MOORE
Virtual Solutions

PITCH TO BE A PODCAST GUEST CHECKLIST





YAY! Congratulations....I see you are ready to be a guest on a podcast! You want to share your business, book or digital product with the world. Being a guest on a podcast is the perfect place to start.

According to podcastinsights.com, there are currently over 1.75M active podcasts and over 43 million episodes.

No less than 55% of Americans listen to podcasts, chances are your ideal customers are listening and waiting to hear from you.

After tons of research, you found just the right podcast, have the point of contact's email and are ready to pitch.

BUT WAIT! Before you hit that SEND button, go through this checklist and check off all the boxes first.

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Be Professional

Be sure your email is clear of errors and slang. Write your email with a positive and upbeat vibe.

Label your email header to be sure the host opens it to read more

Let them know immediately that this is a pitch. Summarize your subject in 10 words or less. (ex. Podcast pitch: "How to lose weight without dieting")

Briefly introduce yourself

Start by saying: "Here's a brief summary of who I am, what I do, and who I serve." Do not forget to include your name; it is important.

Let the host know you listen to their podcast

Listen to episodes of the show so that you will know what you have to say, and your offer aligns with the host(s) and their listeners. Make sure to mention how a recent show resonated with you. Be specific.

Show the host how you can help grow their audience

Include specific stats, number of followers and the size of your email list. Stay focused on how you can help them rather than helping yourself. Give first.

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Note: Not all podcast hosts care about the size of your audience, they are only concerned with what benefit you can offer their listeners. That's why it's important to familiarize yourself with the host(s).

- [ ]

Show other media you've been seen or heard on

Provide links to blogs you've written that were well received, podcasts you have been on, and any other media you have been heard or seen on.

- [ ]

Make it a no-brainer for the host to say "yes"

Include your calendar link so they can schedule a time to chat and a chance for them to get to know a little more about you.

- [ ]

Professional email signature

Your email should include a professional signature with your contact information. Your phone, email address and website should be included. Hubspot and WiseStamp offer free email signature options and simple to use.

IMPORTANT TO NOTE: Podcast hosts say their biggest complaint is people who never listened to one of their podcast episodes pitch to them. Do not base your decision on the title only. Do your research.

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TIPS AFTER YOU GET THE "YES"

01

Be prepared to provide questions you want the host to ask. The host may not have time to fully research you. You want to make sure their audience is getting as much information as possible in the short time period. Make the best use of the time.

02

Prepare an introduction with fun facts about your unique hobbies, skills, or characteristics. Ex. You do your LIVE videos in a tiara and PJs. Anything that sets you a part (but nothing offensive)!

03

Create a folder in google drive, Dropbox, etc. with all your assets and share the link. It should include a brief bio, a professional high definition headshot, links to all your social media accounts, a link to your website, your one-sheet, and your logo.

04

Prepare your call to action and/or one place where people can stay connected with you (unless your handle is the same across all social media platforms). Make it a place where your avatar hangs out. Make it easy for them to find you.

05

If allowed, have a link to your freebie offer ready and available to present to the listening audience.

"It always seems impossible until it's done."
Nelson Mandela

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MOORE Virtual Solutions

The Moore I do, the less you have to!

I connect podcasters with guests and guests to podcasters.

You don't have to do all the research and emailing back and forth yourself. Leave that to me. When you're ready, click below to schedule your free consultation.

Tonya Renada Moore

Click here

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