



# How to get Interviewed on Podcasts Course

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

# Module 6 – Be A Good Podcast Guest

## Lesson 2:

Follow Up with Your Podcast Host



# Learning Objective:

Develop a relationship with your host so that you'll be invited back and get referred



# Build Relationships

- Build relationships so you get invited back
- Send personalised thank you email to the podcast host right afterwards



- Send anything else you talked about or promised
- Support the host by publicising their work





Ask what you can do to help the host in the future



- Ask for feedback on you as a guest
- Follow up later telling them how the interview impacted your business



- Ask for referrals
- Give feedback to the host on results





- Maintain the relationship with follow ups from time to time
- Try to add value with every contact you make to show that you're ready to help



# Action Steps:

1. Draft and customize your emails:
  - a. A thank-you email for after the interview
  - b. A follow-up email for after the show has aired
2. Research reminder tools to find the best one for you. Set it up and schedule follow-up emails with your hosts at 2-month intervals.







**What's Next?**

**Module 7**

**Maximise the Value  
of Your Podcast  
Interview**