the get-go. Be complimentary and appreciative. Show that you want to support them and their show and demonstrate your research in your customization.

Example:

I am reaching out to express my appreciation for your PODCAST NAME. Your recent conversation with GUEST in episode XX was a valuable eye opener on the power of EPISODE TOPIC.

- **You're known.** Communicate clearly but concisely what you're known for. Include a couple of sentences about you, laden with as many markers of credibility as possible.

Example:

My name is Jane Guest, and I'm the author of Confidence is Speaking.

- **You're trusted** by existing customers and clients. Mention why you do what you do, who you help and enjoy helping.

Example:

I fell in love with public speaking after struggling with chronic stuttering since childhood, until finally overcoming it at age 35. I now help clients overcome speech issues to become world-class speakers.

- **You're valuable.** Show the host you have something valuable to give. They're looking for actionable information that they would want to share with their audience. Present several options they can choose from. Instead of a yes/no answer to the question of, "Do I want to have this person on my



show?” the host is now presented with the choice of how they want to work with you.

Example:

If you believe your audience would find it valuable, and you’re accepting new interviews, I’d love to be a guest on your podcast and share any of the following strategies that I use with my clients to help them book at least 12 paid public speaking gigs per year.

Strategy #1

Strategy #2

Strategy #3

- **Finish with a clear next step.** Avoid weak calls-to-action like, “Let me know if you’re interested.” Focus on strong calls-to-action that assume the “yes.”

Example:

If one of these topics is of interest to you then it sounds like we’re a fit. Let me know when we could exchange scheduling details.

- Make sure you give your contact details at the end of your email. Add social media links if you have a large following or if it’s relevant to your topic, for example if you’re a social media marketing consultant. Add a link to your one-page media information sheet.

To save time, you can automate this process, while customizing each email with a personal creating using [Constant Contact](#).



To recap, your format is:

Connect with the podcast host

Highlight your familiarity with their show

Demonstrate how you can offer value to their audience

Offer them a choice of topics

Present them with a strong call-to-action to follow

- Connect with the podcast host.
- Highlight your familiarity with their show.
- Demonstrate how you can offer value to their audience.
- Offer them a choice of topics.
- Present them with a strong call-to-action to follow.



PITCH TEMPLATE

Here is a template that puts all of that together. You can adapt it to suit your circumstances and change the language to make it your own. The first paragraph will be customized, and we will look at this in the next lesson.

Hi NAME,

CUSTOMIZATION paragraph.

I help teach people BENEFIT FOCUSED OUTCOMES. I would 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 second topic and the benefits to the listeners of hearing you two talk about this.

Topic #3 — Short description of your third topic and the benefits to the listeners of hearing you two talk about this.

Does one of these sound like they would 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
CONTACT DETAILS



Offer an Incentive

The other thing you need to decide before you start approaching podcast hosts is what you can offer to listeners at the end of your interview.

As we said before, the interview should be focused on the audience, but you need to get something out of the interview too. One of your goals is to attract more people to subscribe to your email list so you can market to them later. You want to get them into your marketing funnel.

You also want to move them towards the business activity you have going on during the year. You looked at this in a previous module, so you know what you'll be aiming for.

At the end of the interview your podcast host will ask you to tell listeners how they can find out more about you.

Don't just send people to your website. There may be too many distractions without a clear call-to-action, and people may lose focus and not opt-in. Instead, send them to a single landing page where they have to sign up to receive their gift.

Incentives to sign up to your list don't need to be complicated. But they do need to give value and build on what you've been talking about in the show.

You will have different things to offer at different points in time depending on what you're focusing on as the goal in your business.

For example, if your goal for guest podcasting is list building, then choose a free gift that's most relevant for that podcaster's audience so people will want to sign up to your list. Or if you have a specific freebie you're offering, then you know to look for podcasters whose audience will benefit most from that.



You may already have freebies you can adapt and offer, but if you're relatively new you may not.

It can be enough to create something that repeats what you said on the podcast, but deepens the subject. Don't forget that most people don't take notes from a podcast since they're listening on-the-go, so a reinforcement of key points in the form of a well laid-out worksheet or blueprint can be extremely useful.

Incentives can come in many forms, including:



- 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

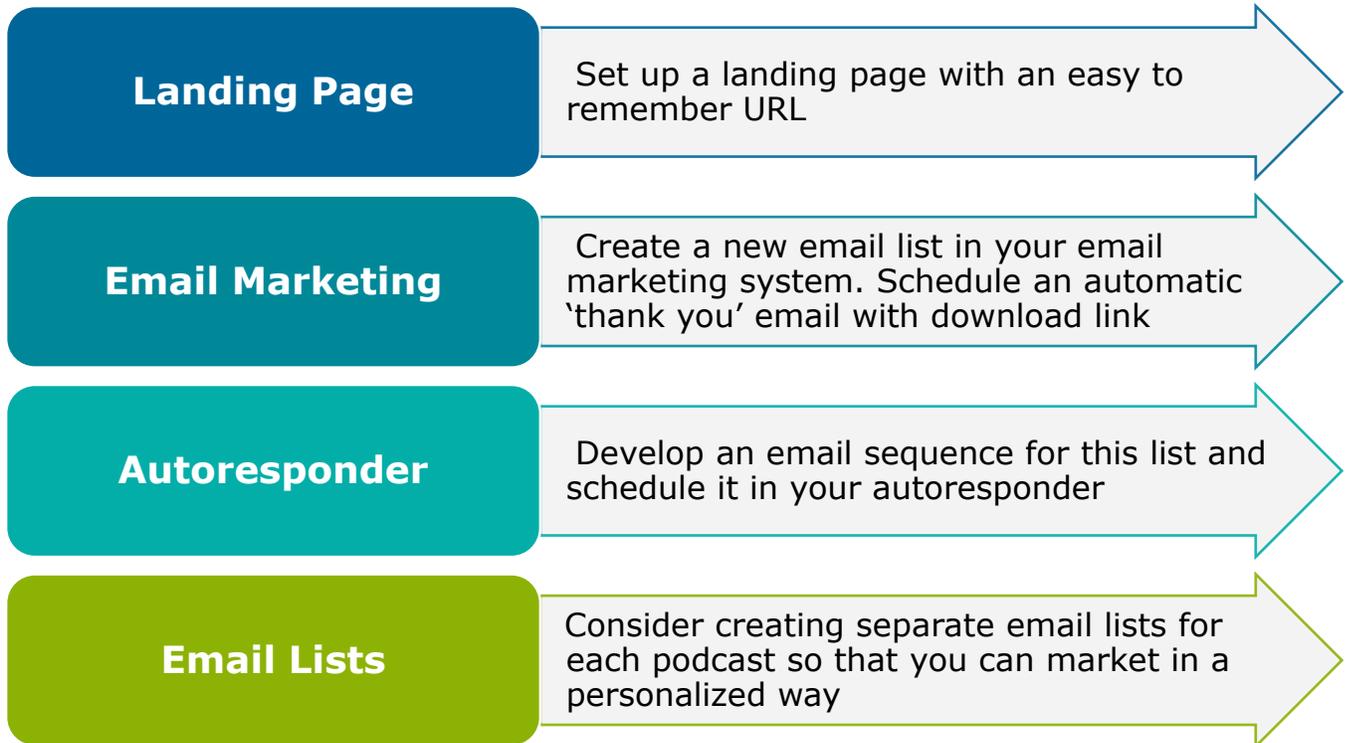
You could also offer membership to an exclusive Facebook group where you offer value and the opportunity for them to interact with each other. This is a great place to build your community and nurture your relationships with fans. If your overall podcast goal is to build a community, this could be the best call-to-action for you. Invite people to join and give them the group name on the podcast, but set up a couple of qualifying questions for people joining the group, one of which asks for their email. Make it clear that you'll be emailing them with information from time to time.

Whatever you choose as the most relevant and helpful freebie, it needs to be something easily consumable that takes the listener to the natural next step from what they learned in the interview.



From here they'll want to learn more about you and your work.

Prepare your systems in advance so that listeners have easy access to your gift:



To summarize:

- Set up a landing page using a template from [Instapage](#), [Constant Contact](#) or [ClickFunnels](#).
- Create a new email list in your email marketing system and schedule an automatic 'thank you' reply email with the link to the promised download.
- Develop an email sequence for this list and schedule it in your autoresponder. You'll probably be able to use email text that you already use for follow-up sequences.



- Consider creating separate email lists for each podcast so that you can market in a personalized way or use segmentation later to divide up your list of new subscribers.

Then in the interview, be clear on what you want listeners to do next to access their free gift. Share the landing page link with them so they can sign up.

Key Takeaways:



- Your pitch needs to focus on how you can help the host and their listeners.
- 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.
2. Draft a pitch email using the template as a guide.
3. Decide what incentive you will offer the audience.
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.





**CUSTOMIZE
YOUR PITCH
& GET
BOOKED**

Module 4 – Customize Your Pitch and Get Booked

You are now almost ready to approach your list of podcast hosts and get booked, but first you need to review your pitch email and make sure it's just right.

In this module, you will customize your pitch to specific audiences so the email will speak to your host, which will lead to bookings on your target podcasts.

Customize Your Pitch

Your interview needs to provide maximum value and impact for your host and audience, and every podcast is different.

In order to effectively customize your pitches, go back to your prioritized list. Start with your first-priority podcasts and do some more research on them. Here are some useful points to note on your **Podcast Tracking Spreadsheet**:

What the podcaster has been doing lately

What's going on in their market

What their audience has been talking about

What's in the news about your topic

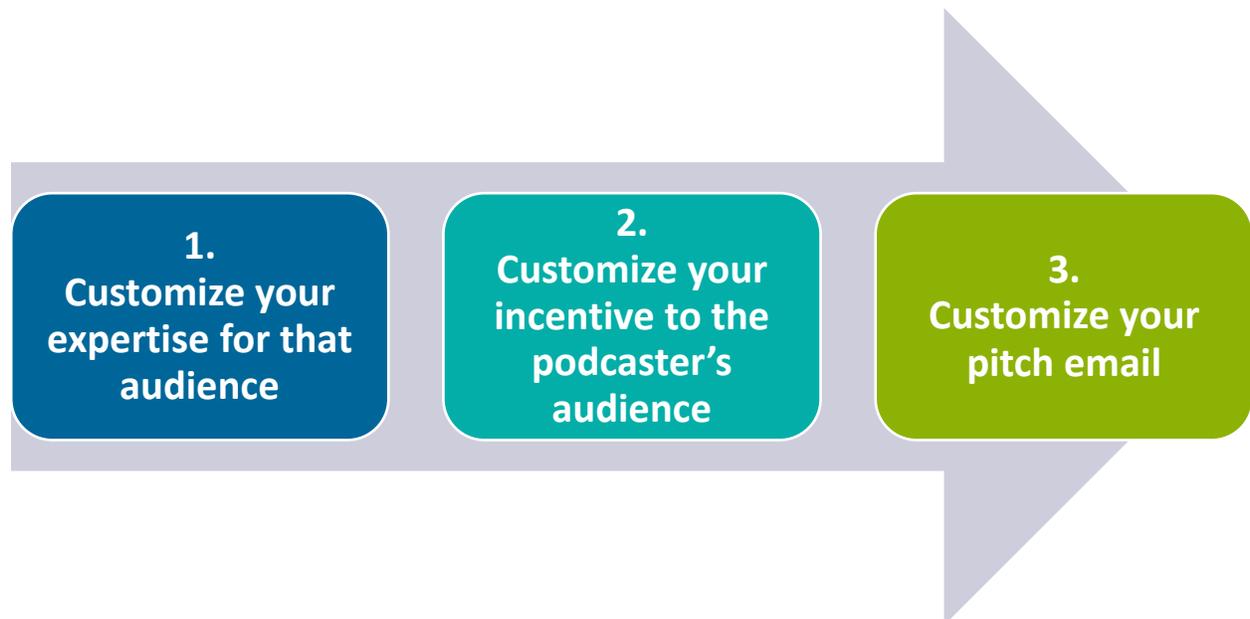


- What the podcaster has been doing lately.
- What's going on in their market.
- What their audience has been talking about. (e.g. on social media)
- What's in the news about your topic.

This will probably involve listening to more episodes of the podcast and keeping up with the news to find an angle to tie your message into.

When you're ready to reach out, don't pretend to be someone you're not. Be yourself in the way you write. However, in order to stand a good chance of getting booked, you must personalize and customize every pitch you send out. It takes longer, but it's well worth the time investment in the long run.

You need to cover three areas:



1. Customize your expertise for that audience.

This means highlighting any specific experience that you might have in common with the podcast host, or that particularly relates to that podcast's audience. To help figure this out, answer these questions:

- What unique information can you teach their audience?
- What interesting story will their audience benefit from hearing?
- What new piece of knowledge can you share with the listeners?

2. Customize your incentive to the podcaster's audience.

Choose a freebie that best suits the podcast audience or customize the way you'll present it. This may be as simple as tailoring your language to suit the language used by the host and how you discuss the benefits of your participation.

If you have several free gifts and still aren't quite sure which to pick, ask the host after you've been booked what the most valuable gift for their listeners would be. This way you can make any adjustments for their audience.

3. Customize your pitch email.

For example, refer to a recent episode or something in the news that's especially relevant to the podcast's audience. If you downloaded their free gift earlier, then you might want to refer to that and how useful you found it. This shows that you've done your research and will make you stand out in the eyes of the host, and your acceptance rate will go up as a result. The most important place to customize is the introductory paragraph of your pitch email.



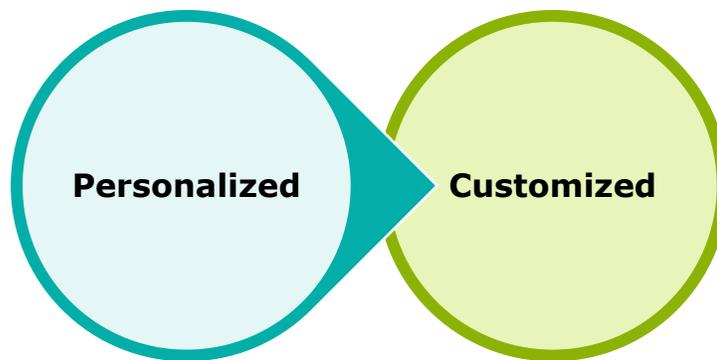
Use the example below as a guide.

Hi NAME,

I am a big fan of PODCAST NAME and listen to it regularly. I especially loved the recent episode where you talked about TOPIC. It was inspiring and I picked up some really useful tips.

Approach Your List and Get Booked

Before you start sending emails, check once more that the email is:



- Personalized
- Customized



Personalizing your email means using the person's first name and podcast name and spelling those right. But more than that, you should mention any connection you have in common.

Example:

I subscribed to your show after being referred by one of your previous guests, Jim Doe. He's a great friend and fellow author who suggested that some of the strategies I share with my coaching clients might be relevant for your listeners.

If you don't have any connections in common, you could mention that you noticed that "Jim Doe, the expert on time management" was a previous guest, showing that you've at least done basic research about the show.

Decide how many pitch emails you want to send out. This will depend on your other commitments. If your first-priority list is long, you might want to divide it up into batches of 20 for example and send 20 at a time.

Log when you send out emails on your **Podcast Tracking Spreadsheet**. Not everyone replies right away, so be persistent and follow up your first email request.



You may need to send several reminders, but you don't want to overload people as that can put some hosts off. It makes sense to send reminder notes at 7-day, 10-day, and 30-day intervals. Add additional value in your follow-up emails, such as sharing:



- Links to other podcast episodes you've been on.
- Link to articles you've written that align with one of the topics you pitched.
- Social proof in the form of testimonials from satisfied customers.



Here's an example of a follow-up email you could use as a template:

Hi NAME,

I was recently on OTHER PODCAST to talk about TOPIC: EPISODE LINK

This episode is a great example of the actionable advice and knowledge that I can share with your audience and the listeners said they loved it.

You can check out the full episode here: EPISODE LINK

Are you looking to fill an opening in your schedule? I'm currently booking out guest appearances for the next two months.

If you're looking for a guest, just hit reply and let me know. Once I hear back from you, we can confirm the topic and the time.

Thanks,

YOUR NAME

If you don't get an answer after 30 days, don't despair. Don't take it personally. Mark them as "not interested" on your spreadsheet and move on to another name.



When You Get Booked

Work through your priority list sending emails to generate interest and get your first bookings.

It's possible that a host will want to speak to you before they book you. They want to check that you're the right fit for their audience, especially if they don't already know you.

You should welcome this chance to have a conversation before you get on the show. It's your opportunity to demonstrate how much you want to serve and support their audience and not just promote yourself. The host doesn't want to hear how great you are but how you can be helpful to them and their listeners.

Follow up each booking with each host and find out what happens next. Some hosts will provide you with an explanatory sheet. Don't hesitate to double check details if you aren't clear. Ask if it's the right moment to send them your headshot and other photos for publicity and what else they might need.

Create an **Interview Preparation Document** where you can record the main points for yourself and which you can have on hand on the day of the interview as an aide-memoire.

Each show host has their own style when it comes to questions. Some prefer you to provide the questions you want to be asked and some want to provide the questions to you so you can prepare in advance. Some won't do either, but you need to know what to expect, so always ask them what they are likely to ask. We will look at how to prepare answers to standard questions in the next module.

Hosts may ask you to provide a brief bio that they can read out when they introduce you. Make sure they have what they need.





Key Takeaways:

- Every podcast is different so be prepared to tweak your pitch email to suit the needs of the audience.
- 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:
 - a. Your expertise as it relates to that audience
 - b. Your free gift
 - c. Your email
2. Send your pitch email to your top priority podcasts. Note your actions on the **Podcast Tracker 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 the separate template.



**PREPARE FOR
YOUR PODCAST
INTERVIEW**



Module 5 – Prepare for Your Podcast Interview

Now that you have got some bookings, you'll want to make sure you're as ready as possible for the interview.

In this module, you'll go into detail on the preparation of both your technology and yourself so that you feel confident and stay focused on the needs of the audience during the interview.

- **Lesson 1: Prepare Your Tech**
- **Lesson 2: Prepare Yourself for the Interview**



Lesson 1: Prepare Your Tech

What Tech Do You Need?

You don't need to spend a fortune on equipment when you're a podcast guest, but you do need good enough material to produce a professional sound. Your host may impose certain recording standards because they want a finished product that is professional. If they do, then abide by their requests.

If you want to be prepared for that first interview, you need to invest a little upfront. Here are the most important pieces of equipment to consider:



Microphone and Headset

Don't rely on the microphone in your PC as the quality isn't good enough. If you get a USB mic, it easily plugs in to your computer and makes a huge difference in how the interview sounds. Make sure you have a mic stand as well and not just a handheld version.

Good starter mics are Audio-Technica ATR2100 and Samson Q2U, with the Blue Yeti remaining a classic.

To go with your mic, you also need closed-back headphones, for example Audio-Technica ATH-M30X. A budget option is to use a listen-only earpiece such as Syiniix 3.5mm Earpiece. Don't use the ear buds that come with your phone as



they can drop out of your ear when you're speaking. The important thing is to have something that stays put and is comfortable for you to wear.

Camera

You will need a quality camera for video podcasting. Even if your interview will be broadcast in audio only, your host may want to speak to you in advance and you want the visual communication to be high-quality. Don't use your computer's built-in camera. Some podcast hosts like to conduct the interview over Zoom or Skype so that they can see who they're talking to, even if the episode is audio. The Logitech C920 is a good quality standard webcam.

Your total outlay on equipment will be \$150 - \$200. Lighting isn't a big deal if you have a natural light source in front of you. If you don't have that, an effective light kit will cost around \$50. If that sounds too much, then start off with a good mic and listen-only earpiece for around \$70 and add the camera later.

Internet Connection

Quality equipment alone won't be enough if your internet connection is slow and unreliable, and this will depend on the coverage where you live and your contract with the internet provider. Before you approach podcast hosts, check your Wi-Fi and phone connections. You want a speed that's fast enough to prevent buffering. Invest in your internet connection and upgrade to the fastest speed you can. This is part of your professional toolkit.

Even so, it's a good idea to use a physical plugged-in connection and not just Wi-Fi to be on the safe side.

Investing in quality materials is worth it in the long run. Always check your computer settings and indicate which is the default camera, microphone, and



which is the default for speakers. Some hosts may ask you to record the interview as well to safeguard any tech problems on their end. Use a recording tool for Skype or have recording enabled on [Zoom](#). If in doubt, ask the host what they want you to use. Don't distribute this recording without the permission of the host. It's only for backup.

After you're set up, make sure everything works, then check again 60 minutes before the interview. Outsource anything technical if you don't feel confident in handling it yourself. You can find experts on [Fiverr](#) or [Upwork](#) for little investment and they can make all the difference to a professional outcome.

However hard you try to avoid things going wrong, and however many times you test your equipment, you need to be prepared for the few times you'll have a problem. It happens to everyone. Discuss with your host what you might do if there are any technical glitches so you have backup plan. This is especially important if the host is broadcasting live.



Prepare Your Environment

You may not have complete control of the technology, but you do have control of your environment.

If you're going to take this seriously, you need to have a dedicated space for your interviews. You want to make sure that no extraneous noises filter in to the recording. These can make it hard for the audience, and the host, to hear you. Distracting sounds will put the listener off and they won't stay around to pay attention to your message.

Here are some tips:

Prepare your immediate surroundings

Make sure you are not disturbed

Turn off other devices

Turn off computer notifications

Shut down all other computer apps

Disconnect others from your internet connection



- Do what you can to prepare the immediate surroundings where you'll be recording. For many people, this is their home office which might have carpets and soft furnishings to dampen the acoustics. But if you rent an office or you're in a large open space with lots of hard surfaces, you might need to soften the sound with pillows, towels, and so on.
- Make sure that your dogs, children, house cleaner, and anyone else knows that you are not to be disturbed during the interview. Close your office door and hang a sign on it to remind them if necessary.
- Turn off all your other devices such as phones, answerphones, and tablets.
- Make sure the notifications on your computer are switched off.
- Shut down all other apps using your internet and any open documents on your computer.
- If you're at home, get others off the internet during the interview or they may slow down the connections.



Key Takeaways:

- Invest in quality equipment and a fast internet connection. This is part of your professional toolkit.
- Do what you can to prepare the immediate surroundings where you'll be recording to cut out noise and distractions.

Action Steps:

1. Research and purchase a quality mic and headphones or earpiece, and also a camera if you can. Get them set up and tested.
2. Check the speed of your internet connection and upgrade if necessary.
3. Complete the separate **Tech Checklist**.



Lesson 2: Prepare Yourself for the Interview

Decide What to Say

Preparing your tech is only part of the preparation process. You will also need to prepare yourself for your interview.

Let's look at the main points you want to get across to the listeners.

There's a limit to what you can talk about in an interview which may be 20, 30, or 50 minutes long. Podcasts tend to be short and to-the-point rather than long and rambling, and your contribution needs to be the same.

It makes sense for you to prepare 3 key talking points related to your goal for being on the podcast. Choose issues which will appeal especially to the audience and which will help them move forward. They may also be hot topics trending at the moment.

Write down 3 key messages and then figure out how to say them in different ways so that you can weave them into the conversation no matter how the interview goes. Stick to those key points and don't venture too far away or your message will be diluted.

As we said in a previous module, you may or may not be notified in advance of the questions your interviewer will ask you. However, even if you don't know the precise questions, you can anticipate them. You can even think about how you'd answer a question with one of your key messages.

Let's take a look at the standard questions and prompts podcast hosts use in one form or another. Here are the most common:



How did you get started?

Tell us more about what you do.

How can you help our listeners with their problems?

And how do you do that exactly?

Can you give me an example of how you've helped someone with this?

What can you offer my listeners to help them?

What are you working on right now?

Is there anything I should have asked, but didn't?

How can people find out more about you?

- How did you get started?
- Tell us more about what you do.
- How can you help our listeners with their problems?
- And how do you do that exactly? (This can be a follow-up to any of the questions and needs to be prepared in advance.)
- Can you give me an example of how you've helped someone with this before?
- What can you offer my listeners to help them?



- What are you working on right now?
- Is there anything I should have asked, but didn't?
- How can people find out more about you?

It's worth practicing your reactions to these questions so that you're ready when asked. But you don't want to sound rehearsed, so don't simply memorize your answers. You need to be flexible enough in the interview to listen carefully to the question and give a considered reply.

Here is a great idea to answer the question "How did you get started?" Craft a story to tell during the interview. Most people don't realize that their unique story is what separates them from everyone else. When you tell it in an authentic way, it can have a big impact.

Use a 5-step story format when you recount how you went from everything being great in your life, living through a trauma, and coming out the other side as the person you are today.



Here are the 5 steps:

1. Everything was normal in your life

2. A pivotal event came along such as a health scare, bankruptcy, etc.

3. You gained perspective and wisdom, learning from your experience

4. You took action

5. That brought you to your current situation doing the work you are now

1. Everything was normal in your life.
2. A pivotal event came along such as a health scare, bankruptcy, etc.
3. You gained perspective and wisdom, learning from your experience.
4. You took action.
5. That brought you to your current situation doing the work you are now.



Here is an example of how those 5 steps can play out:

1. I was working in corporate finance climbing the ladder in a regular way not thinking of looking at any other opportunities. Quite happy with what I'd achieved.
2. That's when the bomb dropped, and I found out I was being laid off due to a merger. With a family, a mortgage, and a car loan to support this was the worst possible time for me. I couldn't find another opening, and no-one seemed to be hiring someone of my age. I didn't know where to turn for help and I admit that I panicked. I contacted anyone I knew to see if they could suggest a job.

Then one of these contacts, who has since become a valued friend, suggested I take a deep breath and look at my career assets and my goals. You know when I started to look closely, I realized that I didn't find working for someone else inspiring or motivating and that in my old job I was just treading water. I started thinking about the possibilities of starting my own business and that got me all fired up. Maybe I could help others with their finances and stop them falling into the trap I did?

3. I did research and found the ideal course for me at a local business school. I enrolled there and also took some business development courses online so I was ready to launch my own business.
4. Today I get the chance to work with people like you and help them plan their financial futures. I feel I am really helping families build solid foundations and develop ways to future-proof their lives. It's inspiring and exhilarating and now I get to share that with you.



This would take about 2 or 3 minutes of on-air time to tell. How deep you go depends on how long you've got. Always check the length of the interview so you can prepare accordingly.

Your goal with this story is to build rapport and relate your experience to the people you're talking to. Walking them through your journey demonstrates that a person like them has experienced their same problems – and that you have the solution. This may be your story, but the interview is still about the listeners, so share emotions that they can relate to such as fear, frustration, etc. Include examples relevant to them. Talk about your errors and show your scars — this shows that you're human, and people will love you for it.

Here are some less common questions which you may need to think about in advance as the answers aren't always obvious:

- What's something you've failed at?
- What are your greatest insights?
- What do you wish you had known when you started out?
- Who are your business heroes?
- Who were your early mentors?
- What are you optimistic about right now?
- What advice would you give to someone just beginning their business/career in XX?
- What book would you recommend our listeners pick up to learn more about this topic?



- How do your values show up in your work?
- What do you do for fun? How do you relax?
- What inspires you?

Whether you have the questions in advance or not, remember that the interview is about the audience, not all about you. Practice your interviewing as much as possible to get the balance right between helping the audience and promoting your work. Find someone who can help you with that, a friend or a colleague or several. Start with a short 15 minute ‘interview’ and work up to something longer.

Preparation for Interview Day

Before you get online with the host, get mentally prepared for what they have asked you to do. Read through your Interview **Preparation Document** again. Then focus on the value you’re presenting to your audience. Think of the end user and say to yourself, “I get the opportunity to help someone today and by doing that I’ll move my business forward.”

Then dial in to your connection. Get ready for some ‘green room’ chat, that’s the time you spend before and after the interview with your host when they’re not recording. Even if they’ve spoken to you before, they’ll want to break the ice and get you relaxed with some chit chat. They’ll probably also want to check out the tech such as the sound, lighting, and so on. You can ask them about your sound settings if you’re unsure. Make sure you sound alright on their end.



If you aren't sure, check the pronunciation of their name and the show's name so you don't embarrass yourself on air. Ask any unresolved questions about how the interview will go before it starts.

This is a good time for you as a guest to:

- Check who's in your audience as this might've changed or been enlarged since you researched. While it makes sense to ask about the demographics of the audience, it isn't good podcast etiquette to ask how many listeners the host has, and some don't like the question at all. It might seem judgmental to the host, so avoid asking that.
- Compliment them and their show, refer to other episodes, talk about things you've learned from the show to demonstrate your research.
- Ask them, "How can I make this a great show for you?" That proves you're not just there to promote yourself.
- If they're videoing the session, for example on Zoom, ask if they're posting the video so you know if the recording is going to be used or not. If it is, look at your camera to give the appearance that you're looking the audience in the eye.
- Do you need to say anything to the host before the recording starts in order to be fully present? For example, if you have another call booked in 60 minutes, ask how long the interview will run. Otherwise you'll be worrying all through the conversation about how to get off the call in time.



Here are some more practical tips:



- Make sure you're hydrated. Dry mouths lead to lip smacking sounds that distract the listener.
- Drink a glass of water 20-30 minutes before the interview.
- Have a warm drink on hand.
- Don't eat during the interview.
- Try not to move too much. Hand gestures can be heard even on audio.



- Don't rustle papers. Put your answers on index cards.
- Don't write complete sentences; use simple words to jog your memory.
- Avoid "ums", "aahs", "sort of", "like" and other filler words as much as possible.

Above all, try not to be nervous. Do some deep breathing or relaxation before you get on the call. Think of this as a conversation over coffee rather than an interview, with another person sitting in. Imagine that you're speaking to that one person when you're on the air. Listeners listen that way. If you've done your prep, then you'll be fine.

At the end of the interview there might be time to talk further to your host. If they've booked out an hour and the interview ran 50 minutes, they'll usually be happy to stay on the call with you. Use this time to ask about them and get to know them. The more you show interest in them, the more they'll show interest in you and ask more about your business. Remember hosts can become your clients.

You'll know if you've hit it off and if so, ask "What's the best way we can stay connected?" You may have something to offer that could really help them in their work, so strike while the iron is hot.





Key Takeaways:

- Always take time to prepare for your interviews. You'll feel more confident and be a better guest.
- Practice as much as you can by doing mock interviews so that you can get comfortable with your answers.

Action Steps:

1. Prepare your 3 talking points and add to your Interview Preparation Document.
2. Write down answers to standard questions.
3. Craft your 5-step story and practice telling it.
4. Hold mock interviews with a colleague or friend.
5. Give them the questions to ask you and record this as if it's a real interview.
6. Review your performance with your 'interviewer' and make notes of anything that you can improve.



Be a Good Podcast Guest



Today 28-8-18

I'm grateful for
The sun shi

my dominant

I shall take the follo

I'm going to let myself enj

I am going to liberate myself from

this is what I felt was worthwhile

Today

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I shall take the following small step

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I am going to liberate myself from

this is what I felt was worthwhile

Module 6 - Be a Good Podcast Guest

Once you get booked on a podcast, you want to make sure you are the best guest possible and that you perform professionally in all your interviews.

In this module you'll discover how you can fulfill the conventions of a podcast guest and how you can develop a helpful, appreciative, and professional relationship with your host so that you'll be invited back for further interviews and get referrals.

- **Lesson 1: How to Be a Good Guest Expert and Podcast Interviewee**
- **Lesson 2: Follow Up with Your Podcast or Event Host**



Lesson 1: How to Be a Good Podcast Interviewee

Be a Good Guest

The podcast community has conventions which your host will know even if you may not. The most important thing to remember is that being a guest on someone else's podcast is like being a guest in their house, so respect their requests and play by their rules. For example, use their recording software even if you need to download something new to you. You may always use Skype and never Zoom but if your host uses Zoom, download it and get used to it.

Don't make scheduling difficult for them. Use the host's scheduling link and don't suggest you have a better one.

Prepare topics and questions and make them available to the host if they ask for them. This makes their job easier and positions you as a professional.



Best Practice Tips

Don't be late	Never EVER cancel	Be prepared	Keep your sentences short and clear
Speak in simple terms; don't use jargon	Be a teacher - give "to-dos" to make life better	Use "real life" examples	Use your host's first name
Honor your host and their audience	Refer to shared or parallel experiences	Make the host look good	Lead with the most useful point
Get to the point	Don't be afraid to say "I don't know."	If you stumble, say "Let me rephrase that."	Don't let anyone put words in your mouth
Correct misinformation with facts and references	Thank your host and your listeners	Leave a review of the podcast after your interview	



- Don't be late.
- Never EVER cancel.
- Be prepared.
- Keep your sentences short and your meaning clear. Ask yourself, *"What's the most important point I can make?"* Focus on that.
- Speak in simple, non-technical terms; don't use jargon.
- Be a teacher and help others understand your subject. Give them several "to-dos" they can do today that will change their life or make it better.
- Use "real life" examples.
- Use your host's first name when answering questions and bring them in the interview.
- Honor your host and their audience – you're there for them.
- Refer to shared or parallel experiences with your host.
- Make the host look good and reference other episodes. Say things like, *"That's an interesting question."*
- Lead with the most compelling fact or most useful point to your audience if you can.
- Get to the point. Say what you have to say and then be quiet. You don't need to fill "dead air."
- Don't be afraid to say "I don't know." But add, "I'll find out and get back to you so you can tell the listeners."



- If the interview is on tape (not live) and you stumble or are dissatisfied with a question, pause or say something like *“Let me rephrase that.”* Your stumble can be edited out.
- Don’t let anyone put words in your mouth. If an interviewer asks, *“Do you mean to say XX?”* then state your message again clearly, in your own language.
- Correct misinformation with facts and references whenever possible.
- Thank your host and your listeners.
- Leave a review of the podcast after your interview.

Think about yourself and how some of these tips might present you with difficulty. For example, if you know that you sometimes skip preparation before a task, make sure you schedule enough time to complete the necessary prep for a broadcast. If you’re a person who tends to ramble to fill “dead air,” practice with someone to get comfortable with this or you might end up saying something you hadn’t planned to.

The more interviews you do, the more you will improve as a guest and a speaker. You’ll provide more and more value. You’ll find new ways to deliver information and tell your stories. Develop your mastery as a guest expert and people will be coming to you to ask you to speak. A polite, professional, interesting, and well-prepared guest is likely to be asked back.



Key Takeaways:

- Have integrity as a podcast guest. Honor your word and do what you say you'll do.
- Be responsive and easy to communicate with.



Action Step:

1. Review the tips in the lesson.
 - a. Choose 3 that you might struggle with.
 - b. How will you alter your behavior to fulfill these requirements?



Lesson 2: Follow Up with Your Podcast Host

Build Relationships

Ideally this wasn't a one-off contact. You want to get invited back to do another interview for this host later. And you never know where a good connection in your space will lead to. The goal is to build relationships for the long-term.

Always send a personalized 'thank you' email to the podcast host right after the interview and make sure you provide anything else you talked about in the interview or promised you'd find out for the listeners.

Your host should automatically send you the broadcast details but ask anyway and ask what you can do to help the host in the future. For example, if you know someone who would be a great guest for their show you could put them in touch. You will be providing help through your support and by publicizing their work, by sharing about them and their podcast on social media.



Here's a template you could adapt:

Hi NAME

*It was great to be on your show
PODCAST NAME and have the chance to
share some tips with your listeners about
YOUR TOPIC.*

I trust that they found it useful.

*Let me know what you're working on
next and how I can help. For example, if
you're looking for more guests, I could
suggest some suitable candidates.*

*I'm looking forward to promoting you
and your show when our episode goes
live.*

YOUR NAME



Ask them to give you feedback as this will help you in future interviews. Most hosts won't hesitate to give you a testimonial if you've been a good guest. Don't be afraid to ask. Follow up with them later telling them how the interview impacted your business as this is great feedback for them.

Example:

Could you give me a sentence or two on what you thought of me as a guest? That would help me as I approach other shows and will help get more promotion for your show.

After the show airs, send a quick email to the host thanking them again, and ask what other podcasts they know about where you would be a good fit as a guest. When you've developed a good relationship and show that you want to help them, they'll reciprocate. They may not want you to enter into direct contact with another host so they might do that for you.

Let them connect you in whatever way feels most comfortable to them. You could ask:

If there's another host that you know who you think would benefit from the content I shared with your audience and you're comfortable with it, feel free to send my details to them so they can contact me.

OR

Which other hosts do you know could benefit from YOUR TOPIC?



Always let the host know what happened as a result of the referral, even if it didn't work out. These referrals will help you get in the door with other shows. When you pitch to them mention who referred you if that isn't clear, but don't assume they know all about you. Customize your pitch email for this new host as you would for any other lead.

Your aim is to maintain the relationship with this and other hosts, so follow up with them from time to time. Have a rotating contact schedule so you keep in touch once every 2 months or so. Set this up on your project management software such as [Asana](#) or [Trello](#), or use a reminder tool like Desktop-Reminder for Windows or Things 3 for Mac. There are many free tools available so research which one will work best for you.

Remember to send value or ask how you can help them. This can mean that later they'll come to you when they need a guest, or they might want to form a partnership with you for a joint venture or propose another collaboration. You never know where this will lead.

Hi NAME,

I was on the show 2 months ago and wanted to touch base to see how things are going for you.

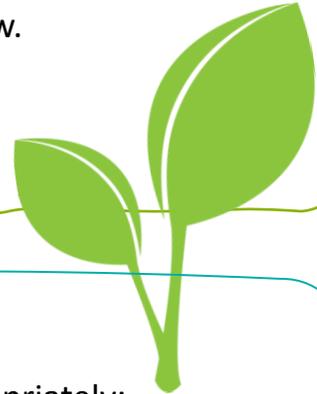
I was interviewed on PODCAST NAME recently where this question came up and I thought of your listeners ...

Try to add value with every contact you make to show that you're ready to help when you can.



Key Takeaways:

- Send a 'thank you' note immediately after the interview.
- Offer what help and support you can to your hosts.
- Develop a methodical system for keeping in touch.



Action Steps:

1. Draft your emails. You'll need to customize them appropriately:
 - a. A thank-you email to send immediately after the interview.
 - b. A follow-up email to send once the show has aired.
2. Research reminder tools to find the best one for you. Set it up and schedule follow-up emails with your hosts at 2-month intervals.



MAXIMIZE THE VALUE
OF YOUR PODCAST
INTERVIEWS



Module 7 - Maximize the Value of Your Podcast Interview

Once your interview is released, you will want to ensure the widest publicity coverage possible to attract listeners and turn them into leads.

In this module, you will pick the best ways to use social media to get the message out and figure out how to capitalize on your podcast interviews long after the initial broadcast has taken place.

- **Lesson 1: Publicize Your Podcast Interview**
- **Lesson 2: Repurpose and Polish**



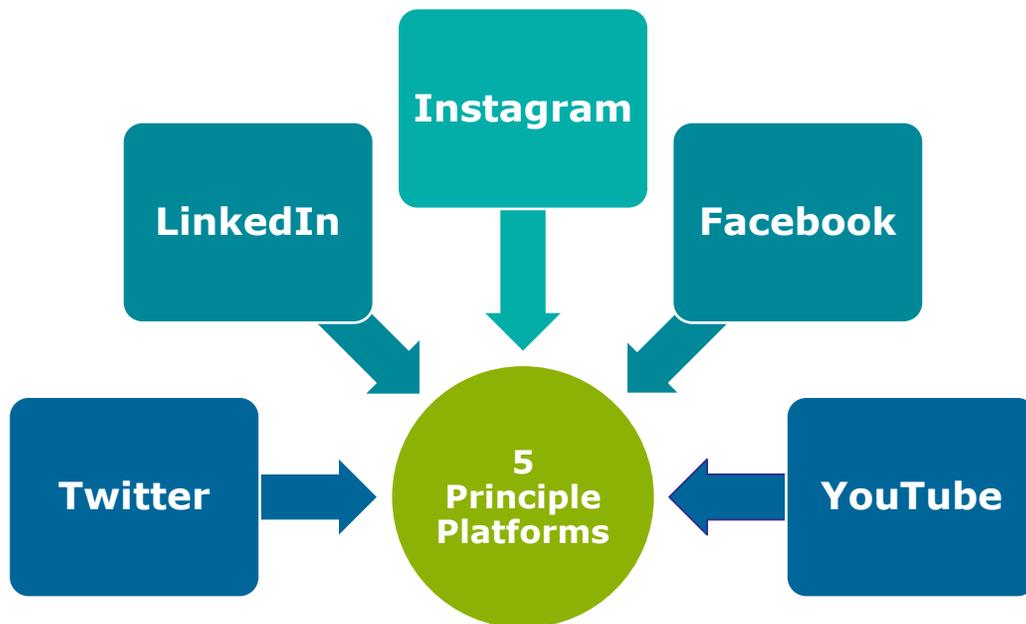
Lesson 1: Publicize Your Podcast Interview

Use Social Media

Your podcast interview is an excellent publicity tool for your business. It gives you an edge over the competition who may not be getting into podcast guesting just yet. To attract new listeners for your podcast interview, you'll need to use social media.

As with all promotion on social media, a 'spray and pray' strategy won't work. You need to be where your ideal customers are, and you need a strategy to choose the best ways to promote your interview to them. Pick the social media channels (no more than two) that make the most sense for your audience and focus on reaching them there.

Here is a quick reminder of the 5 principal platforms:



- **Twitter**. For anything that is time related. Twitter moves on fast and is great for anything newsworthy but that will go out of date soon. Use hashtags.
- **LinkedIn**. For professional and B2B connections. Many people link to podcasts through LinkedIn and you can post audio and video clips.
- **Instagram**. Works well for podcast promotion if you add a visual element. Use 'Stories' to create interest and add hashtags.
- **Facebook**. Posting to the general public probably won't attract new people, so use your groups and other people's groups to promote.
- **YouTube**. Has huge popularity but you'll need to convert your audio into a video file. We'll go into this a little later in this lesson.

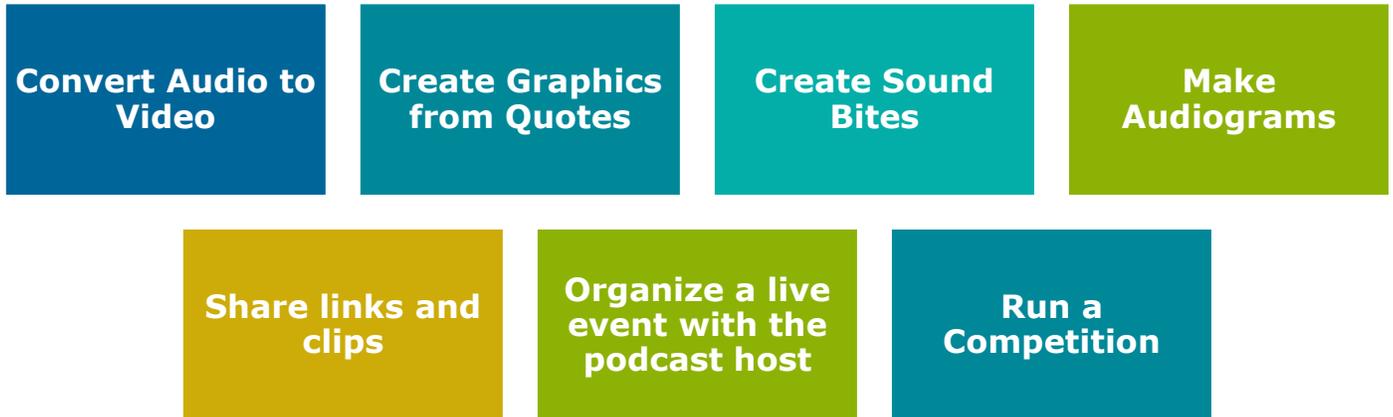
Put effort into the promotion of your podcast and publicize it as much as possible. This not only helps you but your host too and builds your relationship with them.

The majority of podcast interviews are broadcast sometime after the interview. A host may record a bank of interviews and release them at intervals over weeks or months so don't be surprised if you record in April and the show comes out in August.

Once you have the date and time of the broadcast, you can share the link with your followers. Encourage them to listen and leave a review and ask them to share the link with their followers.



Here are some further ideas to get you started:



- Convert your audio to a video file that you can upload directly to YouTube and other platforms. The simplest way to do this is to change your mp3 file into iMovie with an image to create a static video file.
- Grab quotes from the interview and create graphics to post on social media. Use Canva to produce professional looking graphics.
- Edit the audio into sound bites to post on social media. Put a visual with it using Canva to draw attention.
- Make audiograms using a tool such as [Wavve](#) or [Headliner](#). These turn audio clips from your podcast into shareable video highlights for your chosen social media platforms which encourages new listeners to download your show.
- Share links and clips of your interview in your Facebook group. ask for



comments and questions to generate discussion. If you belong to other relevant Facebook groups, ask permission to share the links to widen your potential audience.

- Organize a joint Facebook live event or Instagram Live with the podcast host to talk about the interview or a Zoom call casted onto Facebook Live.
- Run a competition with your followers to see who can share the most clips of your interview. Make sure they have the links and necessary information.

Don't forget your email list. You can notify your subscribers every time you do a new interview on a different topic. For example, "I was just on PODCAST NAME sharing some of my tips about TOPIC. If you want to hear me talk more about this, go here to check it out."

You might want to segment your list so that you have a dedicated list of podcast listeners, as you know they'll be more interested in this type of content. You can create this from the list of sign-ups you've received following other interviews.

Obviously make sure you always include a link to the recording, tag the host and give them credit.

These tactics will work well when an episode is released. Some will work better for you than others so work out which ones by trial and error.

If your podcast interview is conducted 'live', wither on audio or video, then you can use the same tactics to publicize it as an upcoming event.



Key Takeaways:



- Only use the social media platforms your target market uses.
- Promote your host and their show when publicizing your interviews. This will help build your relationship with them.



Action Steps:

1. Pick the social media channels (no more than two) where you'll focus your publicity. Why have you chosen these?
2. Choose 3 tactics to promote your guest appearance on social media.
 - a. Note the results you hope to get.
 - b. Use them for your next podcast interview and note the outcome.
 - c. Decide if you want to use them again or not.



Lesson 2: Repurpose and Polish

Use Your Evergreen Content

Your podcast is evergreen content and exists for download on your host's show as long as that show runs. Even if the show finishes, you still have a recording you can use time and again.

Take advantage of this by repurposing your interview in as many ways as possible long after the event.

There are many ways to repurpose your content, turning the audio into other formats and use them to build your visibility and your expert status.



Here are some ideas to get you started:

-  **Add a transcript and post the complete interview on your website**
-  **Put a banner on your site if you've been interviewed by a known expert**
-  **Write a blog post talking about what you said in the interview**
-  **Post an article on LinkedIn and add a clip from the interview**
-  **Create a guest expert reel and post to YouTube and your website**
-  **List all your interview appearances on your media page**
-  **Use interviews to build credibility with prospects**



- Add a transcript and post the complete interview on your website.
- Put a button or banner on your site if you've been interviewed by a known expert or influencer in your field.
- Write a blog post talking about what you said in the interview.
- Post an article on LinkedIn and add a clip from the interview. You can also post this to other article sites like medium.com.
- Create a guest expert reel and post to YouTube and your website.
- List all your interview appearances on your media page.
- Use interviews to build credibility with prospects in the sales process if the content would be valuable to them. For example, you could send a link to the recorded interview in a follow-up email after you've had a meeting or just want to touch base.

The important thing is that you keep publicizing and sharing the interviews you've done. This will help you get booked by other podcast hosts.

If you don't have the skills or the time for editing audio and video, outsource it to someone who does. Look on Fiverr or Upwork. Send them the interview and be clear on what you want them to do.

Polish Your Performance

As with all business activities, be prepared to review your performance and make improvements for next time.



After each interview ask yourself:



- How did I do?
- Did I have a good rapport with the host?
- Did I get my key messages across clearly?
- What could I do better next time?

Look at the reviews and any feedback you got and learn from that. Pay special attention to what your podcast host said about you as a guest, as their comments will be based on their experience of regularly interviewing people on their show.

If you can see that podcast guesting is bringing results but your performance could be better, then you might want to investigate media training. Media



training is a major plus and will give you a tremendous advantage, as you can learn the techniques and strategies to giving a great interview while also promoting your interests. It gives you the opportunity to practice your materials, answer questions more succinctly and, on some courses, receive top quality, professional feedback.

Key Takeaways:

- Take advantage of the evergreen nature of your recording by repurposing your interview in as many ways as possible.
- Do what you can to improve your performance as a podcast guest.

Action Steps:

1. Write down 3 ways to repurpose your interview and what you need to do to take action.
2. Review your interview performance from your last interview. Answer these questions:
 - a. How do you think the interview went?
 - b. Did you have a good rapport with the host?
 - c. Did you get your key messages across clearly?
 - d. What could you do better next time?



REFINE & REVIEW



Module 8 – Review & Refine

In this final module, you will learn some tips to keep getting results from your podcast guest bookings. You will also have the opportunity to review the course and plan future action.

Tips to Take Things Forward



- Work your list of contacts to keep up a constant flow of interviews. You can outsource this research if necessary, but not the personal contact with would-be hosts.
- Review the efficacy of your podcast strategy at 6- and 12-month intervals. Don't forget that when you start out podcast guesting, it may take as long as a year before you start really seeing the results you want. You'll need to relate your returns back to your goal for getting booked to measure how you're doing. If you haven't seen the benefits you wanted after 12 months,



then this may not be the strategy for you. Before you abandon it, ask yourself:

- Was my call to action clear? A confusing CTA means listeners won't take action.
 - Were the podcasts I've been on the best fit for me? You might need to tweak your content or refine your target audience.
 - Did I create enough momentum? As we said earlier, you need consistency and volume to get traction.
- If you're enjoying the guest experience and you're good at it, you might want to think about starting your own podcast and interviewing other people. Many entrepreneurs have successful shows, and this would bring you increased credibility and visibility. If you're interested, then Google "how to start a podcast" and start doing your research.



What You Learned

This is a course you can refer back to time and time again to remind you of how you can become a star podcast guest and see long-term benefits for your business. It's important to reflect on what you've learned, so answer these questions and complete the action plan table in your Action Guide.

- What have you learned about getting booked as a podcast guest?
- What difficulties have you encountered?
- How do you plan to address these?
- What further steps can you take to become totally comfortable with the process?

Key Takeaway:



- Review the efficacy of your podcast strategy at 6- and 12-month intervals to see if it's bringing you the business results you want.



Action Steps:

1. Plan a review of your podcast strategy after 6 months and note the results.
2. Review the course thoroughly and answer the questions on what you learned in the Action Guide.
3. Use the action plan in the Action Guide to record your goals and what needs to happen next.





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- **Castbox:** <https://castbox.fm/channel/The-Inspiring-Show-id2614752>
- **Deezer:** <https://www.deezer.com/show/821702>
- **Libsyn:** <http://inspiringshow.libsyn.com/>

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- **Youtube Channel:** https://www.youtube.com/channel/UCXWNW_SyQ5kLWw7OTXwNokQ
- **Apple Podcasts US:** <https://podcasts.apple.com/us/podcast/bc-business-lifestyle/id1513785052>
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- **Spotify:** <https://open.spotify.com/show/5frqyMn77R0IU0IHfGRMt>
- **Libsyn:** <https://bcbizlife.libsyn.com>



Let's connect!

Tell us about your business in the Ask Jennifer Facebook Group:

<https://www.facebook.com/groups/askjennifer>

Connect with us and our expert guests in The Inspiring Show Facebook Group:

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<https://www.facebook.com/JenniferAnnHenczel/>

<https://www.facebook.com/paul.henczel>

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