

# PODCAST GUEST CHECKLIST

## Do some research to find a list of potential podcasts

- 1 Search through Google for podcast + “industry keyword” to find relevant podcasts. Review the website for details of the podcast, people that were on the podcast and how long the podcast was up and running.
- 2 Research podcasts on their platform of choice e.g. iTunes.
- 3 Check ranking in iTunes – Popular podcasts.
- 4 Review what other shows people listen to. When you view a show you can see other shows below this.
- 5 Review podcasts other influencers have been on e.g. on Google type: podcast inurl:”name of person”.

## Start your outreach

- 1 Create a spreadsheet with all the right information – name of person you’re reaching out to, email address, URL of the podcast, main topic they cover, something interesting about the show that demonstrates your knowledge of the show, main topic they cover and the particular podcast you listened to.
- 2 Create your email outreach template and use some of the data you found in the templates.
- 3 Import your contacts and merge all your fields.
- 4 Select your email outreach template and create a series of follow up emails if they don’t reply.
- 5 Send your emails and analyze results.

## Maximize value of podcast

- 1 Pick a topic relevant to the podcast listeners and your business
- 2 Give an exclusive offer for the podcast listeners
- 3 Get more than one link in the show notes (i.e. mention a couple of posts)
- 4 Have a clear call to action e.g. download a guide etc
- 5 Promote the podcast – their success is your success



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