

# How to Get Interviewed on Podcasts

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



**Course Book**

# Table of Contents

Introduction ..... 3

Module 1 – Are You a Good Candidate to Be A Podcast Guest?..... 6

Module 2 – Find the Perfect Podcasts.....

Module 3 – Draft a Standout Pitch .....

Module 4 – Customize Your Pitch and Get Booked.....

Module 5 – Prepare for Your Podcast Interview .....

    Lesson 1: Prepare Your Tech .....

    Lesson 2: Prepare Yourself for the Interview.....

Module 6 - Be A Good Podcast Guest.....

    Lesson 1: How to Be A Good Podcast Interviewee.....

    Lesson 2: Follow Up with Your Podcast Host .....

Module 7 - Maximize the Value of Your Podcast Interview .....

    Lesson 1: Publicize Your Podcast Interview .....

    Lesson 2: Repurpose and Polish.....

Module 8 – Review & Refine .....

# Introduction

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

By becoming a guest on a podcast, you're tapping into the growing tide of people who enjoy listening to content on-the-go. There are potentially millions of people in your target market looking for the solution you provide. Podcasting not only allows you to reach these people, it's an inherently personal medium. When people hear your voice on a podcast, they'll 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'll 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 customers.

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

Perhaps up until now, you didn't know what actions to take to benefit from the growing podcast trend. This course will take you step by step through the process of finding podcast guesting opportunities, putting together an outstanding pitch, getting booked, and conducting the interview. By the end of the course, you'll also have publicity methods in place to get the maximum return for the longest amount of time.

## Learning Objectives:

By the time you complete this course, you'll 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'll 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.

# 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've decided that appearing as a podcast guest will have a positive impact on your business growth.

In this first module, you'll 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'll check that out with your host when you get booked. The content is usually created specifically for the show but can also be a broadcast as a television or radio program, a lecture, a performance, or other event.

You'll 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, that 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'll go through each of these later in the course. For now, think of how you can develop the positive mindset you'll 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've 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.



## **ATTENTION:**

This is only an excerpt from our full course [How to Get Interviewed on Podcasts](#). The full, customizable course contains 6 major modules and individual lessons.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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