



7-DAY

**FEATURED
PODCAST
GUEST
CHALLENGE**

With Bonnie Groessl

Day 6 – Your Pitch

Submit Your Pitch to a Podcast Host

- ❖ Complete the submission form for the podcast you wish to be a guest on
- ❖ You can practice by completing an application to my show (s)
- ❖ If there is no form, you can send a short email (see template)
- ❖ Make it obvious that you did your homework by listening to some shows, tell them what you like about their show

The Value You Bring

- ❖ Tell them what you have to offer and how you will add value
- ❖ Add link to your media kit for more information
- ❖ Make them curious to check you out
- ❖ A free gift you can offer their community

How You Will Promote

- ❖ How you will promote your interview
- ❖ Share with your email list
- ❖ Share on social media
- ❖ Tag them on social media so they can see you have shared

Typical Submission Form

- ❖ Name, Guest Name, Email, Website
- ❖ What you want to share and how it will benefit the listeners
- ❖ Questions or bullet points to cover
- ❖ Short bio and high resolution headshot (jpg or link)

Typical Submission Form (cont.)

- ❖ If you are willing to promote or how you will promote
- ❖ Why you would make an exceptionally interesting guest
- ❖ Special gift you would like to offer
- ❖ Add link to your media kit with more information

Homework

- ❖ Complete the assignment and share in the Facebook group
- ❖ Post in the Facebook group for support and to ask questions and get feedback
- ❖ Tomorrow we will create your CTA and schedule your interview on “The Gift of Choice” or “The Holistic Entrepreneur”