

PODCAST GUESTING



A. GETTING STARTED AS A PODCAST GUEST

What you need:

1. **CLARITY.** Be clear on your goals for why you are looking to be a guest on a podcast. Know your whys. This is important for podcast guesting and anything that you are investing your time, energy, and resources in.

Questions to reflect on:

- Why are you doing this?
- What results do you want to achieve from being on this podcast, from having more visibility, and from speaking to new audiences?

Popular goals:

a. **Increased visibility brand awareness**

- When you increase your brand awareness, you open yourself up to more exposure, reach, and business

b. **Lead generation** (common for service-based)

- When you provide a service, typically there's your expertise, knowledge, and value will attract an ideal client to get to know, like, and trust you.

c. **Increase Facebook followers or email list**

- Always remember to have a CTA: Call to Action for the listeners in a great give. Have them opt into getting something and following you.

d. **Increase confidence and step into power**

PODCAST GUESTING



2. **TARGET AUDIENCE.** Identify your ideal client avatar. Build relationships with powerful partners that can also be your ideal avatar.

What you need:

- a. Know whom you're speaking to and direct your conversation to serve them.
 - b. Know the demographic or psychographic.
 - c. They can be referral partner - they may not be your avatar but they have a network that has your avatar and can refer you to powerful partners.
3. **MINDSET.** Have a commitment to serve. When you are a guest on a podcast, you need to shift your mindset from "what can I get" to what can I give".
 - a. Less tangible but very important.
 - b. You must have a commitment to serve. (How can I serve? What can I give? How can I make a difference?)
 - c. Before going into an interview you must think in terms of "I want this to be the best episode for them and the host can get something from it too."

PODCAST GUESTING



B. PODCAST ONE SHEET

This is similar to a **Speaker Media Kit**. It is a tool that gets you booked on the right podcasts and it gives the hosts all the information they need to be prepared for an interview with you.

What to include:

1. **Bio** - about you as a speaker and what value you can share (whom you help and what you can teach). You have to write it in 3rd person so the host can easily read it to introduce you.

- Avoid boring website bio - keep it short and intriguing

2. **Interview topics and questions** - Topics and questions should show what value you give to the audience. You are here to provide service. So, avoid questions that are all about you and why you are so amazing. Be specific enough and show you are uniquely qualified to speak to their audience. It should provide value to the listeners and leave wanting even more.

- Example topic:

- How to service-based businesses can leverage podcast interviews to find clients

PODCAST GUESTING



- Example questions:

- How did you come up with Mastery to Millions and why?
- How long does it take to have an ROI? (Be consistent and have at least 4 Signature Talks That Sell speaking engagements in a month.)

NOTE:

- Do market research and ask your ideal client avatar if they listen to podcasts and what podcasts do they listen to.
- Think about misconceptions in your industry and you can have that topic. Address things right out and hit it head-on.
- People fail as a podcast speaker because they lack consistency.
- Consistency and momentum is critical for podcast guest.

PODCAST GUESTING



GETTING STARTED AS A PODCAST GUEST RECAP

- Laying the groundwork with clarity and goals
- Understanding your target audience
- Committing to go all in on the strategy and provide real value to others
- Crafting interview topics & questions to illustrate value
- Creating one sheet copy that will grab attention



C. FOUR STRATEGIES FOR MONETIZING PODCAST INTERVIEWS

1. **Your relationship with the host.** – This is the most important strategy. But this is also the most overlooked.

- **Have a mindset shift** from being a traditional PR strategy where you just need to get in front of as many people as possible to see each interview you have as prospecting and a networking opportunity.

PODCAST GUESTING



- **Getting booked on shows by people who either fit the description of your ideal client** or who are influencers in the same space - is the number one way of getting an ROI because so many people get interviewed by a host who's an ideal client. Either they will hire you or refer you to their network.
- **You need to keep the relationship going.** Treat it as a networking opportunity.

2. **Leverage your exposure to a new audience.** - Getting the visibility. This is what entrepreneurs mostly think of when booking an interview with podcast hosts.

A couple of things you need to do when in front of a new audience:

- **Share your story.** This will put you in a category of one. This is the most unique thing about you and shows your credibility.
- If you have business partners, it's better to do interviews separately so that you can get twice as much visibility.
- **Share stories that support your point or goal** because the right stories are what sell. What's in your story that makes you unique?

Example: **Stories of a client that you helped** with your strategy.

- **Share stories that will answer "how-to" questions.**

PODCAST GUESTING



Call to Action (CTA). - At the end of the interview, the host will ask you how can the listeners connect with you. This is an opportunity to give your CTA.

Give one clear CTA. Do not make the mistake of giving all of the platforms you are at. The reason why entrepreneurs state all of the online platforms they are at is because of the fear that people might not contact them. Resist this urge and let go of this fear. Just give them one direction so that listeners will remember.

Example effective CTA:

- Free Consultation Call
- Lead Magnet (free offer)
- Email address
- Facebook Group

NOTE:

- Determine your audience and your goal, and decide which CTA is appropriate.
- Be consistent with your CTA as well.
- You can change it based on the show.

3. **Use the content that is created for you** - Use your podcast interviews to convert the people in your current community into clients by sharing your interview.

PODCAST GUESTING



- Perhaps there are people in your community or audience that are just passive. So, **sharing your guesting on a podcast might interest them.** Your ghost listeners or lurkers will get to know you more. If you give up, they won't be your client.
 - **Repurpose the content.** Have someone in your team do it for you. Like, make it as a quote.
 - **By speaking to different podcasts, it makes your story fresh** as different hosts can get value from different angles. They get interested in different sides.
4. **Positioning and social proof.** Get interviewed on podcasts to be visible on Google. So that when people search you on Google, they'll see you on search results. This will also enhance your SEO. Being a guest on several podcasts will put you out there. It will position you as a leader.

If you have potential clients, they will Google you. If they don't find results, they will go to someone else.

PODCAST GUESTING



STRATEGIES FOR MONETIZING YOUR GUEST APPEARANCES RECAP

- High-end networking with podcast hosts
- Leveraging the exposure to a new audience with clear CTA
- Using and repurposing the content that is created for you
- Positioning, enhanced SEO, and social proof



D. SELECTING AND PITCHING THE RIGHT TARGETED PODCASTS.

1. **Pitch correctly. Choose the right shows so that you have a good reputation and protect your business.**

Podcast hosts are getting a ton of pitches. It will take hosts a lot of time to read through their inbox. So, if your pitch is poorly written or is not a good fit, the host will just delete it. They won't even read it.

PODCAST GUESTING



Therefore, you have to pitch well so that you actually get a response and the host sees you as somebody who's really taking the time and respects their time. You should write it in such a way that the host knows it is written from the heart.

This is also a perfect time to create a connection or build a relationship with the hosts. This is your first opportunity to connect with the host.

Do your research and know who they are, whom they serve, what they are looking for. Be personal and not canned. It will go a long way.

2. *Evaluate the show before pitching.*

Do not do this yourself. This should be outsourced either by your team or a booking agency. You need someone to evaluate the shows based on your unique goals and target audience.

Ways to evaluate:

- a. **Have a specific criteria.**
- b. **Have insider information.** Know what their audience is.
- c. **Check their number of episodes.** Preferably they currently have at least 20-30 episodes - this is an indication of a good or growing podcast. If less, it could mean they are not growing their audience anymore.

PODCAST GUESTING



- d. **Professional online presence.** Check their social media and website. Is it professional-looking? Can you find them online? Is it aligned with my messaging?
- e. **Know who the host is.** This is very important. If he/she is a great professional connection for you, this podcast can be a great opportunity. Even if he/she is a competitor.
- f. **Basic stuff.** Make sure they take guests and are still publishing.
- g. **Their target audience matches your target market.** You can see this in their podcast description.
- h. **Good sound quality.** It doesn't need to be perfect. But the sound should not be terrible. If it sounds so bad and terrible, then this is not a good podcast.

3. *How to pitch:*

- a. When you are reaching out to hosts, do a lot of research. Get to know them first before sending a pitch.

Determine:

- Who the host is?
- Who is their target audience?
- The quality of their show.
- What are their needs? How can you meet their needs?

PODCAST GUESTING



- Check their website and see if they already produce a similar topic to yours. If they do, pitch a different topic.
- Speak to the needs of the host or the person you're speaking with
- Connect their needs to your topic to meet their needs (Know their needs, know the audience then offer your solution)

b. **Be upfront when pitching.** Do not say that you love listening to their podcast when you haven't listened to them. Authenticity is imperative.

PODCAST GUESTING



HOW TO SELECT AND PITCH TARGETED PODCAST RECAP

- Criteria to evaluate: Number of episodes, online presence, target audience
- Why selective and targeted pitching is SO important for your reputation
- How to research, pitch, and stand out to podcast hosts



D. SELECTING AND PITCHING THE RIGHT TARGETED PODCASTS.

The way to sell without selling is to have a solid strategy in place and infusing your company vision into your interviews.

- a. **Strategy and support** - When you are marketing your business, gaining visibility, and truly stepping into your power as a leader in your space, you have to have a strategy of teaching. You have to have a strategy of putting out content.

PODCAST GUESTING



Put out content. Teach. Lead. Speak.

- You need to be out there on your own platforms in addition to being a guest. And really sharing from your heart and soul what you are put on this planet.
- When you get on the right shows, your audience will evolve. Your topics and questions will evolve as well. And so, having a support system to help you on how to evolve your content and message is important.

Be in a community that is a space for growth and transformation.

b. This is what will effectively let you sell without selling. When you are in a community that supports you, that helps you evolve your strategy, you will feel safe and confident in stepping into that spotlight and sharing your story authentically and without reservation. Your audience will then be magnetically drawn to you.

Infusing your inner views with your company vision.

c. **Podcasts are no pitch zone.** A podcast interview is an opportunity to give and serve. And yes, you will still end up making sales by giving and serving.

PODCAST GUESTING



And so, when you **have a vision that is bigger than you and your business**, when you are speaking, people who hear you will want to be part of what you are doing.

However, do not read or state your company's whole vision when you do interviews. Only embody it and infuse it.