

HOW TO GET BOOKED ON PODCASTS

COMPREHENSIVE GUIDE TO SECURING PODCAST INTERVIEWS.



This guide covers
everything from
pitching to acing your
interview.



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HOW TO GET BOOKED ON PODCASTS: COMPREHNSIVE GUIDE



DEFINE YOUR TARGET

- Identify Your Audience. Learn and discover what they listen to
- Research different podcasts to find ones that align with your Achievement Code *
- Find and research podcasts that identify with your market
- Identify your ideal audience's demographics, interests, and pain points
- Research popular podcasts in your niche or industry
- Analyze the content and format of target podcasts
- Create a list of 10-20 podcasts that align with your expertise and target market
- Prioritize the list based on relevance and audience size



CRAFT YOUR PERSONAL AND BUSINESS BIO

- Highlight your unique story, expertise, and achievements
- Explain how your experience can benefit the podcast's audience
- Include relevant statistics, case studies, or testimonials to build credibility
- Keep your bio concise, engaging, and easy to read
- Tailor your bio to each podcast's specific audience and theme



DEVELOP A ONE SHEET FOR PODCAST PITCHES

- Create an attention-grabbing headline for your one-sheet
- Include a brief introduction of yourself and your business
- Propose 3-5 topic ideas that you can speak about on podcasts
- Provide a list of sample questions related to each topic
- Include your contact information and links to your website and social media profiles
- Design your one-sheet to be visually appealing and easy to read

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UTILIZE PODCAST MATCHING PLATFORMS

- [Podmatch](#), is the one I recommend. I have tried others. It is the BEST
- Matchmaker.fm Podcastguests.com are 2 others
- Create a profiles on at least 1 platform
- Complete your profile with your bio, topics, and target audience
- Browse and apply to relevant podcast opportunities. Using Podmatch, you get “Matched”. Respond and message your matches.
- Monitor your profile and respond promptly to any inquiries or invitations
- Listen and review, give stars to the podcasts you want to be featured on.



CONNECT WITH PODCAST HOSTS ON SOCIAL

- Optimize your LinkedIn profile to showcase your expertise and experience
- Search for podcasters in your niche or industry on LinkedIn/FB/Insta
- Follow their profiles and engage with their content by liking, commenting, and sharing
- Send personalized connection requests, mentioning your interest in their podcast
- Once connected, introduce yourself and pitch your topic ideas
- Maintain relationships with podcasters by engaging with their content regularly



FOLLOW UP AND PREPARE FOR INTERVIEWS

- Follow up politely if you don't receive a response within a week
- If you receive a positive response, confirm the interview details and timeline
- Prepare for the interview by researching the podcast and its audience
- Listen to a few episodes to familiarize yourself with the podcast's style and content
- Practice your talking points and prepare engaging stories or examples to share
- Know Your Offer! Where are you sending guests? Have a PLAN!
- Ensure you have the necessary equipment and a quiet environment for the interview. Invest in a good Microphone

Podcast Checklist

01 Define your target market and ideal audience

02 Research and prioritize a list of 10-20 relevant podcasts

03 Create a compelling personal and business bio tailored to each podcast

04 Develop an attention-grabbing one-sheet with proposed topics and sample questions

05 Optimize your LinkedIn & Social Media profiles to showcase your expertise

06 Engage with podcasters' content by liking, commenting, and sharing

07 Once, booked confirm interview details and timeline upon receiving a positive response

08 Prepare for interviews by researching the podcast and practicing your talking points

09 Ensure you have the necessary equipment and environment for the interview

10 Promote your podcast appearances on your website and social media channels

11 Continue to refine your pitch and target new podcast opportunities
