



How to Be a Podcast Guest

What is the value of being on a podcast? To name a few...

- Average episode has ~130 downloads
- You don't have to leave home (or go far)
- Many people are subscribed with auto delivery
- You receive the credibility from the host
- People are listening in a very intimate way

The Process to find a show:

- Search by:
 - Topic area
 - Authors who write on your topic
 - People you are similar to
- Secondary search
 - You might also like X [similar areas]
- Create tracking document that includes:
 - Show Title
 - Show website
 - Search term
 - Listen to date
 - Reach out (y/n)
 - Reach out 1
 - Reach out 2
 - Reach out 3
 - Booked (y/n)
- Add show to list if they...
 - Have guests (at least some of the time)
 - Have published a new episode in the last 6 weeks
- Listen to the show!
 - Listen to at least 3 episodes
 - Listen to intro and outro

- Listen to part of the interviews
- Listen at 1.75x speed if you like
- Optional: use a separate podcast app for research

Reach Out

- Do's and don'ts
 - Do
 - Demonstrate you listen to the show [that you want to be a guest on]
 - That you have something of value to offer the audience
 - Don't
 - Give them homework
 - Talk about how good it would be for you to be on their show
 - Don't say you love a show that you have only listened to a few episodes of
 - Be presumptuous "I looking forward to being on your show"
- Email template
 - **Demonstrate you have listened to their show –**
 - Ex: Recently I was doing research around [topic] and I found your episodes with [insert names of guest(s)]. What I appreciated about these interviews were [what impressed you].
 - **Give value to their listeners –**
 - Ex: After listening to this conversation I am willing to bet that your audience is interested in [information, tool, technique that gives a specific value]
 - **Show your expertise and passion –**
 - Ex: I love doing interviews on that topic because [why you are interested in the topic you are talking about, could be a little bit about your story]
 - **Offer a chemistry interview –**
 - Ex: I can only imagine how important your audience is to you and I'm sure that you only want to share topics and guests with them that you are a right fit. If you are interested, I would love to do a short chemistry interview with you (or a member of your team) to ensure that the topic as well as my personality and energy are the right fit for you and your show. If after the chemistry you decided that I'm not the right fit for your show, I totally understand.
 - **Offer help with recording the podcast/your part –**
 - Ex: I know how important having good clean audio is to help to create an episode you are happy with. On my end I do most of my records on (insert name of mic) and I have nice quiet space to do the interview
 - **I have appeared on –**
 - Ex: Here is a list of places I have been interviewed in the past
 - **Speaker one sheet –**
 - Ex: Attached you find a more comprehensive speaker one-sheet. If there is any information that is missing, please let me know
- One sheet or "Speaker One Sheet"
 - Ex: [CLICK HERE](#)

- Include a high-quality headshot or photo of yourself
- (Optional) Include tagline and include your message
- List the expert topics that you can speak about
 - Update this for each podcast proposal based on the theme of the show you are pitching if you have lots of topics
- Bio including why you are qualified to speak on the show.
- Contact info
 - Website or link to your speaking page on your site
 - Email address
 - Phone Number
 - Links to your social media
- (Optional) A great testimonial about you
- (Optional) any credentials you have
 - “As seen on/in”
 - Tv
 - Podcast
 - sumits
 - “Author of:”
 - Host of
- (Optional) List alternative topics, skills, or other information that you can speak on or might be valuable for the booker or host to know

When on the show

- Media Kit (could be on your website)
 - Example: [CLICK HERE](#)
 - Headshot (or two)
 - Bio
 - Short
 - Medium
 - Pronunciation guide
 - Links you would share
 - Contact info
 - Freebie
- Be on time (be early)
- Be prepared for video
 - Even if they say there isn't going to be video
- Let the people who are in your space know you are doing an interview
- Have a conversation
- At the end give a clear value based CTA
 - I have a free guide which will teach you....
 - All you need to do it go to [url]
 - Say it twice
 - Say it slower
 - Spell anything that needs to be spelled

After the interview

- Send a note
 - Thank them for the opportunity
 - Ask them to share the show with you when it goes live, so you can share it with your audience
 - Ask them if they know of any other shows that you might be a good fit for

When the episode goes live

- Post about it on SM
- Tag the show's and host's social media in the post