



Module 3 Cheat Sheet – Draft a Standout Pitch

Key Takeaways:

- Your pitch needs to focus on how you can help the host and their listeners
- Keep your pitch email short and to the point, or hosts may not read it

Learning Objective:

- ✓ Put together a pitch aimed at your target audience, so that podcast hosts are excited to interview you

Background Information

- ✓ Pitches to be get booked on podcasts are usually made by email
- ✓ Make sure any info on your website or social media is up to date
- ✓ Prepare media information to make you stand out from others
- ✓ Create a one-page document to give hosts all the information they need to know at a glance if they want to check
- ✓ This should include:
 - Your name and business name
 - What your business is about





- Who your target audience is
- Your short biography or a very short history of your company
- Your main services or products
- Your contact details
- ✓ Get a high-resolution headshot and logo, if you have one
- ✓ This media information can be housed on your website on a 'Media' tab

Your Draft Pitch

- ✓ Your pitch email should be short - email of 200-400 words in two or three paragraphs
- ✓ It should be focused on the audience, not you.
- ✓ How can you demonstrate value to listeners?
 - What unique information can I teach their audience?
 - What interesting story will their audience benefit from hearing?
 - What new piece of knowledge can I share with the listeners?
- ✓ The pitch needs to show:
 - You're likeable
 - You're known
 - You're trusted
 - You're valuable





- ✓ Give your contact details at the end of your email
- ✓ Your pitch email follows this format:
 - Connect with the podcast host
 - Highlight your familiarity with their show
 - Demonstrate how you can offer value to their audience
 - Offer them a choice of topics
 - Present them with a strong call-to-action to follow

Offer an Incentive

- ✓ You need to attract more people to subscribe to your email list
- ✓ Don't just send people to your website
- ✓ Send them to a single landing page where they sign up
- ✓ Incentives to sign up to your list don't need to be complicated
- ✓ You'll have different incentives to offer at different points in time
- ✓ Prepare something that repeats what you said on the podcast but which deepens the points
- ✓ Incentives can come in many forms including:
 - Opt-in report
 - Webinar invitation
 - Online course overview
 - Free digital copy of your book
 - Product trial or discount
 - Free strategy session





- Event tickets
 - Blue-print/guide/strategy
 - Info sheet
 - Quiz
 - 5-day challenge
- ✓ It needs to be something easily consumable that takes the listener to the natural next step
 - ✓ Set up a landing page for your gift using a template with [Leadpages](#), [ClickFunnels](#), etc.
 - ✓ Use an easy to remember URL

 - ✓ Create a new email list in your email marketing system and schedule an automatic 'thank you' reply with the link for the promised download
 - ✓ Develop an email sequence for this list and schedule it in your autoresponder
 - ✓ Consider creating separate email lists for each podcast
 - ✓ Be clear what you want listeners to do next and share the landing page link with them, so they sign up

