



# How to Get Interviewed on Podcasts – Cheat Sheet

## Introduction

- ✓ Podcasting is a great way to market yourself and get in front of a wider audience
- ✓ By becoming a podcast guest, you're tapping into the growing tide of people who enjoy listening to content on-the-go
- ✓ You can build your expert status
- ✓ Your host will highlight your message for you to their audience
- ✓ It's a win for them because they want helpful and relevant content to share with their audience
- ✓ It's a win for you because you can spread your message to a broader audience who's interested in your topic
- ✓ Except for some technical set up costs, it's virtually free

## Learning Objectives:

- ✓ Cultivate a positive mindset and set specific goals, so that you can confidently and intentionally set in motion your guest podcasting strategy
- ✓ Create a list of podcast hosts who broadcast to your target audience, so that you can start cultivating relationships with them
- ✓ Put together a pitch aimed at your target audience, so that podcast





hosts are excited to interview you

- ✓ Take action to get booked as a guest on your target podcasts, so that you can start getting your message out to the world
- ✓ Set up the appropriate technology so that you come across as a professional podcast guest
- ✓ Prepare yourself and your contribution in advance so that you feel confident and stay focused on the needs of the audience
- ✓ Fulfil the conventions of a podcast guest so that you will perform professionally in all your interviews
- ✓ Develop a helpful, appreciative, and professional relationship with your host so that you'll be invited back for further interviews and get referred to other podcast hosts
- ✓ Pick ways to use social media for maximum publicity so that you'll attract more listeners to your interviews and more followers on your platforms
- ✓ Choose how to capitalise on your podcast interviews and attract more leads long after the initial broadcast has taken place
- ✓ Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

