

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





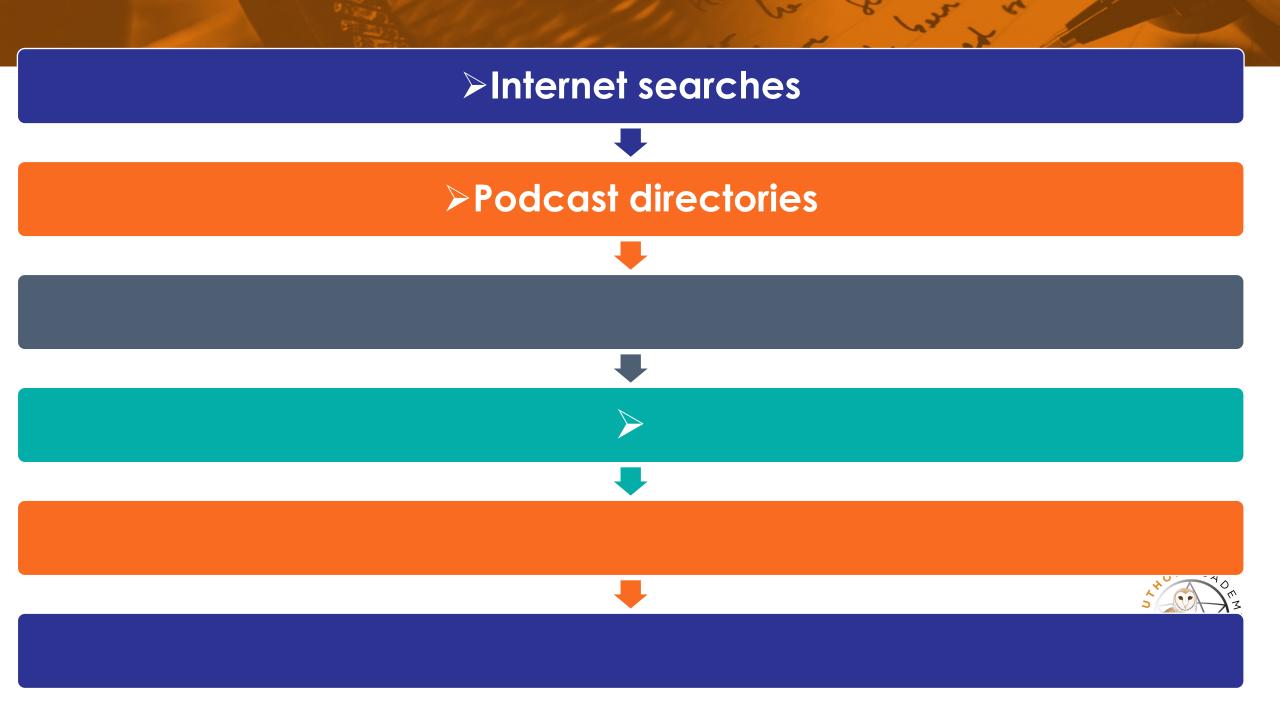
Podcasts that your target market listens to

Podcasts
that
broadcast
content
relevant to
your area
of expertise

Podcasts
that have
published
more than
20
episodes

Podcasts that have listener reviews









- 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:

- 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.



