Module 4 Cheat Sheet – Customise Your Pitch and Get Booked

Key Takeaways:

➢ Every podcast is different so be prepared to tweak your pitch email to suit the needs of the audience

➢ Once you get a booking, follow up with the host to find out what happens next and what they need from you

Learning Objective:

✓ Take action to get booked as a guest on your target podcasts, so that you can start getting your message out to the world

Customize Your Pitch

✓ You need to provide maximum value and impact for your host and audience

✓ Do more research on your fist-priority podcasts:

  o What the podcaster has been doing lately

  o What's going on in their market

  o What their audience has been talking about (e.g. on social media)

  o What's in the news about your topic

- ✓ Customise your expertise for that audience

  - o What unique information can I teach their audience?

  - o What interesting story will their audience benefit from hearing?

  - o What new piece of knowledge can I share with the listeners?

  - ✓ Customize your incentive to the podcaster's audience

  - ✓ Customize your pitch email

Approach Your List and Get Booked

- ✓ Before you start sending emails, check once more that the email is:

  - o Personalised

  - o Customised

- ✓ Not everyone replies right away

- ✓ Follow up your first email request at 7 days, 10 days, and 30 days

- ✓ Add additional value in your follow-up emails, e.g.

  - o Share links to other podcast episodes you've been on

  - o Share social proof in the form of testimonials from customers

  - o Share links to articles you've written that align with one of the topics you pitched

- ✓ If there's no answer, mark them as "not interested" on your spreadsheet

When You Get Booked

- ✓ Once booked, follow up the booking with each host to check details

- ✓ Create an **Interview Preparation Document**

- ✓ Each show host has their own style when it comes to questions

- ✓ Some prefer you to provide questions

- ✓ Some want to provide the questions to you

- ✓ Ask them what they are likely to ask

- ✓ Do they want you to send in a bio?