



# How to get Interviewed on Podcasts Course

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

# **Module 1 – Are You a Good Candidate to Be A Podcast Guest?**



# Learning Objective:

Cultivate a positive mindset and set specific goals



# What Is A Podcast?

- An audio program you can download and listen to anywhere
- Anywhere between 10 and 90 minutes long



- Podcasts for business are usually 30 to 60 minutes long
- Video podcasts also exist



# Get Confident About Yourself and Your Work

- You can approach hosts right now
- But you must have confidence in yourself and your work



Cultivate a positive mindset that will communicate to podcast hosts



➤ **Confidence**

➤ **Preparation**

➤ **Listening**

➤ **Flexibility**

➤ **Communicate  
succinctly**



# Build your confidence:

- List 10 times you've helped someone
- What would you think of the person who has accomplished this?



- Plan a 3-minute presentation on your work, record it, and listen back



- This isn't a quick-fix strategy to bring in fast revenue
- Be consistent so people start to see your name around and hear your voice



- Use your voice as a powerful way to communicate with the audience
- Trust will turn into sales when people are ready to reach out to you



# Your Podcasting “Why?”

- Podcasting is very popular, but why do you want to get involved?
- Start with reflecting on the big “Why?” of your business



➤ Increase income

➤ More visibility

➤ Generate more leads

➤ Attract a new audience and grow your reach

➤ Build a brand and develop social proof

➤ Start a community



What do you have planned in your business over the next 12 months to promote?



- How would being interviewed help you promote that aspect of your work?
- Set a realistic goal, e.g. one interview a week



# Action Steps:

1. Complete the Build Confidence exercise in your Action Guide
2. Plan a 3-minute presentation on your work, record it, and listen back.
3. Reflect on your big “Why?” and write down why you do what you do.
4. How will being interviewed on podcasts help you promote what you have planned over the next 12 months?
5. Set specific goals for the number and frequency of bookings





**What's Next?**

**Module 2**

**Find the Perfect  
Podcasts**