

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 27** and today we're going to talk about a **BIG** strategy that can not only get you **A LOT** of traffic, but can make you famous in your niche, position you as an expert, and make you an authority in your niche!

So, what is this tactic?

Podcasting!

But not having your own podcast... This is **YOU** getting featured on other people's podcasts. This is you getting in front of **THEIR** audience and getting that audience funneled into **YOUR** business.

Let's take a look at how to implement this strategy step-by-step...

Step 1 - Identify Your Unique Value Proposition:

What can you bring to the table that's unique or of interest to someone else's podcast listeners? Your expertise, personal experiences, success stories, or unique perspectives can all be compelling angles, but before you do anything you need to define your **UNIQUE** value proposition.

I recommend you sit down and write out several bullet points for this to get started on putting this all together.

Step 2 - Research Podcasts:

Your next step is to research! Look for podcasts in your niche or related areas and listen to a few episodes to understand their format and audience. I recommend you start a spreadsheet (*I use Google sheets for this*) and make a list of podcasts that align with your expertise and target audience.

Step 3 - Prepare Your Pitch:

In order to get on a podcast, you're going to need to reach out to podcasters and show them why you'd be great to have on their podcast.

Create a concise, engaging email that introduces yourself, and explain why you believe you'd be a great fit for their podcast. You can include relevant credentials, past podcast appearances, and any other media appearances. Offer topic suggestions based on your expertise and the podcast's theme.

You need to pack this email with as much as you can in as short of time as possible. Podcasters are busy, so don't waste their time with a bunch of fluff.

I highly recommend you spend some time researching how to create the perfect pitch for podcasters and work on this until you have something that's really captivating. Make them **LOVE** you and see the value of having YOU on their podcast!

Step 4 - Reach Out:

Now this is where the fun begins! Start by connecting with podcasters that you're interested in working with via social media. If you did Step 2 then this will be easy. You need to engage with them and their content genuinely. React, share, comment, etc. I recommend doing this for several weeks and then email your pitch to the podcast's contact email.

You're not going to hear back from 90% of them at first but keep interacting with their content on social media. Don't interact with them, contact them, and then when you don't hear from them you just stop. That's slimy **AND** just because they didn't respond or said no doesn't mean that they won't in the future. You're trying to build a relationship here, so don't be a jerk. 😊

Step 5 - Be Tech-Ready:

Even though you're not running the podcast, there are some *"techy things"* you need to make sure you have and that they work well.

Start with equipment. Have a good quality microphone and headphones. You can do a quick Google search and get all the information you need for the best equipment to use on a podcast.

And **PLEASE** ensure you have a quiet place to record without background noise. Don't be a podcaster's nightmare and end up with a recording of a podcast that they have to edit like crazy or worse... can't use at all!

And something else you need to make sure of. Familiarize yourself with whatever software the podcaster uses to record. Ask them what they use and if there is anything you need to prepare or have in order to use it.

Step 6 - Create a Dedicated Landing Page:

While on the podcast, the podcaster will introduce you and probably mention your website. I recommend getting a domain name, building a squeeze page on it, and offer something that is valuable to people in that niche to entice them to opt-in. Give the podcaster that domain name if they ask for your website or mention it during the podcast if the podcaster allows that.

Step 7 - Deliver Value:

This step should have probably been Step 2 because you need to know what you're going to talk about on these podcasts **BEFORE** you even think about trying to get on any podcasts. Basically it's your presentation. Each podcast will be different but having at least a template of a few different "*presentations*" will help you a lot.

Make sure to offer actionable advice, compelling stories, or insights, and avoid overtly selling your business. Instead, offer value and let listeners naturally become interested in **YOU!**

Step 8 - Promote the Episode:

Now once you get on a podcast episode and it's live, promote it on your social media, email newsletters, and website. Basically, anywhere that you can promote it, you should. This not only drives traffic to your business but also helps the podcast grow – a win-win! That podcaster put **YOU** in front of their audience. This is a great gesture on your part **AND** will show future potential podcasters that you also promote them!

Step 9 - Nurture Connections:

Once the podcast is done, you still need to maintain a good relationship with that podcaster. They might recommend you to other podcasters or invite you back for another episode. Keep engaging with them on social media and being a good resource to them.

Step 10 - Monitor And Engage:

If you did things correctly (*and especially took my advice about creating a dedicated squeeze page*) you should see some traffic from doing the podcast. Most of it will come in the first few days of the podcast, but traffic will trickle in on going. That's another benefit of doing podcasts. They can bring traffic in for a very long time. Make sure that you're also engaging with listeners who reach out to you via social media or email.

Step 11 - Rinse and Repeat:

The more podcasts you appear on, the more authority you build in your niche and the more traffic you will get! Keep refining your pitch and approach based on the feedback and results. It might be hard to get traction at first, but this strategy is like rolling a snowball down a hill. With time it gets bigger and bigger and bigger.

And remember... The key to successful podcast appearances is offering genuine value to the audience. If listeners find your insights helpful or inspiring, you're more likely to get traffic into your business!

Okay... That's a wrap for Day 27! I can't stress enough how powerful this tactic is.

Yes, it does take quite a bit of work, but it's **SO** worth it. You're using the resources of someone else to build **YOUR** business. Once you have the initial setup work done (creating your pitch, creating your "presentations", creating your offer page, etc.) you're just left with doing the work of actually getting on podcasts.

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz