



# How to get Interviewed on Podcasts Course

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

# Module 4 – Customize Your Pitch and Get Booked



# Learning Objective:

Take action to get booked as a guest on your target podcasts



# Customise Your Pitch

- You need to provide maximum value and impact for your host and audience
- Do more research on your fist-priority podcasts



➤ What the podcaster has been doing lately

➤ What's going on in their market

➤ What their audience has been talking about?

➤ What's in the news about your topic





Customise your expertise for that audience



1.  
**Customize your  
expertise for that  
audience**



**1.  
Customize your  
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**2.  
Customize your  
incentive to the  
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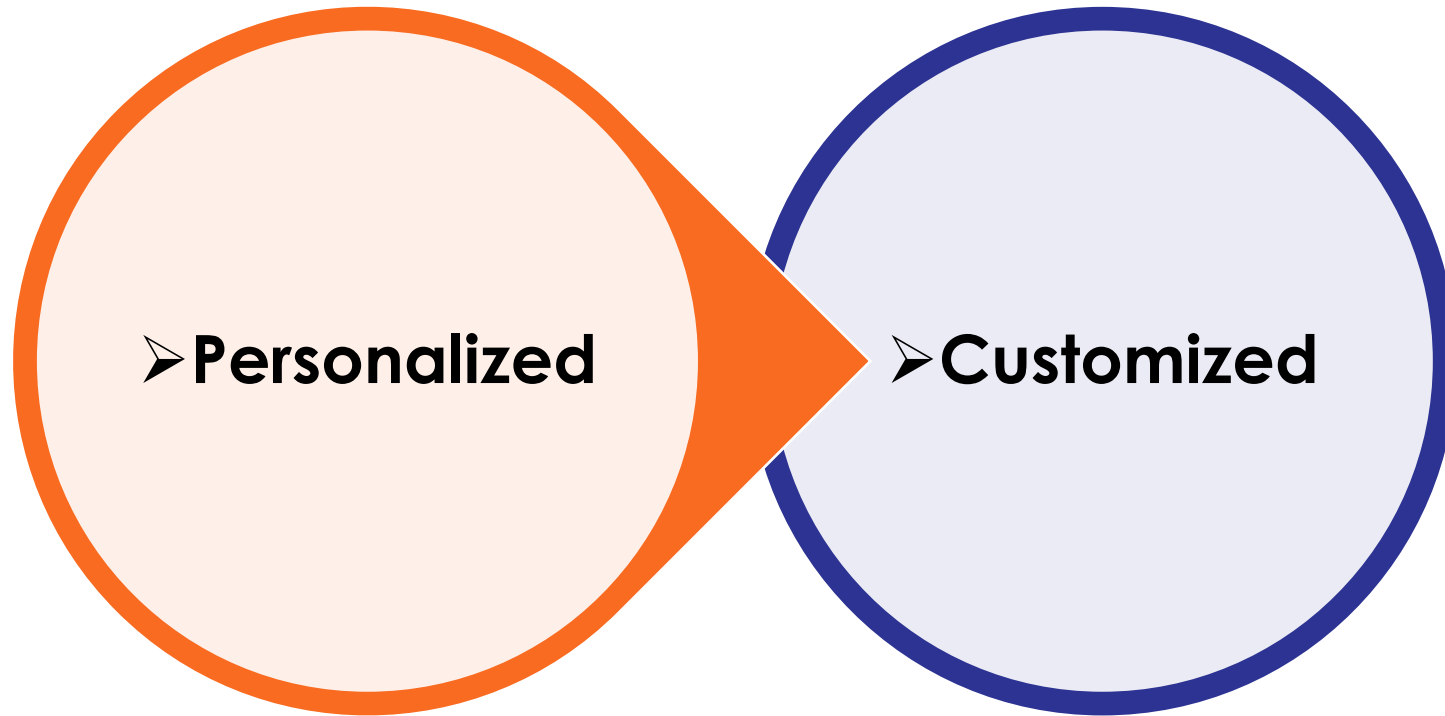
**3.  
Customize your  
pitch email**



# Approach Your List and Get Booked

Before you start sending emails, check once more that the email is:





- Not everyone replies right away
- Follow up your first email request at 7 days, 10 days, and 30 days





➤ Links to other podcast episodes you've been on

➤ Link to articles you've written that align with one of the topics you pitched

➤ Social proof in the form of testimonials from satisfied customers



If there's no answer, mark them as "not interested"





# When You Get Booked

Once booked, follow up the booking with each host to check details



# Create an Interview Preparation Document



- Each show host has their own style when it comes to questions
- Some prefer you to provide questions



# Action Steps:

1. Look at each podcast you intend to approach and customize.
2. Send your pitch email to your top priority podcasts. Note your actions on the **Podcast Tracker Spreadsheet**.
3. Draft a follow-up series of 3 emails with added value and send them if needed.
4. Create an **Interview Preparation Document** using the template.







**What's Next?**

## **Module 5**

**Prepare for Your  
Podcast Interview**