



How to get Interviewed on Podcasts Course

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

Module 7 – Maximize the Value of Your Podcast Interview



- **Lesson 1:** Publicize Your Podcast Interview
- **Lesson 2:** Repurpose and Polish



Module 7 – Maximize the Value of Your Podcast Interview

Lesson 1:

Publicize Your Podcast Interview



Learning Objective:

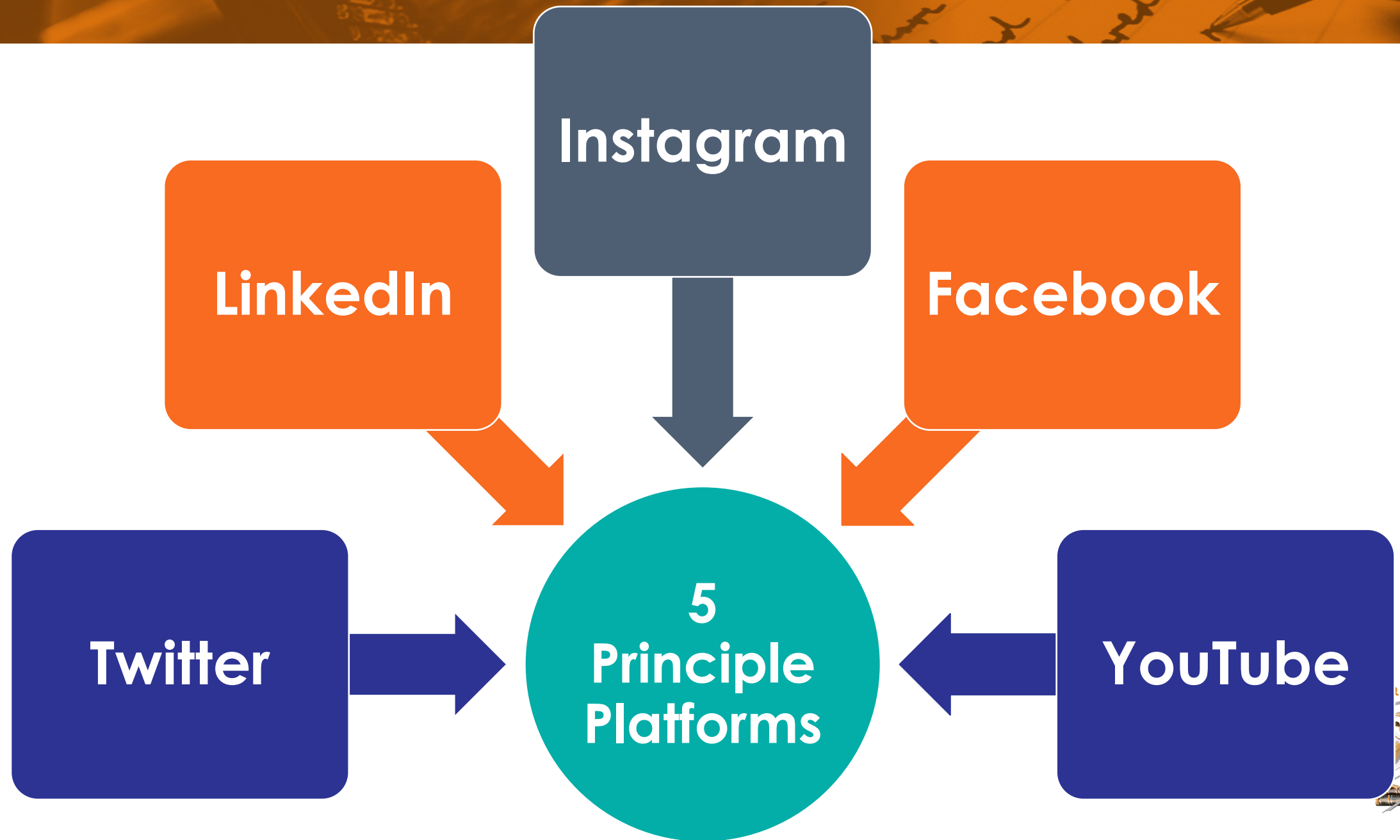
Pick ways to use social media for maximum publicity



Use Social Media

- To attract new listeners for your podcast interview, you'll use social media
- You need to be where your ideal customers are





Promotion will also help you build a relationship with your host



Once you have the date and time of the broadcast, you can share the link with your followers



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Audio to
Video**

**Create
Graphics
from Quotes**



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**Create
Sound Bites**

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to Video**

**Create
Graphics from
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**Create Sound
Bites**

**Make
Audiograms**

**Share links and
clips**

**Organize a live
event with the
podcast host**

**Run a
Competition**



- Notify your email list every time you do a new interview on a different topic
- Segment your list to have a dedicated list of podcast listeners



- Always include a link to the recording, tag the host, and give them credit
- Some will work better than others so work out which ones by trial and error



Action Steps:

1. Pick the social media channels where you'll focus your publicity. Why have you chosen these?
2. Choose 3 tactics to promote your guest appearance on social media:
 - a. Note the results you hope to get
 - b. Use them for your next podcast interview and note the outcome
 - c. Decide if you want to use them again or not.





What's Next?

Module 7
Lesson 2

Repurpose and Polish