

PODCAST GUESTING ACTION GUIDE

*GET BOOKED ON PODCASTS AND TURN TARGETED
VISIBILITY INTO RAVING CLIENTS!*



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Podcast Checklist

Below are areas to focus on to secure great interview opportunities and shine as a featured expert.

DETERMINE TYPES OF SHOWS:

- ☐ Who is your niche listener? _____
- ☐ Who do you ideally want to reach? _____
- ☐ What is your expertise? _____
- ☐ What and why would people want to hear from you?

RESEARCH SHOWS:

- ☐ Find shows that fit your criteria (Google podcasts is a great resource)
- ☐ Spend time listening to episodes prior to approaching a host
- ☐ Rank the show based on how much of a fit you are for the show
- ☐ Create a spreadsheet with key information about the show

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	A	B	C	D	E	F	G
1	Podcast Name	Host	Contact Email	Booking Link	Scheduled For	Interview Platform	Additional Notes
2							
3							
4							
5							
6							
7							
8							
9							
10							



BOOK THE APPEARANCE:

- ☐ **Double check that you have the correct contact information for your podcast host.**
(email address, mailing address and phone number if possible)
- ☐ **Create an email to send to the host – keep the pitch personal.**
The host should get the impression that you have listened to their show.
- ☐ **Create a concise subject line.**
In the subject line, put something that specifically states it is a podcast guest-interview suggestion or offer, along with the exact title of your pitch.
- ☐ **Introduce yourself to the host.**
Briefly describe your background, business, what books you've had published and any podcasts that you have been a guest on before. It is okay to include links to your website, blog, and podcast if you already have one.
- ☐ **To keep it personal, let the host know that you have listened to their show by linking your topic back to a previous episode of the show.**
This also shows why your choice of topic is useful and relevant.
- ☐ **List the takeaways in bullet points that the audience can expect to receive.**
- ☐ **Add a paragraph about how you can help the host and their podcast. List your strategy for promoting the podcast interview.**
(social media, email campaign, etc.)
- ☐ **Add stats that concern the size of your email list and social media following. This also demonstrates how many people view and read your content.** (unique visitor stats)
- ☐ **Add bio information that will be needed when your offer is accepted.**
Include a link to your blog, website, a photo of you, links to social media pages, as well as your calendar.
- ☐ **Always include a nice closing with a clear indication you are very interested in being on their show.**
- ☐ **Follow up if you haven't heard from them in a week or two but avoid appearing desperate or demanding.**



PRE-SHOW AND PRACTICE PREPARATION:

- ☐ **Check your calendar. The show host may want to schedule a time to go over any preparation instructions.**
This is the time to ask any questions you might have such as seed questions.
- ☐ **Each show host has their own style when it comes to questions.**
Some prefer you provide questions. Some want to provide the questions. While on occasion, a host wants no questions at all.
- ☐ **Double-check the interview's start-time.**
Be sure to compare on world clock your time to the host's time zone.
- ☐ **Add alerts if you need to, so you can begin preparation at least an hour beforehand.**
- ☐ **Exchange mobile numbers / contact information with your host.**
- ☐ **Ask about how the interview will be conducted; video or audio and what platform such as Zoom, Skype or other.**
If you are using Skype, make sure you have an account.
- ☐ **Understand the format of the show. This will help you prepare answers that are in keeping with the tone of the program.**
- ☐ **Listen to a few episodes of the show to get a feel for the host's style, voice, and expectations.**
- ☐ **Consult your copy of any guest guidelines the host provides to you.**
If the host has an assistant, be sure to work through the assistant to avoid overloading the host. Their assistant will keep them in the loop.
- ☐ **Assuming your equipment is in working order, you should still check all equipment at least 60 minutes before show time.**



PRE-SHOW AND PRACTICE PREPARATION:

- ☐ **Ensure that you have a good Internet connection as well as a good phone connection.**
- ☐ **Check your microphone. Is it plugged in? Make sure that the headphones work with the microphone.**
- ☐ **If using Skype, make sure that you are connected.**
- ☐ **Make sure that preferences for Audio Video have output and input set to pick up your USB microphone.**
- ☐ **Turn off notifications for any program on the computer. You don't want any background noise to disturb you.**
- ☐ **Close any programs running in the background that could cause interference.**
- ☐ **Set up your computer in a quiet room with a door that can be closed.**
Avoid having children, dogs, cats or anything that will be a distraction close by.
- ☐ **At least ten minutes before the interview time, go to the bathroom, adjust your chair in front of the screen and take soothing deep breaths to set yourself for the program.**
- ☐ **Make notes that highlight the main points that you want to address.**
Keep notes in bullet form as you will only be consulting them if needed.
- ☐ **Write the host's name down and keep within eyeshot so that you can refer to the host by name throughout the interview.**
- ☐ **If you are new to interviews, do mock interviews with a friend. Have them act like the host to give you a good feel for the real experience.**
- ☐ **Keep your answers clear and concise. The more you practice, the more professional and knowledgeable you'll sound.**
Speak slowly but not in a boring way. Be as calm and natural as possible. Avoid trying to be someone you're not. Enjoy the process.



PROMOTE YOUR INTERVIEWS:

After the interview, be prepared to promote it.

- ☐ **Use the show link given by the host in your promotional copy.**
- ☐ **Write a blog post for your audience. Mention the date of the show and describe your appearance and the topic. Don't forget to include the link.**
- ☐ **Prepare messages for your other social media outlets. Include the host-approved link so they can gain quick access to the recording.**

STAY IN TOUCH WITH THE HOST:

- ☐ **Send a thank you to your host for the opportunity to appear on their show.** Although emails are great, hand written cards are memorable.
- ☐ **Express your thanks and that you would welcome any chance to work with them in the future.**
- ☐ **Connect with your host through appropriate social media channels like LinkedIn and Twitter.** Continue to follow them and their podcast show.

If you have colleagues who would be a great fit for the shows you have appeared on, let the host know. Finding outstanding guests is not always easy for them.

PLAN FOR THE LONG-TERM:

It takes more than one show to make an impact.

- ☐ **Imagine if you were to appear on one show a week for a year.** What kind of impact this would have on your visibility, expert status and book promotions.



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