



HOW TO BUILD A 
5-STAR
PODCAST GUEST PRESENTATION

Get booked for more podcast interviews that will establish trust and authority, amplify your message, and enhance your brand by following this easy-to-use, no-nonsense guide

HOW TO BUILD A 5-STAR PODCAST GUEST PRESENTATION



What is the **most powerful weapon** in your brand-building arsenal?

You may think it's your ability to craft a witty ad campaign. Or curate the most captivating email series. Or create blog copy that brings readers to their knees.

While these and many other skills are helpful, they don't answer the aforementioned question. The most powerful weapon in your brand-building arsenal didn't come to you through years of education. It wasn't something you purchased from a website. It's been with you since day one. You've had it at your disposal from the second you were born.

That weapon is your voice.

Throughout your entire life, your voice is something that's grown stronger, developed keenly, and evolved immensely. No matter where you currently are in your professional plight, no voice other than your own is better equipped to tell your story from start to finish. No other voice can communicate the emotions you have for building your brand and conquering all of the obstacles that stand in your way.

And when you take your voice and project it across the most powerful platform for establishing trust and authority, enhancing your message, and building an audience exponentially, your voice isn't just a weapon. It's a **lethal weapon**. A lethal weapon that can take your brand to the highest levels of success.

Podcasting has become the most powerful way to build your brand. Year over year, more brands are turning to this platform as an innovative strategy for connecting with targeted listeners, generating leads for their business, and telling their story to captivated listeners thirsty for dynamic content.

Now, you may be thinking the only way to harness the power of podcasting is to drop everything and start your own show. But you're wrong. While starting a podcast is a smart move, it's not the only way to leverage this rapidly-growing platform.

As we speak, the podcast space is attracting more listeners, more content creators, and more advertisers. Over TWO MILLION shows currently inhabit the podcast ecosystem and there's no evidence of that growth slowing down any time soon.

With new podcasts getting launched daily, this means one thing for you: **OPPORTUNITY**.

Most podcast producers are looking for enticing guests to interview on their show. And each time you lend your voice and your expertise to these shows, the more opportunities you have to captivate a new crop of listeners that instinctively turn their support to you.

Every day, podcasters receive guest requests for their show. And the thing about many of these requests is this: **most of them suck**.

In this guide, **How to Build a 5-Star Podcast Guest Presentation**, you're going to learn how to craft an engaging, captivating introduction that will blow a podcast producer's mind. Not only will this approach position you as THE guest they need to feature on their show, it will get every piece of info they need from you IN ADVANCE. It's that level of care that makes you stand out and puts you light years ahead of others not doing it right.

Podcasts need your voice and your expertise. Today, you're going to learn how to connect with those shows, grab the mic, and spin verbal gold guaranteed to deliver results.

who's dropping this info?

My name is Jason Cercone and I'm here to help you make your brand explode. I am a podcast communications consultant and creative professional with a deep-seated passion for helping others grow, succeed, and exceed their expectations. I've amassed 25 years of experience in communications, sales, digital marketing, content creation, customer service, and operations management and have parlayed that experience into my life's work in the podcast industry.

I work with brands and professionals of all shapes, sizes, and missions to craft and cultivate a podcasting attack that enhances visibility, increases reach, and delivers what customers are looking for when interacting with a company.

Today, I'm here to help you get booked as a guest on podcasts. Let's get started.



why most intros suck

Have you ever been solicited on Linked In by someone who knows nothing about you, what you do, or what you truly need? They send you a connection request and a generic message ASSUMING you got out of bed that morning looking for them. It's a terrible approach. And it hardly ever works.

Guess what? That approach doesn't work with getting booked on podcasts, either. You can't just reach out to a podcast producer with a list of reasons why you're the shit and they need to book you. EVERYONE IS DOING THAT. **That's why most guest intro approaches suck.**

So how do you not suck at introducing yourself and standing out? You find the right shows to appear on. You LISTEN to those shows. You get to know the host(s). You discover topics they discuss that you can discuss, too. You prepare an intro that gives them every reason in the world to feature you.

THEN...and only then...do you introduce yourself. Let's dig deeper.



the 5 critical factors to an effective intro presentation

Let's operate under the assumption that you're 1 of 5 people reaching and out and connecting to a podcast producer this week. Of those five, who's going to stand out the most?

The one who shows a legitimate, genuine interest in their show, that's who. And how do you do that? I'm glad you asked.

Here are the 5 Critical Factors To An Effective Intro Presentation:

1 Find the right podcasts to be on. This is #1 for a reason. Doing this step will save you (and everyone else) a ton of time. First, do some research to see if that show features guests. I've talked to many podcast producers who say they receive guest requests all the time and they feature a solo format exclusively. Next, if a podcast doesn't fit your brand and appearing as a guest won't help your cause, it's best to move on to a podcast that does. You want to utilize your time to establish authority, prove that you're a thought leader in your space, and have those who listen to your interview gravitate to your show, your brand, your movement, your product or service. If the subject matter of a particular show doesn't fit your message, it won't deliver the results you seek.

2 Show legitimate interest in the podcast you're contacting. Don't just say you stumbled upon their show and think you'd be a good fit. Go through their episode catalog and find content that's relevant to you and your purpose. Then, listen to those shows to find actual conversation points that resonate with you. From there, cover these points in your intro presentation and articulate why they hit home with you and how you can add related value to a future episode when they bring you on as a guest.

3 Explain, in detail, what you bring to the mic. Now that you've taken the time to get to know what the show is all about and showcased specific reasons why you'd be a great guest on their show, tell the podcast producer about yourself. Give them a thousand reasons to feature you as a guest. Give them a sneak peek of your story, tell them about your brand, share some accomplishments you've made in your journey. A killer resume combined with legitimate interest in their show will make you a prime interview candidate podcast producers would be foolish to pass on.

4 Share your areas of expertise and what you can elaborate on in your interview. This will allow the producer to create a format centered around your knowledge and message. In part, you'll be revealing this information when you share why certain points of the shows resonated with you, but sharing your "Expert Topics" will give you some control over what will transpire when the interview takes place.

5 Make the producer's job as easy as possible. When you initiate your correspondence, your presentation will consist of everything you've just read and be organized in the format found on the upcoming pages. Additionally, be sure to send them everything they would need from you as a guest - a brief bio, media/brand kit, and 2-3 headshots/photos they can use for promotional assets. Also, let them know where you'll share the show when it's live (email, social media, etc.) The more information you provide up front, the less work they need to do...and the more likely they are to feature you as a guest before someone who leaves them needing to do additional work.



CRAFTING YOUR PRESENTATION



The following illustrates an effective intro presentation breakdown. The content in bold indicates where you will need to plug in your own information to make the presentation flow and resonate with the producers. I will also provide a full example template so you get an idea of the final product.

INTRO PRESENTATION OBJECTIVES

- Create a personal connection
- Be clear and demonstrate what you will talk about on their show
- How you'll help them throughout the entire process
- Provide bio, headshots, and any items that make the producer's job easier

SUBJECT LINE: **[CREATE SUBJECT RELEVANT TO TOPIC YOU WISH TO DISCUSS]**

Hello **[INSERT NAME]**,

I loved your episode about **[EPISODE TOPIC]**! It really made me think about how I approach **[TOPIC]** and how I can think about it differently/better/more effectively **[CHOOSE THE ONE THAT FITS BEST OR ADD SOMETHING NEW]**.

I know you invest a lot of time, energy, and money into making your podcast value-packed and successful - that's very apparent! The guests you've featured are thoughtfully selected and truly fit the concept of your show. If you're accepting new guests/Your podcast page shows that you're accepting new guests **[CHOOSE THE ONE THAT FITS]** and since I have a ton of expertise on **[INSERT EXPERTISE TOPIC YOU WISH TO DISCUSS ON THIS PODCAST]**, I feel I could really help your listeners.

*(...in fact, I play in that world daily with my clients! We work together to find strategies that work for their specific needs with a strong emphasis on **[INSERT EXPERT TOPIC HERE]**!)*

Here are a few topics that would fit into the content you already share, though I am happy to create a topic geared just for you and your listeners: **[PROVIDE 3-5 SUBJECTS/TOPICS YOU CAN DISCUSS EXPERTLY. TO MAKE THIS PROCESS EASY FOR YOURSELF, CREATE A LIST OF EXPERT TOPICS AND PROVIDE A DESCRIPTION FOR EACH. THIS WILL SHOWCASE YOUR EXPERTISE AND GIVE THE PODCAST PRODUCERS A DEEP UNDERSTANDING OF YOUR KNOWLEDGE BASE AND WHAT YOU'LL BRING TO THEIR SHOW]**

Continued on Page 4...



CRAFTING YOUR PRESENTATION



...continued

[LIST YOUR EXPERT TOPICS AND DESCRIPTIONS WITH BULLET POINTS HERE]

Like I said, I know you put a lot of care into creating your podcast and promotion is a big part of making an episode, or a podcast as a whole, successful.

I'll be sure to share our episode on my [INSERT PLATFORMS WHERE YOU CAN SHARE - EMAIL NEWSLETTER, SOCIAL MEDIA, YOUTUBE, WEBSITE, ETC] and anywhere else our conversation is relevant. I would also be happy to leave you a 5-star rating and a review for your podcast, too.

While some of these profiles are on the small side numbers wise, they're plenty strong in regards to engagement! My [INSERT WHICH PLATFORM WILL PROVIDE THE MOST IMPACTFUL REACH] is very active and I look forward to them enjoying our conversation.

I've attached a headshot and additional image, plus a media kit that contains a bio and more information so you can learn about me (and to make it easy for you to create your show notes, too).

I'm looking forward to connecting with you!

Respectfully,

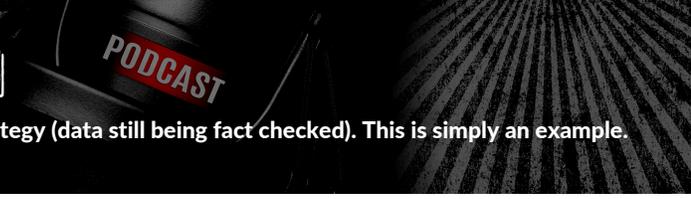
[INSERT SIGNATURE HERE]

takeaways

- The object is not to blow smoke and feed artificial information to a podcast producer in an attempt to look good. The object is to perform actual due diligence so you know what topics are covered on the show and how you can impact their audience by being a guest on a future episode.
- Do not hold back details that you feel the producers need to know about you. Give them as many reasons as possible to book you as a guest.
- Sharing how you'll help them promote the show once it's live is a touch most people leave out of their presentation. This proves it's a two-way street and you want to help them grow their audience as much as you want to grow yours.



AN EXAMPLE PRESENTATION



*NOTE: I am not a Financial Advisor. The following info may not be sound financial strategy (data still being fact checked). This is simply an example.

SUBJECT: Helping Your Listeners Retire With Total Confidence!

Hello Samantha,

I loved your episode about helping people find creative ways to start saving for retirement! It really made me think about how I approach building long-term investment strategies for my client's portfolios and how I can implement initiatives more effectively for future gains.

I know you invest a lot of time, energy, and money into making your podcast value-packed and successful - that's very apparent! The guests you've featured are thoughtfully selected and truly fit the concept of your show. Your podcast page shows that you're accepting new guests and since I have a ton of expertise on helping people retire comfortably through building a diversified stock portfolio, I feel I could really help your listeners.

(...in fact, I play in that world daily with my clients. We work together to find strategies that work for their specific needs with a strong emphasis on investing wisely with as much risk as they can tolerate!)

Here are a few topics that would fit into the content you already share, though I'm happy to create a topic geared just for you and your listeners:

- **Retiring With Confidence** - One of the biggest fears people have is whether they'll be able to retire comfortably. Or...at all. The biggest problem with this is that we weren't taught how to navigate the road to retirement. We were just told we'll get there someday. That's no way to live. If we tackle this subject, I'll share how people can develop a plan that gets them to retirement comfortably, confidently, and, most importantly - on time or ahead of schedule, either on their own or with the help of a professional advisor.
- **Investing With Ease** - When you're just beginning to explore the investment world, you are faced with numerous decisions and potential unknowns. What are the best investments for me? When should I buy and when should I sell? What is my risk tolerance? How diversified should my portfolio be? I'll break down the beginner's guide to investing and give your listeners a simple path to follow. We'll discuss terminology, rules of thumb, and basic ways to read the market so they can begin investing with confidence and a strong foundation of knowledge to help them build their portfolio.
- **How to Evaluate Risk Tolerance As a New Investor** - Understanding how much risk you're willing to take when it comes to your portfolio can make or break your results and tell the story of how long it takes for you to build a portfolio that supports you long-term. I'll explain the thresholds of risk tolerance, basics that any investor, new or experienced, should know, and I'll provide some easy exercises listeners can perform to determine their risk tolerance as they focus on portfolio diversification.

Like I said, I know you put a lot of care into creating your podcast and promotion is a big part of making any episode, or a podcast as a whole, successful.

I'll be sure to share our episode on my Linked In profile, Facebook page, client newsletter, and anywhere else our conversation is relevant. I would also be happy to leave you a 5-star rating and a review for your podcast, too.

While some of these profiles are on the small side numbers wise, they're plenty strong in regards to engagement. My client newsletter receives 50-60% open rates! I look forward to all of my newsletter readers enjoying our conversation.

I've attached a headshot and additional image, plus a media kit that contains a bio and more information so you can learn about me (and to make it easy for you to create your show notes, too).

I'm looking forward to connecting with you!

Respectfully,

Jason Cercone
Really Good Financial Planning
jason@reallygoodfinancialplanning.com



THE WRAP UP



To conclude, being a featured guest on a podcast is fun, exciting, and the best way to establish credibility with a fresh audience. You can also grow your own audience exponentially and secure your spot as a legit thought leader in your industry.

Not only that, most podcasts are evergreen! This means your interview could be heard weeks, months, even years after it goes live and the knowledge you drop will impact whoever listens to it. One podcast interview today could potentially bring optimum gains for you and your brand five years down the road. Talk about staying power!

The best approach to blow a podcast producer's hair back is to establish your ability to help them create kick-ass content in your very first correspondence. It's human nature for all of us to ask "what's in it for me?" when looking at any opportunity in life. So any producer is going to look at guest requests that cross their desk and ask the same thing.

If you follow the blueprint detailed in this guide, you'll give producers all the reason in the world to bring you on their show!

But, also keep this in mind: **connecting with podcasts is a game of numbers.** Even the best-crafted presentation won't resonate with 100% of those who see it. But taking the time to provide a genuine, well-researched pitch will improve your odds and increase the number of opportunities you receive.

PRO TIP: Build yourself a list of podcasts you want to appear on, then begin connecting with five at a time. Don't be discouraged if you don't get an immediately reply. Explore other shows on your list and circle back to ones that haven't responded when you feel the time is right.

You now have the tools needed to craft a thorough, effective, killer podcast intro presentation. It's time to get to work. I look forward to hearing your voice on many, many podcasts in the very near future!

if you would like more assistance...

As part of my GuestSpotter initiative, I help professionals get booked on the right podcasts for their message AND handle all aspects of podcast communications. If you'd like to leverage the power of podcasting without having to find the shows to appear on yourself, we should talk.

[click here to learn more](#)

*bonus! once the interview begins...

Now that you're on the show and the interview is about to start, there are a few things you can do to continue building a strong relationship with the hosts and producers of the podcast. If this interview brings value to everyone, you want to open up the potential for future appearances on their show. Some additional ways to add value are:

- When they introduce you to the audience, thank them for inviting you on and say that you're a big fan of the show
- At some point during the interview, make a point to compliment the hard work they put into creating their podcast and encourage listeners to pause the episode and leave a positive review for the show.
- Don't forget to leave a positive review for the show yourself!





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created, written, and produced by
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for more podcast resources and to connect with jason, visit
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