

How to be an Amazing Podcast Guest



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GUIDE: HOW TO BE AN AMAZING PODCAST GUEST

If you downloaded this guide, then you must be interested in the recent explosion of interest in podcasts. According to Edison Research, 44% of Americans have listened to a podcast and over a quarter are regular podcast listeners.

The growing popularity of podcasts means that all marketers need to have a podcast strategy. Being a guest on podcasts can be a great way to grow your brand. Here are some of the reasons you should be a guest on podcasts:

- You can talk about your product, company or personal brand.
- You can reach very niche audiences that can't be targeted through traditional spoken-word media.
- There are hundreds of thousands of podcasts seeking guests, presenting more opportunities than most media.
- Podcast guests get an SEO benefit because podcasts are generally accompanied by a blog post.



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So how do you get started? New Pod City created this guide to help people understand the process to get booked on podcasts, get booked more often and make the most of their podcast bookings.



STEP 1: PRESENT THE BEST “YOU”

Before you begin approaching podcasts that you want to be a guest on, it’s important to think about your pitch.

What is your unique proposition? What can you offer to the podcaster and their audience?

A good way to think about what you have to offer and to properly sell yourself is to create a guest “*one sheet*”.

A one sheet is exactly what it sounds like—a one sheet marketing pitch about you.

- This one sheet will include:
- A photo of you (*and potentially other graphics such as the cover of a book you’ve authored*)
- Your qualifications
- A list of topics you are qualified to cover
- Suggested questions to make the podcaster’s job easier (*remember, they’re busy!*) A list of other podcasts/media you’ve been on, if any.
- Information about how you will promote shows that you’re on.

Traditionally, people have created their one sheet using a graphic program and formatted it as a PDF document. You can certainly do this, especially if you have graphics skills.

The problem is that most people use the web on mobile phones these days and don’t want to open a PDF. Anyone who has ever pinched and zoomed a PDF document on their phone knows what I mean!

To really be professional, you need to have a web-based one sheet. It should be mobile friendly, too.



STEP 2: FIND & PITCH

Now that you have a one sheet, it's time to pitch to podcasters.

There are hundreds of thousands of podcasts, so there are probably a lot of podcasts out there that are a fit for your content.

A good way to get started is to search on Google for “topic” + podcast.

You should also search within Apple Podcasts (*formerly iTunes*), although its search feature is fairly basic. Try other podcasting apps, too.

Make a list of podcasts you are interested in. This list should include:

- Name of the podcast
- Their website
- Their Apple Podcasts listing URL

At this point, don't be too picky about which podcasts you contact. Smaller podcasts might be more valuable than large ones if they have a very targeted audience. Plus, each podcast you are on builds your resume and improves your speaking skills.

Once you have a good list, it's time to start contacting the podcasters one-by-one. This is a bit tedious; welcome to the world of PR!

You can usually find the podcaster's contact information on their website or podcast RSS feed.

When you make your pitch to the podcaster, be sure to focus on what you can do for them.

This can include how you are qualified to provide valuable information to their audience. It should also include how you will promote the episode you're on. If you have a big mailing list, offer to promote the episode in your newsletter. If you are big on social media, explain that you will post the episode across your social channels.

Also let them know about previous podcast experience you have and that you'll come prepared.

You might also send your one-sheet to the podcaster. It's kind of annoying to get an attachment on a first email from someone, so you'll be better off including a link to an online one sheet.



STEP 3: PREPARE FOR THE PODCAST EPISODE

Great news...you have a guest invitation! Now it's time to deliver.

You want to put on your best performance for every podcast you appear on. This is important to build your reputation, get invited on more podcasts, and, well, not look like an idiot.

Here are some things to do to prepare:

- Buy a decent microphone. You don't need to spend a lot – a \$50 Snowball microphone is great. Also wear a headset or earbuds because this will reduce the chances of an echo on the recording.
- Find a quiet place to do the recording. I've heard horror stories about guests calling in for a recording from the airport or other loud place!
- Make sure you understand the technical requirements for the show. Will you be recording on Skype? Zoom? Will there be video or just audio?
- Listen to one or two of the podcast's prior episodes so you know what to expect.
- Carefully consider the points you want to get across. This includes any sort of pitch or offer you want to make to the audience. Be sure to ask the podcast host if it's OK for you to pitch something directly. Most are OK with this if you do it in a tasteful way. For example, you might provide the audience with a URL to download a free report about your topic.
- **SHOW UP!** This might seem silly, but many podcasters report that scheduled guests flake out on them.



STEP 4: FOLLOW UP

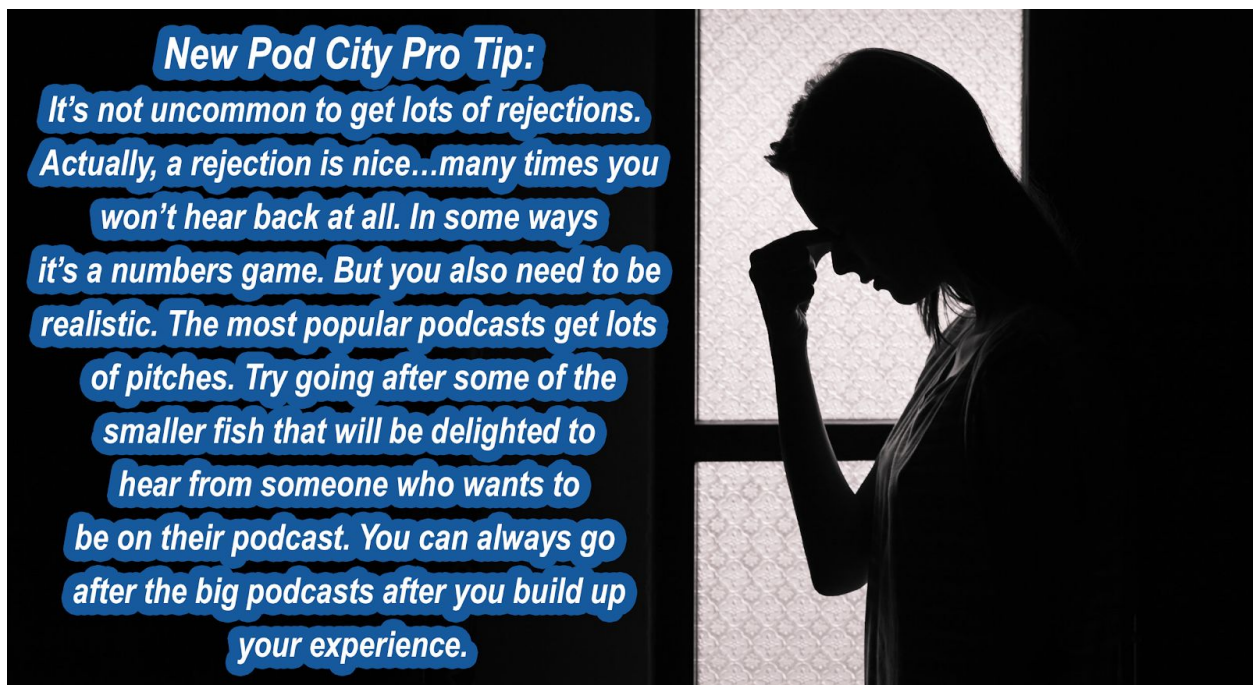
Your work doesn't end when you finish recording.

Once the podcast episode is published, follow up on the promotion that you promised to the podcaster. This might include posting a link on social media, blogging about it, or including it in your next email newsletter.

Following through on promotion also helps you land more guest opportunities in the future.

NOW, LET'S GET GUESTING!

Hopefully this guide doesn't seem overwhelming. Once you've been a guest on a couple of podcasts this should all seem simple. The important part is to take action today to start your journey being a guest on podcasts.



Have feedback about this guide? Please email Frank at Frank@FrankSasso.com

