

How to Pitch Yourself as a Podcast Guest

1. Do some homework and listen to some of the archived shows, and read some of the show pages
2. Always address the host or producer by name, if available.
3. Write a compelling introduction that captures interest; just a couple lines, keep the email short.
4. Provide a simple list of three to five key discussion points (what you will talk about or what topic you can blog on)
5. Mention any previous interview experience, since it increases confidence of the host or producer and lets them know you'll be a good guest, if you don't have previous experience, assure them that your goal is to provide content that would interest their audience.
6. Offer to have them as a guest on your show or offer a complimentary pdf copy of your book (if you have one).
7. Have a media kit (see suggestions below) ready to go as soon as possible when you get a response that they would like you to be on their show.
8. Some shows are booked months in advance or they don't have a guest on every show, so give it some time.

Some Tips:

- Add "you can check me out at ____"
- Add your website, podcast link to the message or have it in your signature line
- Ask them if they'd like to discuss and provide an easy way to connect
- Follow up! People are busy and may not respond the first time

Media kit suggestions:

- Headshot jpg
- Book cover jpg
- Brief bio
- Sample questions or bullet points for the interview
- Title and a summary (show notes) they can use if they want to
- Your website and contact information

Examples of how to begin:

- My name is _____ and I am the host of _____. I have reviewed your show archives and I believe that I would be a great guest for your audience.
- My name is _____ and I am the host of _____. I have been following your _____ and we could provide great content for each other's audience.