



How to get Interviewed on Podcasts Course

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

Module 2 – Find the Perfect Podcasts



Learning Objective:

Create a list of podcast hosts who broadcast to your target audience



Identify Who You're Targeting

- Target an engaged audience that's already interested in your topic
- You choose the shows you go on and the people you reach out to



- Define your target audience
- Think about the audience first before considering your business goal



Find Opportunities to Pitch to

When you know your audience, you can search for the podcasts they listen to



➤ Podcasts that your target market listens to

➤ Podcasts that broadcast content relevant to your area of expertise

➤ Podcasts that have published more than 20 episodes

Podcasts that have listener reviews



➤ Internet searches



➤ Podcast directories



➤ Internet searches



➤ Podcast directories



➤ Guesting websites



➤ Podcast groups on social media



➤ Internet searches



➤ Podcast directories



➤ Guesting websites



➤ Podcast groups on social media



➤ Influencers & industry leaders



➤ Research websites



- Schedule time in your calendar for this research
- Outsource or hand on to an assistant



What Next?

- Listen to a few episodes of the show to get a feel for it
- Network to build relationships



- Get connected on social media
- Warm leads are easier to pitch to



Find email addresses from profiles, website
or search tools



- Add any useful info, e.g. number of Facebook likes, Twitter followers, etc.
- Don't go for the big names straight away unless you have a personal connection



Prioritise who you want to target first



➤ Who you already have a hot or warm contact with

➤ Who have the closest audience to your target market

➤ Whose main topic is the best fit to your area of expertise

➤ Who broadcasts to your local area, if that's relevant to your business

Action Steps:

1. Write a detailed description of your target listening audience by answering the questions in your Action Guide.
2. Do research to come up with an initial list of suitable shows
3. Assign a priority level to each show to determine in which order you'll reach out to each.





What's Next?

Module 3

Draft a Standout Pitch