

Step Four:

EXPAND YOUR REACH WITH REMARKABLE INTERVIEWEES

Even if you're not planning on interviewing guests at this point in time, keep in mind that experts can add a new perspective to your topic and can, provide valuable information to your audience and expand your reach.

First, brainstorm a list of people you'd love to interview without editing your choices. Second, go through your list and research if these people are relevant to your podcast topic and audience. Finally, search their social profiles and websites. Cross off any names that aren't relevant.

Also, perform a Google search with your keyword phrases. For instance, if your ideal guest is a money mindset coach, search that exact phrase for a list of names. Do your own research into their reputation, expertise, and products to determine if they're relevant and worthwhile to interview.

For anyone whom you deem to be a great guest, search their website for contact information. Sometimes you'll even find a "Media" page on their site with information about contacting them. I recommend following these guidelines, especially if your guest is a big name in your industry. They and their staff get hundreds of offers/emails every day, and they don't have time to read each one. Very often if someone does NOT follow their rules, their email gets tossed immediately as a way of eliminating offers and keeping their list manageable.

Once you have a starting list, it's time to reach out to make a connection. In the following exercises, you'll have space to write an intro email with your podcast offer, but it's also wise to connect with your prospective guests via social media. Participating in a conversation by leaving comments goes a long way to getting your email recognized.

Just in case your name doesn't get recognized by your expert (or their VA who's managing their inbox), make your subject line memorable and direct. Please don't leave them guessing; be direct in your subject line, so they are likely to open your email to read your offer. Even a simple "PODCAST INTERVIEW REQUEST" can go a long way to getting opened.

PLANNER: Start Your Podcast Planner

Of course, it's terrific to have people clamoring to be on your podcast but in reality, finding podcast guests is much like finding and attracting new coaching clients: A mix of active marketing and outreach as well as having tools in place to attract your perfect guest. Show a personal interest in the guest. If they have a podcast or content that they produce, engage with it, share it and really connect with it.

When it comes to preparing for interviews, think of it as studying for a test. Review their accomplishments; write a bio to use as an introduction (or take the bio from their website). Learn the basics about their business and their line of products. Write a list of questions you'd like to ask or bullet points of topics to cover. Going into the interview with a written "cheat sheet" will help avoid misspeaking or other flubs during the recording.



PLANNER: Start Your Podcast Planner

Exercise: *Guest Outreach*

Customize this template as a way to reach out to potential interview guests.

Sample Email for Guest Outreach

You can also shorten this if your only method of reaching out is via a contact form.

Hello _____,

My name is _____ and I am looking for experts to feature on my podcast, _____. You would be the perfect guest because _____. My audience is _____ and your expertise would greatly benefit them because _____.

Does this sound like a good fit for you?

A little about me: [INSERT YOUR BIO HERE]

I generally record on _____ and publish every _____.

Here is a link to my calendar to book a recording date, OR I'd be happy to chat more about being a guest via phone or Zoom. Choose a date/time that works best with your schedule.

[INSERT CALENDAR LINK HERE]

I look forward to hearing from you!

[INSERT SIGNATURE & SOCIAL LINKS HERE]

PLANNER: Start Your Podcast Planner

Exercise: *Guest Outreach*

Write your own personalized guest outreach.

Create Your Own Email for Guest Outreach Format

PLANNER: Start Your Podcast Planner

Exercise: *Guest Episode Checklist*

Follow this checklist to prepare yourself and your guest for your interview.

Sample Email for Guest Outreach

Pre-Interview

- Ask your guest to supply a headshot and bio (or ask if you can copy/paste from their website)
- Confirm date/time of interview
- Forward list of questions
- Ask if there's a particular product they would like to promote (or mention the one that would best suit your audience)
- Ask about an affiliate program
- Do your own research + study details about your guest

Interview

- Check your tech (internet connection, mic connection, outside noises)
- Breathe deeply and smile!
- Thank your guest and remind them of when the episode will publish

Post-Interview

- Send a thank you note to your guest
- Sign up for their affiliate program (if applicable)
- Edit the episode
- Write your show notes
- Schedule it to publish
- Create social media campaigns for when the interview publishes, tagging your guest
- Give teasers in emails and on social media about your upcoming interview
- Give your guest a link and/or social graphic to use in their own promotions