



Module 2 Cheat Sheet – Find the Perfect Podcasts

Key Takeaways:

- Choose podcasts that are the best fit for you and your expertise.
- Know the audience you want to pitch to.

Learning Objective:

- ✓ Create a list of podcast hosts who broadcast to your target audience, so that you can start cultivating relationships with them

Identify Who You're Targeting

- ✓ Being a podcast guest is the best way to target an engaged audience that's already interested in your topic
- ✓ You choose the shows you go on and the people you reach out to
- ✓ Define your target audience:
 - Who do you love working with?
 - What do you enjoy helping them with?
 - Who can you help the most with the solutions you provide?
- ✓ Think about the audience first before considering your business goal





Find Opportunities to Pitch to

- ✓ Research podcasts that:
 - Your target market listens to
 - Broadcast content relevant to or complementary to your area of expertise
 - Have published more than 20 episodes
 - Have listener reviews.
- ✓ Research options:
 - Simple internet search using keywords
 - Search a podcast directory, e.g. [iTunes](#) or [Google Podcasts](#).
 - Search podcast groups on social media, e.g. Facebook, Instagram, and Linked in
 - Find influencers or industry leaders in your field, go to the media page of their website, and see which podcasts they've already appeared on
 - Consider paid sites that do the research for you, e.g. [PodcastGuests](#)
- ✓ Schedule time in your calendar for this research
- ✓ Outsource or hand on to an assistant. Use [Fiverr](#) or [Upwork](#) to find someone suitable at low cost





What Next?

- ✓ Listen to a few episodes of the show to get a feel for it
- ✓ Network to build relationships
- ✓ Get connected on social media
- ✓ Warm leads are easier to pitch to
- ✓ Find email addresses from profiles or website or search tools, e.g. [Hunter](#), [Prospect](#)
- ✓ Make a list using the **Podcast Tracking Spreadsheet**
- ✓ Add any useful info, e.g. number of Facebook likes, Twitter followers, etc.
- ✓ Don't go for the big names straight away unless you have a personal connection
- ✓ Prioritize who you want to target first:
 - Hot or warm contacts
 - Closest audience to your target market
 - Main topic is the best fit for your expertise
 - Broadcast to your local area if relevant

