

**HOW TO GET YOUR
FIRST BOOKING AS
A GUEST EXPERT**

CHEATSHEET

By Jennifer Henczel



Welcome! I'm glad you're here. Be sure to watch the video and listen to the podcast episode on The Inspiring Show that goes with this checklist:

<https://www.inspiredinfluencers.com/grow-your-business-as-a-guest-expert/>

All the strategies mentioned here can be used to land podcast guest spots, get featured in summits and booked as a speaker for live in-person events.

I've spoken at and recruited for all of the above. You can use my framework to find, identify and connect with event and show organizers of all kinds, online and offline.

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. So, I know what it means to be both a great guest and to choose great guests.

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 our proven system.

I have ample experience to help you through this, step-by-step, so if you want more help beyond these notes from this podcast episode, enroll in my "Grow Your Business as a Guest Expert" program.



Jennifer Henczel
Host & Producer of The Inspiring Show
Founder of Inspired Influencers



- ✓ Expand your reach to new audiences and raise awareness by being a guest on podcasts
- ✓ Podcasts are an increasingly popular way for people to consume content
- ✓ The benefits of guest podcasting include:
 - Access to a new audience
 - Build authority
 - An alternative to text and video
 - It's relatively easy
 - Excellent practice
 - Help more people
- ✓ Ready to get started? It just takes these simple steps:
 1. Learn how to be a great podcast guest
 2. Identify your goals
 3. Find your target audience
 4. Research and find podcasts that share your audience
 5. Make your pitch and get interviewed.
- ✓ By the time you finish, you'll be ready to give your first podcast interview.



1. Be a Great Podcast Guest

- ✓ When you get interviewed, you want to offer the most value possible
- ✓ There are some basics you need to understand

Identify Your Strengths

- ✓ You want new listeners to see you as a credible expert and start following you elsewhere
- ✓ The first step is to understand them yourself
- ✓ Define as specifically as possible your key areas of expertise
- ✓ Think of the issues your customers seek your help with
- ✓ Think about your audience as well
- ✓ What problems do they have to which you can offer a solution?
- ✓ Create a UVP that defines your strengths in terms of what you can best teach others through a podcast interview

What Makes a Great Podcast Guest?

- ✓ **Be Knowledgeable**
- ✓ **Be Focused**
- ✓ **Be Clear**
- ✓ **Be Fun**

Next Steps:

1. Make a list of your strengths and define your unique value proposition.
2. Go over the above qualities that make a good guest and see if there are any areas you can improve. Listen to some podcasts to get ideas.



2. Identify Your Goals

- ✓ You need to define your goals so that once you're on the air, you can make the best use of that time toward achieving them
- ✓ **Grow Your Audience**
- ✓ **Establish Your Credibility**
- ✓ **Networking**
- ✓ **Promote**
- ✓ Goals should be as specific as possible.
- ✓ Goals will determine the content of your interview to some extent
- ✓ Keep your goal at the forefront of your mind while you make other decisions

Next Step:

1. Write down your overall business goals and make them as specific as possible. For example, "Achieve 50 new sign-ups for my email list."



3. Find the Right Audience

- ✓ Have a well-defined target audience in mind before you start researching
- ✓ Create a persona for an individual that best matches what you have to offer
- ✓ Making an individual profile helps you be as specific as possible about who your ideal audience is
- ✓ Define this individual's demographics, their attitudes, behaviors, and psychology
- ✓ Use objective data wherever possible
- ✓ Not everyone in your target market is a podcast listener
- ✓ Your target audience profile:
 - What content they like and how they consume it?
 - Many people listen on-the-go
 - Tailor the information you're sharing to match their listening style

Next Step:

1. Create a profile that defines your ideal listener in terms of demographics and psychological factors.



4. Find the Right Podcasts

- ✓ Use iTunes or Google Podcasts
- ✓ Search using specific keywords related to your niche, your audience, or the problem you want to help solve
- ✓ Ask your followers what they listen to.
- ✓ Narrow it down to a group that's worth pitching to
- ✓ Listen to each podcast you're considering
- ✓ Look at the number of listeners and engagement
- ✓ Active listeners are more important than the number of subscribers
- ✓ Read online reviews
- ✓ Choose a small podcast for your first appearance

Next Step:

1. Research and find 5 possible podcasts to pitch too. Check out each one and narrow them down to one.



5. Put Together Your Winning Pitch

- ✓ Emphasize the benefits you offer to the podcaster and their audience
- ✓ Focus on what you'll do for their audience - the solutions you can offer
- ✓ Explain your unique expertise and the strengths but focus on the topic, not on you
- ✓ Prepare 3 good topics to pitch
- ✓ You want to offer something they don't have and would like to
- ✓ If possible, offer something timely
- ✓ Curiosity will also help you sell your idea
- ✓ Be real when you make your pitch
- ✓ Be as short and to-the-point as possible

Next Steps:

1. Write a pitch that explains the benefits you offer and briefly explains your expertise.
2. Send out your pitch to the podcast you chose and don't forget to follow up if you don't receive a reply.



Want to learn more about how you can easily get podcast interview spots? Do you need help with this stuff? Learn from our mistakes and benefit from our proven strategies and years of experience. Join my academy to access my program:



GROW YOUR BUSINESS AS A GUEST EXPERT

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

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- 100 Page Textbook
- Pitch Template & Follow-up Email
- Action Plan Workbook
- Podcast Tracking Sheet
- Guest Expert Tech Checklist
- Guest Expert Cheatsheet
- Program Overview Infographic





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WITH PAUL & JENNIFER HENCZEL

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See our bios here:

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Let's connect!



Paul & Jennifer

Paul & Jennifer Henczel
Hosts of The Inspiring Show
& The BC Business & Lifestyle Show



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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/>

BC Business & Lifestyle Show

- **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>



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