



# How to get Interviewed on Podcasts Course

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

# Introduction



# Who is Sue Kennedy?

**Founder & CEO of Author Academy, Sue Kennedy Publishing & Author Academy Bookstore**

**#1 Best Selling Author**

**Written & Published 8 Books**

**Signature Write.Edit.Publish.Profit. Online Masterclass**

**Writing Groups**

**Publisher & Author Coach**



Become a podcast guest and tap into the growing tide of people who listen to content on-the-go





- You can build your expert status
- Your host will highlight your message for you to their audience



- You can spread your message to a broader audience
- It's virtually free!



# Learning Objectives:

- Cultivate a positive mindset and set specific goals
- Create a list of podcast hosts who broadcast to your target audience



- Put together a pitch aimed at your target audience
- Take action to get booked as a guest on your target podcasts





- Set up the appropriate technology so that you come across as a professional
- Prepare yourself and your contribution in advance



- Fulfill the conventions of a podcast guest so that you will perform professionally
- Develop a helpful, appreciative, and professional relationship with your host



- Pick ways to use social media for maximum publicity
- Choose how to capitalise on your podcast interviews



Consolidate and implement your learning  
and plan future action steps



# 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.







**What's Next?**

## **Module 1**

**Are you a Good  
Candidate to be a  
Podcast Guest?**