

Podcasting as a Guest

Informative guest appearances on podcasts position you in front of sales prospects and beyond with backlinks, post sharing, SEO, speaking opportunities, quotes, etc.

Ideas

Do your homework before you join a podcast as a guest. The following address key elements to complete before you make your pitch to the blogger.

Here are suggestions to contemplate.

1. Target the Right Ones

Ask existing clients (those who benefit most from your help) what they listen to. Choose podcasts geared to your target sales audience.

2. Know the Podcast First

Get to know them. See the content they post—and how it's delivered, who the audience is, and if they allow guest appearances.

3. Don't Be a Stranger

Before reaching out to the podcast host for guesting, get yourself known. Where appropriate, comment on recent posts they made. Share their posts on social media.

4. Topic Choice

Identify the most popular recent podcast topics. Now, consider similar podcast topics, but with your added value. Last, read and adhere to their podcast guidelines.

Bonus points: Before reaching out to the podcaster create 2-3 sample titles. Have fun with this.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.