

HOW TO BE A

Podcast Guest

Presented by



GUIDE: HOW TO BE A PODCAST GUEST

If you downloaded this guide, then you must have noticed the growing popularity of podcasts. According to Edison Research as of March 2023, 64% of Americans have listened to a podcast and 42% are regular podcast listeners.

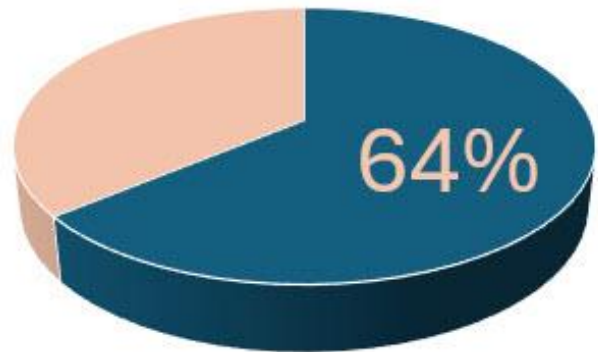
Being a guest on podcasts can be a great way to grow your personal and/or company brand, and we all need to have a podcast strategy.

Whether you have a great story to share, or insight and expertise on a topic, here are some of the reasons you should be a guest on podcasts:

- Being on podcasts helps build and extend your credibility and reputation as a subject matter expert
- You can talk about your story, your product, your company, or personal brand.
- There are hundreds of thousands of podcasts seeking guests, presenting more opportunities than most media.
- You can reach very niche audiences that can't be targeted through traditional media.
- Podcasts are generally accompanied by a transcription and may link to you for a SEO benefit in Google.

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

64% of Americans have listened to a podcast



And 42% have listened in the last month

Source: Edison Research 3/23

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 and experience
- ➔ 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 don't want to open random attachments and also have a hard time viewing PDFs on mobile phones.

To really be professional you need to have a web-based one-sheet that you can send a link to. It should be mobile friendly.

Quick Tip:

PodcastGuests.com offers a one-sheet creator that generates a professional, mobile-friendly and SEO optimized one sheet for you. As an added bonus, the one-sheet is included in our directory that podcasters use to find new guests. This service starts at just \$10 a month. You can learn more at PodcastGuests.com.

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 the Apple Podcasts app, 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 or Spotify Podcast 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 outreach!

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

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.

[\(Create an online one sheet here.\)](#)

It's not uncommon to get lots of rejections. Actually, a rejection is nice...many times you won't hear back at all. In some ways it's a numbers game. But you also need to be realistic. The most popular podcasts get lots of pitches. Try going after some of the smaller fish that will be delighted to hear from someone who wants to be on their podcast. You can always go after the big podcasts after you build up your experience.

Quick Tip:

If you don't want to spend the time required for one-on-one outreach, or you want to jumpstart your guest appearances, PodcastGuests.com has two suggestions.

[Sign up for our guest opportunities newsletter](#)

[Join over 47,000](#) people who receive our 2x/week newsletter with a list of podcasts looking for guests. These are podcasts that are currently looking for guests. Each podcast includes their subject, the qualifications you need, a link to the podcast's Apple or Spotify Podcast listing and more.

If you qualify for a podcast, you click a link and fill out a simple form that forwards your information to the podcaster. Easy peasy!

[Get listed in the PodcastGuests.com directory](#)

Take your guesting to the next level by getting listed in the directory and podcasters can come to you! Your listing includes an online, mobile-friendly one sheet. Premium listings also include promotion in our weekly newsletter sent to over 47,000 people

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 [\\$69 Samson Q2U USB/XLR Dynamic Microphone Recording and Podcasting Pack](#) is popular. 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! Pro tip: A walk-in clothes closet is a great place to record a podcast. The clothes absorb the sound echo.
- Make sure you understand the technical requirements for the show. Will you be recording on Skype? Zoom? Another platform? 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. Sign up for the free 2x/weekly guest opportunity emails at PodcastGuests.com to get started.

Have feedback about this guide? Please email Brian (at) podcastguests.com.

About PodcastGuests.com

PodcastGuests.com is a free service that connects over 47,000 podcasters and experts to facilitate guest appearances in podcasts.

For a small fee, users can also [create an online one sheet and be listed in the Guest Directory](#) to land more podcast guest bookings.