



Module 1 Cheat Sheet - Are You a Good Candidate to Be A Podcast Guest?

Key Takeaways:

- Be confident that you have something valuable to share, and that will come across in your voice
- Set specific goals for the number and frequency of interview bookings

Learning Objective:

- ✓ Cultivate a positive mindset and set specific goals, so that you can confidently and intentionally set in motion your guest podcasting strategy

What Is A Podcast?

- ✓ An audio program that you can listen to through an internet connection or download to your phone and listen to anywhere
- ✓ Anywhere between 10 and 90 minutes long
- ✓ Podcasts for business are usually 30 to 60 minutes long
- ✓ Video podcasts also exist





Get Confident About Yourself and Your Work

- ✓ Cultivate a positive mindset that will communicate to podcast hosts
- ✓ There's nothing to stop you approaching hosts right now and asking to be a guest
- ✓ You must have confidence in yourself and your work
- ✓ You need specific attributes to be a good podcast guest:
 - Confidence
 - Preparation
 - Listening
 - Flexibility
 - Ability to communicate your message succinctly
- ✓ We'll go through these during the course
- ✓ How to build your confidence:
 - List at least 10 times over the last 12 months when you've helped someone
 - What would you think of the person who has accomplished this?
 - Plan a 3-minute presentation on your work, record it, and listen back
- ✓ This isn't a quick-fix strategy to bring in fast revenue
- ✓ Be consistent so people start to see your name around and hear your voice everywhere
- ✓ Use your voice as a powerful way to communicate with the audience





- ✓ Trust will turn into sales when people are ready to reach out to you

Your Podcasting “Why?”

- ✓ Podcasting is very popular, but why do you want to get involved?
- ✓ Start with reflecting on the big “Why?” of your business:
 - Why do you do what you do?
 - What’s the purpose of your business in your life?
- ✓ Have a clear business goal for why you want to get on podcasts, e.g.
 - Increase income
 - More visibility
 - Generate more leads
 - Attract a new audience
 - Build a brand
 - Start a community
- ✓ What do you have planned in your business over the next 12 months to promote? (e.g. book coming out, new online course)
- ✓ How would being interviewed on podcasts help you promote that aspect of your work?
- ✓ Set a realistic goal, e.g. one interview a week

