



Exercise: Module 4 – Customise Your Pitch and Get Booked

1. Look at each podcast you intend to approach and customise the following:

Your expertise as it relates to that audience	<i>Notes</i>
Your free gift	<i>Notes</i>





Your email	<i>Notes</i>
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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 provided.

