



THE ABSOLUTE GUIDE TO AUTHORITY ENHANCEMENT

establish authority and become a thought leader in your niche
with strategic, impactful podcast guest appearances

by jason m. cercone

PODCAST GUESTING
simplified



THE POWER OF THOUGHT LEADERSHIP IN YOUR NICHE

Think about the last time you were searching for a solution to a problem. Did you trust someone who seemed a tad shady or a little "off" with their advice? Or...did you follow someone with credibility and a line of people a mile long thanking them for helping them solve the same problem you have?

You chose the latter. Because that person has proven to be a source of value.

These people are known as **thought leaders** - engaging resources who make things easier by providing solutions and delivering the transformations you seek.

When you establish yourself as a thought leader in your niche, people start to look at your brand differently. They build a strong level of trust in who you are and what you do, and they're willing to invest their hard-earned money in the solution you provide while singing your praises to anyone who can benefit from your expertise as well.

To become a thought leader and put your brand on the map, you need a dynamic platform to share your story, connect with ideal clients, and showcase your expertise to the world.

And that platform...is *podcasts*.

Positioning yourself as a value-driven podcast guest is an incredible way to elevate your brand, establish authority, and become the thought leader your industry needs. This will lead to new clients, an enhanced network, and increased visibility that will position you as a legitimate resource.

Now, that said...just like any strategy you've utilized in an effort to grow your brand, there's a right way to leverage podcast guesting...and there's a wrong way.

My goal is to show you **the right way** to leverage podcast guest appearances so you maximize your time, become a thought leader in your niche, and take your brand from unknown to undeniable!

And it all starts with this guide.



The Absolute Guide to Authority Enhancement was built to serve as your jumping-off point for leveraging podcast guest appearances as a means of growing your thought leadership. This is a legitimate content and PR strategy that, when executed with strategic precision, can open up a world of opportunities for you and your brand.

Contrarily, when you implement a haphazard approach with little to no research, getting booked on shows that don't align with your objectives, and not fully respecting how you can serve podcasters in a way that will position you as a go-to resource, your results will be just that: haphazard.

Leveraging the podcast medium to grow your brand requires an understanding of basic skills and strategies that allow you to maximize your ROI when it comes to making guest appearances. This means going beyond just showing up for an interview and talking a good game for 30-60 minutes.

This means positioning yourself as a valuable asset to podcasters before, during, and after your guest appearance and creating opportunities to build lucrative relationships, make sales before your interview ever goes live, and literally alter the course of your brand's growth and success!

This is all possible when you leverage podcast guesting the right way - to tell your story, establish authority, make connections, and become THE go-to resource in your niche.

Let's dig in.





FIRST, LET'S DEBUNK A FEW MYTHS...

MYTH #1: YOU NEED YOUR OWN PODCAST

There's a common misconception in the podcast space that leads people to believe you need your own podcast in order to leverage it as a platform for growing your brand.

False. While there's absolutely nothing wrong with having a podcast (I have one and have been podcasting for nearly a decade), I won't sugarcoat this: **It's a lot of work.**

If you are just breaking into the world of podcasting, I recommend starting with guest appearances first. It allows you to get a feel for the platform while building confidence in your voice, growing your network, and generating numerous growth opportunities. And all without the responsibility of producing a new podcast episode every week.

In the future, maybe starting a show will make sense. But you absolutely **DO NOT** need your own podcast to leverage the medium.

MYTH #2: PODCASTS ARE FOR SELLING

Absolutely not.

Think about your own consumption habits. Do you stick around for all the ads? Do you feel comfortable being sold to non-stop? Of course not. Trying to position yourself as a thought leader by going into sales mode will turn listeners off. To the point they may never come back to that podcast again.

OR, even more likely, your episode won't air because podcasters know their audience won't listen to an infomercial.

Your role is not to sell sell sell. It's to provide value, showcase your expertise, and give listeners a reason to follow you for the transformation they seek.

MYTH #3: QUANTITY TRUMPS QUALITY

It may sound logical that the more podcasts you make guest appearances on, the more exposure you'll get. But in reality, this will do nothing to serve your brand.

If the podcast's content does not align with your objectives, your message will fall on deaf ears. And if your message doesn't resonate with the audience, the number of guest appearances you make is irrelevant.

In order to maximize your ROI, it's imperative that you find podcasts that align with your objectives and that your ideal customer/client would consume. This will allow your message to resonate and your expertise to be impactful.

PODCAST GUESTING BENEFITS

Leveraging the podcast medium as a guest presents a long list of benefits for your brand, including:

- Establish authority in your niche
- Become a thought leader in your field
- Attract ideal clients
- Grow your know, like, and trust factor
- Amplify your brand message across the globe
- Experience high-level networking opportunities
- Make an impact on a new audience with each guest appearance you make
- Grow your audience
- Have insightful conversations about ideas and philosophies you're passionate about
- Collaboratively create evergreen content that will serve you and your brand for years
- Generate backlinks to your website, thus enhancing SEO, website authority, and organic discoverability
- Sell without selling
- It's a fun way to build your brand





HOW WILL BEING A PODCAST GUEST MAKE YOU A THOUGHT LEADER?

Podcast guest appearances are a tremendous PR and content initiative. Each appearance offers a new opportunity to connect with like-minded professionals and create evergreen content that can serve your brand for years.

Leaders across the globe are leveraging podcast guest appearances to become thought leaders in their niche. Here are a few reasons this approach is so popular:

Establish Authority. Sharing your knowledge and expertise on targeted podcasts will position you as a thought leader and THE go-to resource in your niche.

Grow Know, Like, & Trust Factor. People are attracted to and buy from people they know, like, and trust. No platform other than podcasts provides a better opportunity to cultivate this. You are in a person's ear for an extended period of time - capturing their attention with a compelling story, providing value, and establishing the foundation of a lucrative relationship.

SEO Benefits. When your website gets shared in show notes, podcast websites, and hosting websites, it creates high-authority backlinks to your site, thus boosting organic visibility and discoverability.

High-Level Networking. Every guest appearance you make presents a new networking opportunity with a like-minded professional that could lead to your next big breakthrough.

The Ability to Sell Without Selling. No one listens to a podcast for a sales pitch or infomercial. However, if you provide value and help the podcast host create a valuable piece of content for their audience, they'll do all the selling for you and tell their audience why they need to connect with you.

Amplify Your Message Globally. Once your guest appearance goes live, it can be heard worldwide! This expands the reach of your brand to all corners of the world.

Create New Sales Opportunities. If you approach your guesting initiatives with a plan and from a place of value, you create opportunities to make sales BEFORE THE INTERVIEW GOES LIVE.

Attract Ideal Clients. Strategic podcast guesting allows you to speak to your ideal customer and showcase why you're the resource that can help them experience the transformation they seek.

PODCAST MEDIUM STATS

Why should you leverage podcast guesting to become a thought leader in your niche? The numbers don't lie. The following are statistics that prove this medium is packed with value and opportunity:

- 75% of the United States population is familiar with the term 'podcasting'
- 74% of people listen to podcasts to learn new things
- 66% of podcast listeners prefer podcasts to television
- 45% of podcast listeners have a household income over \$250,000
- 38% of podcast listeners report buying products, services, and other items they learned about on podcasts
- 6 hours, 39 minutes is the amount of time an average listener spends listening to podcasts weekly

*statistics courtesy of [firstsiteguide.com](https://www.firstsiteguide.com) and [nealschaffer.com](https://www.nealschaffer.com)

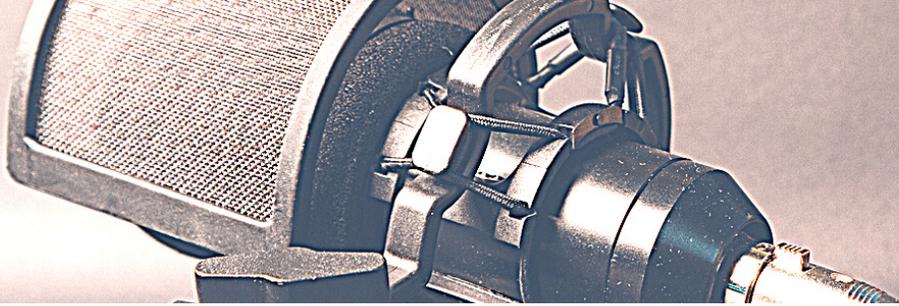




TIPS & STRATEGIES

to get the most from your podcast guest appearances, leverage these tips and strategies as much as possible





GET OPTIMIZED

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

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

The following are items of importance that will help you become a more optimized podcast guest. These initiatives should be addressed before making your first guest appearance:

 **Gain a true understanding of what the podcast platform can deliver.** Guess what? A new podcast will go live before you finish this sentence. OK, I can't back that up. But new podcasts are hitting the market at a very rapid pace. And the producers of these shows need quality guests to help make an impact. *Be that guest!* Understand what the podcaster wants to accomplish and how your expertise can help them do it. When you provide value on that level, 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 guesting 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? What type of podcasts is my ideal customer consuming? How much time can I dedicate to podcast guesting? How can I stand out? These answers are your plan's framework!

 **Create a 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, links to past interviews, and a Call To Action.

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

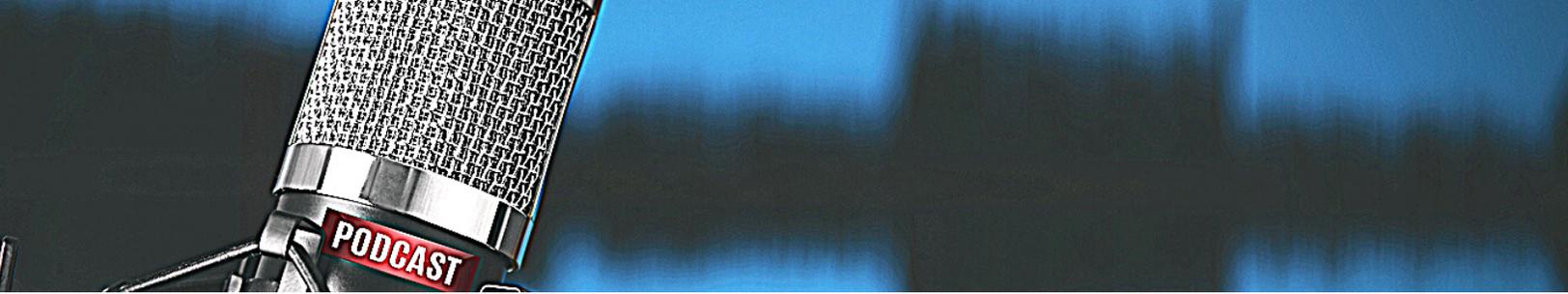
 **Assess equipment and interview setup.** Invest in a good microphone for your guest appearances. Also, be sure your interview space is set up in a quiet environment free of noise and distractions. Do not join interviews from your smartphone OR have your phone on during the interview. Give the host 100%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

The podcast medium is your stage to bring your brand story to the right audience and, ultimately, showcase why you are a knowledgeable, trusted resource that can help solve problems and deliver transformation.

The more you're prepared for each guest appearance, as well as have a clear purpose for what you want to accomplish, the more impactful each guest appearance will be.

Plus, you'll be able to build relationships with those you're collaborating with, thus opening up new windows to opportunity via sales referrals, recommendations for appearances on other podcasts, repeat appearances on that particular show, and even a sale of your product/service to the host themselves.





FIND THE RIGHT PODCASTS TO APPEAR ON

A few moments ago, I debunked the myth that quantity trumps quality when it comes to podcast guesting. Reason being is you need your message to make an impact on the right people. From the creators and hosts of the podcast to the audience that will consume it, if you're not speaking to your ideal customers, your message will not resonate and, therefore, not help you accomplish your goals.

In order to establish authority and become a thought leader in your niche, you need to do your due diligence and find podcasts that align with your objectives. Think about which podcast genre(s) your expertise would be the most valuable, as well as what genre(s) of podcasts your ideal customers are consuming.

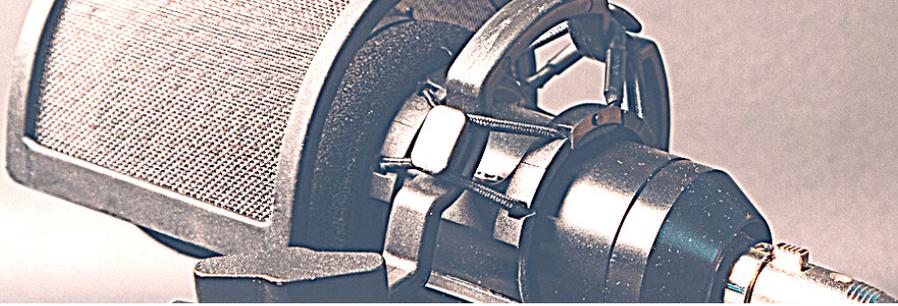
The following are tips for discovering podcasts that align with your objectives, as well as criteria to consider as you decide which podcasts to connect with:

- *Google 'podcasts about [INSERT INDUSTRY/NICHE/SPECIALTY]' and evaluate the returns*
- *Conduct searches in Apple Podcasts, Podchaser.com, ListenNotes.com, and other podcast apps/directories*
- *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.com](https://podmatch.com) to find great guest opportunities*
- *Ask for podcast recommendations from your friends, family, colleagues, and social media circle*
- *Outsource research and discovery to a podcast guesting specialist like myself (I know, I know...cheap plug)*

Now that you've found some podcasts that fall into your wheelhouse and will allow you to establish authority and thought leadership, 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.





PRESENT YOURSELF AS A VALUABLE ASSET

Once you've found podcasts that align with your objectives and present powerful opportunities to establish your thought leadership, it's imperative that you root your outreach and communications in value and present (aka 'pitch') yourself as a valuable asset that can help the podcaster grow their show.

This is where many, MANY aspiring guests miss the mark. Instead of showcasing why they'd be a valuable addition to the show, they make it all about themselves. Or, they don't do research to make sure their expertise aligns with the show's content. They even reach out to shows that **DON'T FEATURE GUESTS**. Proceeding in this fashion is a complete waste of time.

If you've ever felt the wrath of nonstop solicitations in your email inbox or LinkedIn account, you understand the struggle. Podcast hosts and producers face similar pains with guest 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 value and genuine interest, the presentations get zero attention.

This is where you can win: *by doing the opposite!* Present yourself in a way that shows you've actually listened to their show and discovered it aligns with your mission and message. Provide genuine insight on how you can impact their audience. **NEVER** assume you're a "perfect fit" for their show, but someone who can provide useful insight and knowledge to their catalog. When you show you actually care and take this guest appearance seriously, **you stand out as a valuable asset.**

Here are just a few reasons why many podcast guest presentations (pitches) miss the mark:

- **NO RESEARCH.** If you're not taking the time to find out what a show is all about, you're wasting everyone's time. Podcast guesting 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 100-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 and your brand, you're DOA. Podcast interviews are evergreen pieces of content. Make sure it's right for your objectives.
- **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.





PREPARATION & COMMUNICATION

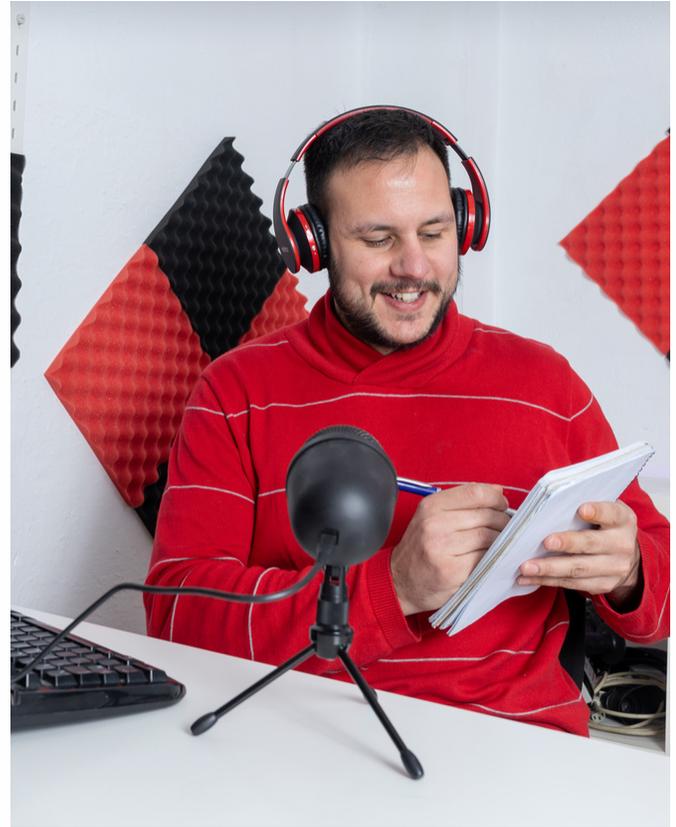
If you've done your part to stand out with your guest presentation and earned interest from your prospective podcast, you'll get booked. This, obviously, is the goal. Now, it's time to get ready to deliver the value.

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 it 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. In addition, be confident in your story, your message, and yourself. Confidence will take you far!

The last thing you want is a piece of content in circulation that's damaging to your reputation. Showing up unprepared can make this a reality.

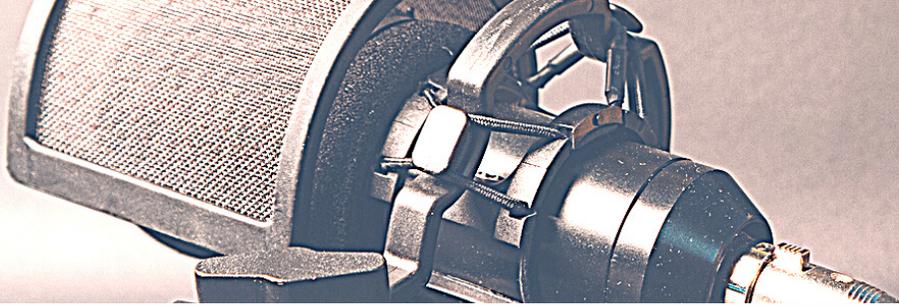
REMEMBER: Failing to prepare is preparing to fail. Be sure you're ready for your guest appearances and keep those communication lines open throughout the process.



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:

- 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.
- 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?"
- 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, Zoom, etc) for recording. This may also be done automatically via scheduling platforms.
- DO THEY HAVE EVERYTHING?** Make sure the podcast producers have all the imagery, information, and details they need for building the show format, notes, promo assets, etc.
- 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.
- ARRIVE 5 MINUTES EARLY.** It's simply common courtesy. Arrive early and be ready to start your interview on time.





ALWAYS SUPPLY A STRONG CALL TO ACTION

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 too much. If you're listening while driving, working out, etc, you need to commit this info to memory. And an overflowing number of options will lead to paralysis by analysis - you don't know where they want you to go, so you don't go anywhere.

And thus, your efforts are futile.

Providing listeners with a singular destination to find you makes it easier for them to remember and boosts the likelihood of them following your Call To Action.

You also want to send them to a destination where you control the narrative. Your website or a landing page connected to your website are the best places to make this happen. You own these platforms (unlike your social media accounts) and can give them the next steps to furthering their relationship with you in a much easier fashion. They can opt-in to your email list, download a free PDF or masterclass, or take advantage of any other valuable content you want to provide them.

Plus, if your website is properly optimized, you'll have links to your social media accounts, thus eliminating the need to rattle off every one of them as you wrap up your guest appearance.

Get your listeners to where you can provide them the most value and build from there.

WARNING: NO SELLING ALLOWED!

As I mentioned earlier, 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. And *that's* if your guest appearance ever gets published.

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.





ALWAYS SHARE YOUR GUEST APPEARANCES

One of the big gripes podcasters have with their guests is when their episode goes live, the guests do nothing to share it. And believe me, as a podcaster, I've experienced this. But there are plenty of reasons why content may not get shared, such as the communication between both parties drying up or the guest not being supplied with sufficient assets to share the content.

The list goes on and on and I could fill the pages of many guides covering this topic, but let me simplify it for you as the guest: **when you don't share your guest appearances with your audience in some way, shape, or form, you're missing a golden opportunity to enhance your authority and thought leadership.**



And this has absolutely nothing to do with promoting that podcast and helping that podcaster get more listeners. Again, a conversation for another day. This is about putting another piece of content in front of your audience that solidifies you as the go-to resource in your niche, thus continuing to help them build trust in you...perhaps even giving them that crucial nudge that transforms them into a paying customer.

When you share that content, you, by definition, are helping that podcaster spread the word about their podcast. But you're also positioning yourself as a thought leader in your niche. And that's what this is all about.

So, at a minimum: post your guest appearances on your website ([here's how I share my appearances](#)), share them with your email list, or post them on your social media. Even doing the bare minimum is going to project your message in a positive way. The more you share this content, the more it strengthens your position as a knowledgeable, trusted resource in your space.

IN CONCLUSION...



Collaboration is a two-way street. It's impossible to accomplish your goals if you're unwilling to help the other side accomplish theirs and vice versa.

Understand that a podcaster's goal is to create kick-ass content that will impact their audience in a positive way, stimulating growth for their audience, their brand as a whole, and their own thought leadership. Your expertise will play a critical role in making this happen.

In return, your efforts will be rewarded by that podcaster as they sell you to their audience, share your info on their website, and (when you do things right) refer you to other professionals in their circle that you can impact.

If you want to take your brand from unknown to undeniable and become a thought leader in your niche, podcasts are where you need to be.

Get out there and make it happen!





MEET JASON CERCONE

I've been part of the podcast space for nearly a decade and have loved every second of it! I've hosted my own shows, helped brands launch their own podcasts, and shown many professionals how to raise their brand profile by leveraging the podcast medium. Today, my focus is helping coaches and consultants become thought leaders in their niche with impactful podcast guest appearances.

I bring a podcaster's perspective to my work, meaning I have a strong understanding of what podcasters *and* guests want to accomplish. This enables me to help you make connections that align with your objectives and set up strong, collaborative experiences each and every guest appearance you make.

I firmly believe podcasts are the world's ultimate stage for connection, storytelling, networking, and engagement. When leveraged strategically, the ability to position yourself as a valuable resource in your field is amplified to the highest degree.

My purpose is to help you establish authority and become a thought leader in your niche so you can attract more clients, expand your network, and take your brand from unknown to undeniable!

Let's get to work.



If you'd like to learn more about how to enhance authority, become a thought leader in your niche, and take your brand from unknown to undeniable, let's connect today!



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