



Expand Your Reach

With Podcasting

EASILY DESIGN AND LAUNCH YOUR PODCAST
WITH BONNIE GROESSL

Share Your Message



Leverage Guest Spots

- Develop your signature interview for use in multiple formats
- Create a host friendly media kit
- Discover how to identify the best podcasts to promote your message
- Effectively pitch your guest appearance
- The Triple Win – A win for the audience, the host and you!

Your Signature Interview

- Your Story (brief) and the main points to share (your service, product, podcast, etc.)
- 3-5 bullet points or questions to help guide the interview, include contact info
- People get to know you by the message you share (branding)
- Have a shorter and longer version depending on the podcast length
- Can also use this to create your signature talk for live presentations, etc.

Media Kit

- Short bio (150 words max) the shorter the better
- Suggested title for the show
- Suggested bullet points or questions for the interview
- Contact information, website and social media info
- Low res (72 dpi), small headshot
- Ask if they need anything else (not everyone does it the same)

Approaching the Right Podcasts

- Do some research on the potential shows, is this your audience?
- Listen to some shows, what is the style like?
- What is listenership like? Look at some reviews
- Find contact information (you may need to go through a VA)

How to Pitch Yourself

- Write a compelling introduction that captures interest; just a couple lines, keep the email short.
- Introduce yourself and add a comment about why you are reaching out to them
- Let them know why you are contacting them and what value you can add to their show and their audience
- Let them know you have done your research and aren't just sending a form letter out to lots of people

Your Pitch

- Tell them what you bring to the table and how their audience would benefit from you and your content
- Mention that you have a podcast and would be happy to have them as a guest on your show
- Share information about your audience and a bit about you
- Make it easy for them to check you out – give them your website, etc.
- Can include media kit info if you want (choice point)

Sample text you can use

My name is _____ and I am the host of _____. I have listened to your show and think I would add value to your audience as a guest on your show.

I admire your work and would be honored to be a guest on your show (add name)

Before Your Recording

- Check in and let them know you are ready and looking forward to the interview (can send an email)
- Let them know how you will promote (retweets, social media, email your list, etc.)
- Speaker Agreement should have guidelines for sharing
- Ask if you will be able to play the podcast as well

Follow Up With the Host

- Thank them for interviewing you on “_____” podcast/show.
- Mention the title or topic of the show again, things can get lost in the shuffle
- Promote the show _____ once I have the link.

Promoting on Social Media

- Provide social media handles so the host can tag you
- Share and retweet
- Tag the host and promote the show
- Share with your email list
- Observe speaker agreement guidelines for sharing, can mention on your show as well