



How to get Interviewed on Podcasts Course

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

Module 3 – Draft a Standout Pitch



Learning Objective:

Put together a pitch aimed at your target audience



Background Information

- Pitches to be get booked on podcasts are usually made by email
- Make sure any info on your website or social media is up to date



- Prepare media information to make you stand out from others
- Create a one-page document to give hosts all the information they need





- **Your name and business name**



- **What your business is about**



- **Who your target audience is**



- **Your short biography or short company history**



- **Your main services or products**



- **Your contact details**



- Get a high-resolution headshot and logo, if you have one
- This media information can be housed on your website on a 'Media' tab



Your Draft Pitch

Keep it focused on the audience, not you





- What unique information can I teach their audience?

- What interesting story will their audience benefit from hearing?

- What new piece of knowledge can I share with the listeners?

- When you're clear on that, move on to draft your generic pitch

Your pitch email should be short - email of 200-400 words in two or three paragraphs









➤ Connect with the podcast host

➤ Highlight your familiarity with their show

➤ Demonstrate how you can offer value to their audience

➤ Offer them a choice of topics

➤ Present them with a strong call-to-action to follow

Hi NAME,

CUSTOMIZATION paragraph.

I help teach people **BENEFIT FOCUSED OUTCOMES**. I'd love to help teach your audience about any of the following topics:

Topic #1 — Short description of your first topic and the benefits to the listeners of hearing you two talk about this.

Topic #2 — Short description of your second topic and the benefits to the listeners of hearing you two talk about this.

Topic #3 — Short description of your third topic and the benefits to the listeners of hearing you two talk about this.

Does one of these sound like they'd be a good fit for your audience?

As a next step, let me know which topic your audience would be most interested in hearing about. After that, we can work out the scheduling details.

Thanks so much,

YOUR NAME

CONTACT DETAILS



Offer an Incentive

- You need to attract more people to subscribe to your email list
- Don't just send people to your website



- Send them to a single landing page where they sign up
- Incentives to sign up to your list don't need to be complicated



- You'll have different incentives to offer at different points in time
- Prepare something that repeats what you said but deepens the points



➤ Opt-in report

➤ Webinar invitation

➤ Online course overview

➤ Free digital copy of your book

➤ Product trial or discount

➤ Free strategy session



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➤ Event tickets

➤ Blueprint/guide/strategy

➤ Info sheet

➤ Quiz

➤ 5-day challenge



- It needs to be something easily consumable
- Take the listener to the natural next step



➤ Landing Page

- Set up a landing page with an easy to remember URL

➤ Email Marketing

- Create a new email list in your email marketing system. Schedule an automatic 'thank you' email with download link

➤ Autoresponder

- Develop an email sequence for this list and schedule it in your autoresponder

➤ Email Lists

- Consider creating separate email lists for each podcast so that you can market in a personalized way



Action Steps:

1. Create a one-page media information sheet.
2. Draft a pitch email using the template as a guide.
3. Decide what incentive you will offer the audience.
4. Set up a landing page for listeners to opt-in for your gift.
5. Set up an email list and a sequence of emails.





What's Next?

Module 4

**Customise Your Pitch
and Get Booked**