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TIPS FOR BECOMING A VALUABLE, FULLY OPTIMIZED PODCAST GUEST

by
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INTRODUCTION

I don't think I'm dropping a spoiler when I say that podcasting is having a bit of a moment. Much like its counterparts – social media, blogs, the internet itself – it took some time for its popularity to gain momentum. But once it did, society wrapped the podcast medium in a big, burly bear hug and now, it's hard to imagine a world without it.

In the 80s, the rise of music videos seemingly killed the radio star as The Buggles so eloquently put it. In similar fashion, video's presence and importance grew on the world wide web and things have never been the same.



But over the past several years, audio has experienced a major renaissance and continues to serve as an important medium for education, entertainment, and information. And while it never went away, it certainly reinvented itself and became way more accessible...for consumers AND creators.

The podcast medium boasts some pretty hefty stats to justify its presence:

- As of April 2021, over 2 million podcasts and 40 million podcast episodes exist – [Podcast Insights](#)
- 78% of the adult population is aware of podcasting – [statista.com](#)
- An estimated 120 million people listen to podcasts in the US in 2021 and that number is predicted to jump to 160 million by 2023 – [statista.com](#)
- According to the *Interactive Advertising Bureau*, podcast advertising revenue has grown from \$479 million in 2018, to \$708 million in 2019, to \$842 million in 2020. They predict podcast ad revenue in the U.S. will surpass \$1 billion in 2021 and double to \$2 billion by 2023.

Many people believe the only way to make a significant impact in podcasting is to start their own show. And while having your own podcast can be great (if you're ready to put in the work), there's another way to maximize the value of the medium: **by being a value-driven guest on existing, established shows.** This is known as **Podcast Guesting, or Podcast Guest Marketing.**

With the podcast platform continuing to grow, content creators are constantly searching for quality, knowledgeable guests to collaborate with. And every time you appear as a guest on a show relevant to your space, you build your reputation, establish authority, and position yourself as a resource. All of this...with zero time spent on production!



INTRODUCTION

Podcast Guest Marketing is an initiative designed to help you enhance your presence, amplify your brand message, and grow your network exponentially. If executed properly, you can make a significant impact every time you make a guest appearance on a podcast. That impact will naturally make listeners seek you out for more value, thus bringing them into your circle and giving you an opportunity to nurture and transform them from lead to customer to brand advocate.

Podcast guest appearances are effective, they require less work than producing your own show, and the collaborative effort of producing quality content can be a lot of fun. But let's nip something in the bud right now: **Guest marketing isn't as simple as just turning on a microphone and opening your mouth.** Like any efficient strategy designed to grow your brand, there's a method to the madness.

And that's why we're here today. You've got your hands on '*10 Tips For Becoming a Valuable, Fully Optimized Podcast Guest*' and we're about to explore podcast guest marketing and the value it can bring your brand-building initiatives.

Upon completion of this guide, you will have a better understanding of the tools, techniques, and skills required to creating effective podcast guesting campaigns, what it means to be a value-driven podcast guest, and why podcast guest appearances are the most dynamic way to enhance your brand visibility. Additionally, I've included some checklists and a guest presentation template to help you get started.

Each of the following tips provides insights on podcast guest marketing that I've implemented in my own practices, both with clients and with my own campaigns. They represent the necessary foundation to finding success in this space and serve as a blueprint to make you a ratings popping, mic dropping podcast guest who brings value...and receives value in return.

My name is Jason Cercone and I'll be your tour guide through the wonderful world of podcast guest marketing. I've been part of the podcast medium since 2015 and believe the podcast guest marketing approach is the only way to fly!

In addition to guest marketing, I host [Evolution of Brand](#), a podcast that features stories and strategies from authentic entrepreneurs and professionals. I also build my brand by collaborating with other podcasters and executing my own podcast guest campaigns.

But enough about me. Let's dive into the 10 Tips!





TIP 1

1. PODCAST GUEST OPTIMIZATION

This is where it all begins. If you're not optimized, you can't make an impact. Period. In order to get the most valuable return from your podcast guest campaign, you need to be prepared on all fronts and execute with precision.

The word 'optimize' is defined as: *verb - to make as effective, perfect, or useful as possible; to make the best of.*

Podcast Guest Optimization is defined as: *the process by which you become fully prepared to be a high-quality, value-driven podcast guest who proceeds with a plan of action, a method to gain results, and proper expectations on what the medium can deliver. In short, being the BEST possible podcast guest you can be.*



Being a value-driven podcast guest requires more than just showing up and talking. There's a strategy involved. That's what this guide is dedicated to. And before we tackle the strategy in full, the following items are aspects to address that will lead to complete guest optimization:



Gain a true understanding of what the podcast platform can deliver. The stats I referenced in the introduction are just a few of MANY that support how vibrant the podcast landscape currently is. Seemingly, a new show will go live before you finish this sentence. And all these shows need quality guests to help make an impact. When you provide that value and impact, everyone wins.



Set realistic goals and expectations. With any marketing and/or content strategy, understanding what you want to achieve from your efforts, as well as what the medium through which you're sharing said content can deliver, is of the utmost importance. Podcast guest marketing is no different. Having a goal is critical. As are realistic expectations of what the medium can give you.



Build a plan of action. Answer the following questions: What do I want to accomplish as a podcast guest? What's the most important aspect of my message? What podcast genre best aligns with my mission? Who is someone I can emulate with my efforts? How much time can I dedicate to my campaign? How can I stand out? These answers are your plan's framework!



Create a detailed media kit. A media kit (or one sheet) is a document that showcases your credentials and tells a producer why you would be a valuable asset to their show. Your kit should include your name and tagline, a headshot + one other image, bio, facts about yourself that showcase value, expert topics, suggested questions, and links to any past interviews. [EXAMPLE KIT](#)



Hone your interview skills. The only way to get better at doing interviews is to practice, practice, practice. Read books, magazines, newspapers out loud and focus on enunciation. Do a mock interview with a friend, family member, or loved one. And, of course, hone your skills doing actual interviews. The more you do, the more you'll get comfortable and discover your voice.



Assess equipment and interview setup. Invest in a good microphone for your guest appearances. Also, be sure your interview space is set up in a quiet environment free of noise and distractions. Do not join interviews from your smartphone OR have your phone on during the interview. Give the host 100% of your attention and focus on making an impact!

Being a fully optimized guest is what will make you stand out from the rest of the pack. There are plenty of people looking to grow their brand presence on the podcast platform. But clarity and precision on how to do things right is lacking in many people's approach to guest marketing.

Some go on podcasts that don't align with their mission. Others present themselves to podcasts that don't even feature guests. A handful of misguided souls think they need to sell the whole time they're on the mic while others refuse to focus on the fundamentals of conversation and delivering value to the audience.

The theme throughout these 10 Tips is to offer guidance and help you avoid making critical mistakes that will derail your podcast guest marketing efforts before the train even leaves the station.

The remaining 9 Tips in this guide will take you through key aspects that will truly bring your guest marketing efforts together. As you've learned thus far, being optimized is Priority #1. When you reach this critical state, your impact will go through the roof!

In order to maximize the impact of Tips 2-10, as well as your time, all of the tips and strategies shared in this guide are meant to be executed in the order they appear to ensure you're checking off all the boxes and setting yourself up for success right out of the gates.

Are you feeling optimized? Good! Let's keep the momentum going.



TIP 2



2. RESEARCH + SELECT THE RIGHT PODCASTS

With over 2.5 million podcasts currently in existence and no evidence of that number slowing down, there's undoubtedly a world of guest appearance opportunities at your disposal. Celebrities, comedians, politicians, current and former athletes, TV and radio personalities, hobbyists, influencers, companies, brands, even fictional characters are all jumping on the bandwagon.

For good reason, too. A podcast is the perfect medium for reaching an audience on a global scale. And numbers don't lie...podcast listenership continues to climb. These rising numbers have also caught the attention of advertisers, many of whom have invested six, even seven figures, into ad campaigns across multiple shows.

Now, your natural instincts may tell you to get on the biggest show with the biggest audience, right? Of course. We all want to steal a piece of our 15 minutes as quickly as possible. But, the reality is...the biggest show isn't always the best option.

Here's an example: I interviewed Tom Schwab, the founder of [Interview Valet](#), on [Episode 11 of Evolution of Brand](#) and he shared a story of the time he went on a podcast that boasted they received 40,000 downloads per episode. Tom made a great contribution to the show...and ended up getting two leads for his efforts. Why? A broad audience that wasn't in the same ballpark as Tom when it came to the value, and the offer, he had for them.

Now, fast-forward and Tom went on a show where the host told him she got roughly 150 downloads per episode. From that appearance alone, Tom got over 20 leads THAT BECAME PAYING CUSTOMERS. Now THAT is powerful.

It's not about the size of the audience. It's about the quality of the audience as related to you, your mission, and your offer. This is why it's critical to find the RIGHT podcasts to make guest appearances on.

HOW TO FIND THE RIGHT PODCASTS

Finding podcasts that align with your message, mission, and philosophies provide the best opportunity to create a piece of evergreen content that will serve you and your brand for an extended period of time. Here are some tips for finding the right shows:

- Google 'podcasts about [INSERT INDUSTRY/NICHE/SPECIALTY]' and evaluate the returns
- Conduct a similar search in Apple Podcasts, Spotify, Google Podcasts, Amazon Music, and Podchaser
- Conduct a similar search on your favorite social media platforms
- Check out the Top 200 Charts in Apple Podcasts
- Use services like [Find That Pod](#), [PodcastGuests.com](#), and [Matchmaker.fm](#)
- Use [PodMatch](#) to find great guest opportunities
- Ask for podcast recommendations from your friends, family, colleagues, and social media circle
- Outsource podcast research to an agency like [Interview Valet](#) or a guest booking specialist like myself

Now that you've found some podcasts that fall into your wheelhouse, the research can begin. Here is a checklist of what you should be looking at as you research potential podcasts:

- ☐ **Is the show still producing new content?** This is the easiest step. If they aren't producing new content, they've "podfaded." Check to see when their last published episode went live and if it's outside of a month, cross them off and move on.
- ☐ **What's the show's 'aesthetic appeal?'** A podcast's cover art is THE first impression. Is the show name catchy? Is there a good show description? The overall aesthetic appeal can paint a picture of the TLC the producers pour into their efforts.
- ☐ **Does the podcast have ratings and reviews?** Reviews let you know what people think about the show. They're also a window into whether your expertise would be useful for this particular audience. It's always good to discover real feedback.
- ☐ **What's the podcast's presence like BEYOND the podcast?** Do they have a website for their show? Do they promote the show on social media? Do they have a complementing YouTube channel? This will give you a good idea of how your interview will be promoted when released.
- ☐ **What is the overall quality?** You want your appearances to be on shows that not only fit your mission, but sound great, too. You can also learn more about how the host(s) carry themselves and discover the overall interview flow and format.



TIP 3

3. CREATE AN IMPACTFUL GUEST PRESENTATION

First things first: there's a small movement in the guest marketing community to change the verbiage from "podcast pitch" to "podcast presentation." You *pitch* a baseball. You *present* a person.

Frequently, you'll hear someone say they're going to "pitch" themselves to be on a podcast. I, along with many others, think "presenting" yourself sounds more professional and meaningful. Therefore, I'll be referring to "pitch" as "presentation" going forward.

Now, let's call a spade a spade: Most guest presentations SUUUUCK. BIG time.

Why? No preparation, no research, "spraying and praying," quantity over quality, mission and message don't align. Hell, some people present themselves to podcasts THAT DON'T FEATURE GUESTS.

Have you ever been solicited on LinkedIn by someone who knows nothing about you or what you need? They send you a connection request and a generic message ASSUMING you need exactly what they're pedaling. 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 totally awesome and they need to book you. EVERYONE IS DOING THAT.

But not you. Because you've picked up this guide, you've made a commitment to doing this right, and you're going to do the most important thing you can when presenting yourself to be a guest on a podcast: **STAND OUT.**

If you've felt the wrath of nonstop solicitations in your inbox, you understand the struggle. Podcast hosts and producers face it with presentations *all the time*. Whether it's a booking agent or the potential guest themselves reaching out, so many of them do so in a manner that's so intrusive, so transactional, and so void of actual feeling and emotion, the presentations get zero attention.

This is where you can win. By presenting yourself in a way that shows you've actually listened to their show and discovered it aligns with your mission and message, by providing genuine insight on how you can impact their audience, and by giving the hosts and producers exactly what they need to create their formats, show notes, and promotional assets, you show that you actually care. You show you're a valuable asset that takes this seriously. **You stand out.**



Why Most Guest Presentations Fall Short

- **NO RESEARCH.** If you're not taking the time to find out what a show is all about, you're wasting time. Podcast Guest Marketing is all about results. Find shows that will serve you for the long-term.
- **"SPRAYING & PRAYING."** This approach is easy to see through. You build one presentation, insert the name of a podcast, and send it out to everyone in a 10-mile radius. Expected results from this approach: Slim to none with slim pulling up his Uber app as we speak.
- **QUANTITY OVER QUALITY.** It's not about the number of interviews you do. It's about the *quality* of the interviews you do. Book interviews that will serve you, not satisfy an arbitrary number.
- **MESSAGE AND MISSION DON'T ALIGN.** If you land on a podcast that doesn't align with YOU, you're DOA. Podcast interviews are evergreen pieces of content. Make sure it's right for you.
- **THE SHOW DOESN'T ACCEPT GUESTS.** No brainer. If the show features a solo format, move on to the next one. They're not going to change for you, so don't waste anyone's time...especially your own.



[GUEST PRESENTATION TEMPLATE]

Below is a sample email template you can use to craft a valuable, impactful guest presentation. **PLEASE NOTE:** Using this template does not equate to 100% bookings. It's merely a value-driven blueprint that will help you stand out. **PLEASE ALSO NOTE:** I am in no way a financial advisor or planner. But if I were, here's a taste of what I might say to present myself for a potential guest appearance:

SUBJECT: Helping Your Listeners Retire With Total Confidence!

Hello Samantha, thank you for all the value you provide with your podcast. I loved your episode with Jack Jones 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 and I believe my newsletter readers will enjoy 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



Five key components to a value-driven, quality podcast guest presentation are:

- Present yourself to podcasts that align with your mission
- Always show legitimate, valued interest in the podcast
- Showcase your value and how you can make an impact on the audience
- Share how you'll promote your show when it goes live
- Make the producer's job easy (provide media kit, headshots, etc up front)



TIP 4



4. INTERVIEW PREP + EFFECTIVE COMMUNICATION

If you've done your part to stand out with your guest presentation and earned interest from your prospective podcast, you'll get booked. This, obviously, is the goal. Now, it's time to get ready to deliver the value.

General rule of thumb: if a podcast host/producer books you to be a guest on their show, clearly they see something in you they feel will please their audience. Otherwise, they would've declined your request or ignored you altogether.

Now that you've got your interview scheduled, respect the podcaster's time by properly preparing yourself for the interview. Don't arrive having not communicated with the hosts and producers since time of booking and don't show up without a plan of attack (more on this in Tip 5).

The last thing you want is a piece of content out there damaging your reputation. Showing up unprepared can make this a reality.

For each interview you schedule, utilize the checklist below to ensure all your ducks are in a row and your A-game will shine when the mics go hot!

REMEMBER: *Failing to prepare is preparing to fail. Be sure you're ready for your interview and keep those communication lines open throughout the process.*

PREPARATION + COMMUNICATION CHECKLIST

- ☐ **LISTEN TO 1-3 EPISODES.** You can discover the show format, learn about the hosts, and know if there are any standard questions you will get asked.
- ☐ **KNOW WHAT YOU WANT TO COVER.** Based on the genre of the show and your mission, have 2-4 speaking points ready to discuss during the interview.
- ☐ **ASK HOW YOU CAN BE IMPACTFUL.** Do not hesitate to ask the producers "What can I do to make the most significant impact on your audience?"
- ☐ **DO THEY HAVE EVERYTHING?** Make sure they have all the imagery, information, and details they need for building the show format, notes, promo assets, etc.
- ☐ **ENGAGE WITH THEIR SOCIAL MEDIA.** Join conversations. Start conversations. Your engagement will show and be appreciated!
- ☐ **CONFIRM YOUR INTERVIEW.** Send a message 1-2 days in advance confirming your date, time, and location (Squadcast, Riverside, etc) for recording.
- ☐ **ARRIVE 5 MINUTES EARLY.** It's simply common courtesy. Arrive early and be ready to start your interview on time.



TIP 5

5. ARRIVE WITH A PLAN OF ATTACK

It's go time!

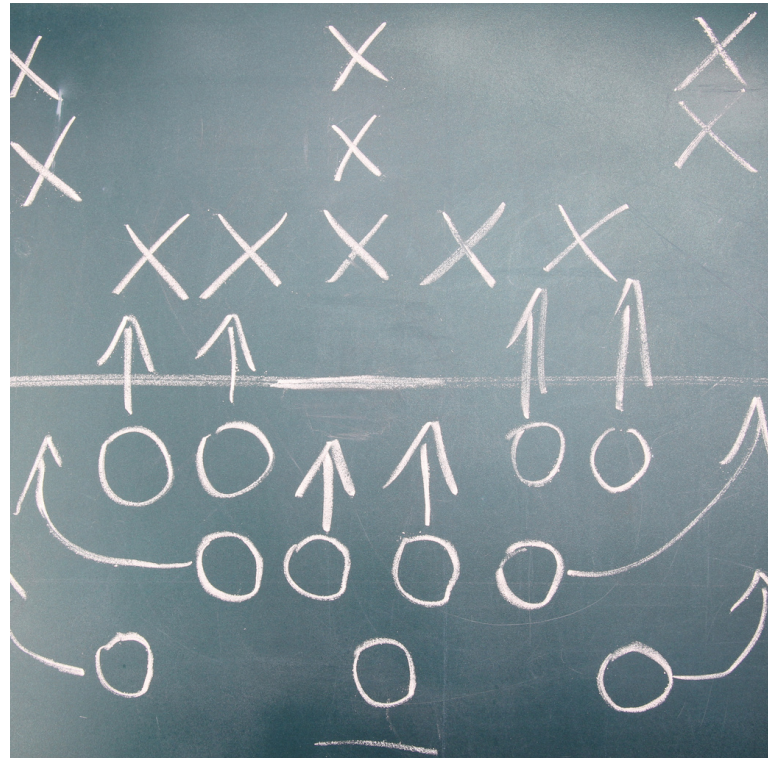
Everything we've covered up to this point has prepared you for the conversation you're about to have. All of the pre-interview preparation has made you an optimized, value-driven guest who's ready to make a mic-dropping impact!

In order to bring the goods, be sure to proceed with poise, clarity, and confidence. If you did your homework, you know what the podcast is about, you've crafted your brand story, and you know what points you want to cover that will ensure value for the audience and positive gains for you. You're ready!

If the host built their show format around some (or all) of the suggested questions you provided in your media kit, crushing this interview will be no problem.

However, if they did not, it's OK. They may have their own strategy for bringing value to the conversation. Trust they want to provide the best experience for their listeners, so they've done their research and know how to make that significant impact. Go with the flow and trust your abilities!

The following is a checklist of items to adhere to prior to every guest appearance you make:



ATTACK PLAN CHECKLIST

- ☐ Always join the recording session from a quiet environment with a reliable Internet connection and your equipment hooked up, tested, and ready to go
- ☐ Turn off your smartphone, tablets, or any devices that may make unwanted noises and cause distractions during your recording
- ☐ As we discussed in the previous section, be sure to ask the hosts what you can do to best serve them and their audience. You can also ask if there's anything specific you need to know to be the most valuable guest possible
- ☐ Hydrate well before your interview and have water nearby in case your mouth gets dry
- ☐ Develop a pre-interview routine that will maximize your guest appearance. Go for a walk outdoors, work out, meditate, do yoga. Practicing any type of self-care will clear your mind and improve your message delivery
- ☐ Be comfortable with your story. The more you tell your brand story on interviews, the more comfortable you'll get with it. Make it impactful, valuable, and, most of all, authentic
- ☐ If you feel comfortable and your setup allows it, stand for your interview. Standing gives you better presence, it's less restrictive, and improves breathing (which will help with your delivery)
- ☐ Have your Unique Call To Action ready to deploy (more on this in Section 6)



TIP 6

6. PROVIDE A UNIQUE CALL TO ACTION & LINK

This is my favorite tip and a step that not enough podcast guests do. This..is real ninja shit. :)

Have you ever listened to a podcast and, as it reached the end, the host said to the guest, "Tell everyone how to connect with you." And the guest says, "Sure, you can go to my website here [inserts website], and find me on Instagram at [inserts handle], and I'm on Facebook [another handle], and on Twitter I'm [ANOTHER handle] and....."

It's long with too many options and most people won't remember where to go.

And even if they do, how would you know? If you're in the midst of a guest marketing campaign + doing social media marketing + videos + email + blogs + any other strategies designed to help you grow, you can't accurately assess whether that podcast was the key traffic driver. Any or all of those platforms can bring you new visitors. But you want to be sure your guest marketing campaign is delivering, right?

Now, consider this more efficient, easier-to-deliver alternative:

"Where can our listeners find you?"

"You can find me at jasoncercone.com/welcome. There you can grab my free podcast guest optimization guide called '10 Tips For Becoming a Valuable, Fully Optimized Podcast Guest.' You'll also find social media links on that page if you want to connect with me on your favorite network."

That's it. One destination paired with a piece of valuable content that will continue to impact the audience AND bring them into my community, as well as social links so the listener can make a choice where to find me – all delivered via a unique link and customized page for each interview. And much easier than trying to rattle off 10 social networks.

I set up a custom private page on my site with a specific link for each show for every guest appearance I make. The domain always has the podcast name to make it easy for the listener to remember (jasoncercone.com/podcastname). This allows me to evaluate traffic from the interview because I only share the link on that specific podcast. This allows you to get more analytical with your guest campaigns and arrive at a number of conclusions, including whether interviews on a certain podcast genre are serving you.

Having a Unique Call To Action positions you as a legitimate resource, not just someone who dips in and out for random podcast interviews. It helps you, it helps the listener, and if the show producers put your unique link in their show notes (which they do 99.9% of the time), you get a backlink to your website, thus helping with SEO.

Getting links to your site is one of the unsung heroes of podcast guest marketing. Each interview you do can potentially boost your website's authority!



WARNING: NO SELLING ALLOWED!

Going into sales mode will not lead to results. It's not why you're there, it makes the entire experience nothing more than a transaction, the audience will be pissed because they think they're listening to an infomercial, and the hosts will be upset they brought you on.

Your job is to provide value to the audience. Tell your story. Resonate with the listeners. Present yourself as a resource and a thought leader. Show them you're someone they can trust and get more value from when they join your community.

When you focus on providing value, you don't have to sell. The value you provide will be enough to push listeners to follow your Call To Action and the hosts on the other end of the mic will do everything in their power to put you over because you helped them create such valuable content for their audience.





TIPS 7 & 8

7. ASK FOR MORE GUEST OPPORTUNITIES

Let's go ahead and assume that your interview went off without a hitch. You arrived on time, you had great rapport with the hosts, everyone was prepared, and your collaborative effort made for tremendous content that will serve the audience. So what comes next?

A great question to ask is when the show will go live. This will help with your efforts to share the show, as well as evaluate any traffic, sales, new social media followers, etc that will come from your time invested on the podcast.

But the one big question you don't want to leave without asking is if the hosts know of any other podcasts that you'd be a good fit for. If everything went well with your interview, the hosts will have social proof they can share with fellow podcasters to talk you up and get you another guest appearance.

Podcasters know other podcasters. Tapping into your newfound relationship is a great way to open up the door to new opportunities. Work smarter, not harder.

But don't treat it as a one-way street. Chances are, you probably have a colleague or connection that would make a great fit for their show as well. Don't hesitate to let them know you'd be happy to make an introduction for them, thus giving them another quality guest for their productions.

People helping people. It's a beautiful thing.

If you get just one lead for a potential show to reach out to, or a direct introduction to the producers (even better), you can double the amount of appearances you'll have and your guest presentation will be much easier because it's accompanied by a testimonial from someone they trust.

If a host simply gives you a lead, ask them if it's OK for you to mention them when you make your first correspondence.

If they say yes, great. Mention them when you make your initial presentation, but don't skimp on the value of said presentation just because you get to name drop. Give the new host and producers you're reaching out to the same respect as the ones you got the lead from.

If they don't want you to name drop, no big deal. Reach out anyway with your usual prepared, researched presentation. When you get booked, you can mention how you know Jill Awesomehost and how highly they spoke of them.

8. POST-INTERVIEW MARKETING + COMMUNICATION

After the interview takes place, it's on to the next one, right? Well, yes...but you're not done with the podcast you just finished either.

As you sign off from your connection with the host, put a message on your favorite social network letting everyone know you just completed a kick-ass recording session with Jill Awesomehost for The Jill Awesomehost Show! Give a tease of what you spoke about, provide a link to Jill's podcast, and be sure to tag Jill's account as well.

Next, find their show on Apple Podcasts and give them a 5-star rating and review. Also, give them a rating on Spotify.

Next day, send the producers a message thanking them for having you as a guest and that you're looking forward to hearing the show when it's live.

Another smart course of action is to continue interacting with their social media accounts. I'm not saying you have to put your life on hold and be part of everything they post. But when you're spending time on your platform of choice, engage with the posts that come through your timeline. This is beneficial for two reasons:

- Engaging and being active in conversations taking place on their networks adds value to their community, thus making you a more valuable resource to them and their audience.
- When your show goes live, some people will make the connection of the value you provided on social media and the value you provided on the podcast. Collectively, your efforts make you the reputable resource the audience is looking for, thus enhancing the chances of your Unique Call To Action being answered.

Executing a podcast guest marketing campaign is all about positioning yourself as an authority. To do that effectively, be a valuable resource at every juncture.

Remember, being a valuable resource is why you're doing this. Position yourself wisely by keeping up your marketing and communication efforts consistently after the interview concludes.



TIPS 9 & 10

9. EVALUATE TRAFFIC & RESULTS FROM YOUR INTERVIEW

Today's the day. Your podcast interview just went live! Now what?

With the interview now accessible, you may see an uptick in social media followers, sales, email subscribers, and website visitors. This is totally expected as avid fans of that particular podcast will most likely listen immediately. You also provided them with one unique destination to visit, so you know how those listeners are finding you.

But in the grand scheme, keep this in mind: podcast results cannot be determined by just the first day's delivered traffic. Or the first week's. Or month's. Your interview could be found YEARS after it goes live, still make an impact, and still bring you results. This is the benefit of evergreen content.

Another thing to keep in mind: just because someone listens to your interview will not instantly transform them into a customer. The impact you make with your guest appearance is designed to get them into your circle of influence (grabbing your lead magnet, subscribing to your email list, following you on social media, listening to your podcast, etc.).

Once a listener enters your circle and becomes a lead, it's up to you to nurture them (just like you would do with ANY lead that comes your way). Continue adding value to their world and building on the relationship you started on your podcast interview and, when the time is right, the trust you've built will pay off.

Be sure you do your part to maximize the exposure of the interview. Put it on your website, share it on social media, send out an email to your list, and do a YouTube video pointing people to the show. Remember: this is content that showcases your expertise that SOMEONE ELSE BUILT FOR YOU! The least you can do is share it with the world.



10. MAKE GUEST APPEARANCES CONSISTENTLY

Success with podcast guest marketing will all boil down to consistency. Much like anything else you've done in your life or your professional pursuits, your skill set, as well as your results, improve when you put in reps consistently over time.

I've been golfing since I was 7. And while 34 years swinging clubs never got me PGA level skills, I play well enough to enjoy the game and challenge myself to do a little better each time I hit the links.

I don't exactly remember the first time I struck a golf ball when I was seven...but I'd imagine it wasn't very poster-worthy. But year over year over year, I kept playing and getting a little better each time. At age 42, I'm still learning new things. Because I continue to put in the practice swings.

Improving your interview skills and getting results from your guests campaigns operate in similar fashion. The more you put in the swings, the better you'll get...and the more results you'll see.

Having your voice heard on numerous podcasts in your space builds your reputation, gives you more opportunities to provide value, and puts more content in place to serve you and your brand.

Remember, it's **quality over quantity**. Always keep those three words front of mind. You want to do as many quality appearances as you can. The more you do, the more value you project, and the better you get at telling your story.

That said, don't overextend yourself. If you know you have a busy week on your calendar, don't schedule 10 interviews that will collide with the rest of your responsibilities unless you can manage it.

Start small. Do one interview a week. 52 guest appearances a year is a great foundation. As you get comfortable, make it two interviews per week. And so on. Before you know it, making guest appearances will become second nature and your skill set will have advanced to the point that you can tell your brand story in your sleep!



CONCLUSION

Podcast Guest Marketing is a phenomenal way to add a new layer of presence and visibility to your brand. As you've combed through this guide, you've learned that podcast guest appearances:

- Build trust and authority
- Grow your know-like-trust factor
- Establish you as a thought leader in your space
- Amplify your brand message on a global scale
- Increase the size of your network
- Let you impact a new audience with each guest appearance you make
- Welcome new people into your circle
- Allow you to have great conversations about the ideas and philosophies you're most passionate about
- Expand your client/customer base
- Collaboratively create a piece of evergreen content that will serve your brand for years
- Generate backlinks to your website, thus enhancing your SEO and website authority
- Allow you to "sell without selling"
- Can be A LOT of fun

With the number of podcasts, as well as the number of podcast *genres* available, the possibilities for finding shows that allow you to make that ever-important impact are seemingly endless!

Just launched a new product or service? Go on podcasts in your space to let the world know!

Just published a book? Get the word out by establishing your voice on podcasts!

Starting your own podcast? Go on shows similar to yours, spread the word, and bring in new listeners!



The greatest feature of podcasting is collaboration. It wasn't all that long ago that reaching an audience on a global scale required access to some kind of network studio where opportunities were limited and, if you got one, terribly expensive.

Podcasting changed that. And those on the creative end are always seeking opportunities to collaborate with valuable thought leaders so their content can make a significant impact on their audience and they, in turn, can grow as well.

Being an active part of that collaborative community does not mean you have to have your own show. Serving as a valuable, thought-provoking, compelling guest is equally as important to a podcast's production. "It takes two to tango," as someone once said, and unless a podcast is exclusively in solo format, your presence is needed!

We have reached the finish line and you now have an understanding of what it means to be a valuable, fully optimized podcast guest. Now, it's time to build your plan and put it into action. Find some podcasts in your space, get booked, flex those pipes, and make an impact that will last a lifetime.

GO TEAM!

10

TIPS FOR BECOMING A VALUABLE, FULLY OPTIMIZED PODCAST GUEST

This guide was researched, written, and designed by yours truly, Jason Cercone. I firmly believe in the power of podcast guest marketing and feel it offers the most powerful way to enhance your presence today. A well-executed podcast interview can deliver incomparable value that can be experienced for years thanks to podcast's evergreen nature.

PLEASE NOTE: *There are no shortcuts to your goals and trying to find a silver bullet that makes it happen without effort is a fool's errand. Absorb the words found within this guide, put them to work as you execute your plan, continue getting better at your craft each day...and the best things will come!*

WHAT COMES NEXT?

TAKE MY FREE GUESTING MASTERCLASS

There's a right way to guest...and a wrong way. And SO many people are dropping the ball. Discover where they miss the mark in my masterclass "5 Things People Fail to Do Before Becoming a Podcast Guest" today.

[CLICK HERE FOR ACCESS](#)

LEARN MORE ABOUT GUEST ACCELERATOR

Guest Accelerator is a comprehensive, hands-on guest optimization, coaching, training, mentoring, and communications platform built to help you maximize the critical aspects of podcast guest marketing from A to Z.

[CLICK HERE TO LEARN MORE](#)

