



Module 6 Cheat Sheet - Be A Good Podcast Guest

Lesson 2: Follow Up with Your Podcast Host

Key Takeaways:

- Send a 'thank you' note immediately after the interview
- Offer what help and support you can to your hosts
- Develop a methodical system for keeping in touch

Learning Objective:

- ✓ 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

Build Relationships

- ✓ The goal is to build relationships for the long-term.
- ✓ You want to get invited back
- ✓ Send personalized thank you email to the podcast host right afterwards
- ✓ Send anything else you talked about or promised





- ✓ Ask what you can do to help the host in the future
- ✓ Support the host by publicizing their work
- ✓ Ask for feedback on you as a guest
- ✓ Follow up later telling them how the interview impacted your business
- ✓ Ask for referrals
- ✓ Give feedback to the host on results
- ✓ Maintain the relationship with follow ups from time to time
- ✓ Try to add value with every contact you make to show that you're ready to help when you can

