125695 Poccasts

12 STEPS TO GET FEATURED ON HOT PODCASTS

Use this to ensure you have a message that will hook audiences and hosts alike.

Following these tips should help you make more of an impact in your interviews. It will get easier with practice. But in the beginning, it's important to be aware of these basic dos and don'ts.

By the end of the interview, listeners should be thinking "wow", not "meh". So here are some tips you can follow to impress when you get behind the mic.

Actions **Steps to Take** Ask yourself the following questions, and write out your answer as succinctly as Get clear on your personal story. It all possible: goes back to knowing why you do what you Why do I do what I do? do and what is truly important to share. Why do I want to help my listener? What will the listener be able to take away?

| Steps to Take | Actions |
|--------------------------------------|--|
| 2 Get clear on the essentials | What is your listener's single most urgent problem? |
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| | What is your PROMISE? |
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| | What will the listener be able to TAKE AWAY from your interview? |
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Steps to Take Actions

3

Visit iTunes

Visit Spotify

Choose at least 2-6 podcasts about your niche

Schedule at least one a day, or else take a day and spend the day listening to these. Make notes of anything that stands out to you—not just on the topic, but on what the guest is doing that:

- Hooks you
- Interests you
- Puts you off
- Annoys you
- Delights you
- Surprises you in a good way

Decide what can you do to:

- Avoid their annoying traits or habits
- Create the same feeling of delight in your own potential listeners

- Research potential hosts
- Decide how long you will spend per day doing this sort of groundwork
- Schedule this research time into your day
 - Create a database in which to record significant facts about your hosts

- Read their blogs
- Read their books
- Find out what makes them tick
- Determine their "why"
- Make note of significant upcoming and past events in your potential hosts' lives
- Make notes of interesting things they say, or that you would like to ask them
- Follow them on social media
- Take their course, boot camp or challenge
- Join their groups
- Start interacting in a helpful manner

Steps to Take

Actions



Decide what equipment you will need/would feel most comfortable using First, decide what problems you need to eliminate.

For instance:

- Ambient room sounds?
- Noisy equipment in the vicinity (air conditioners, etc.)?
- Do you need a door that can shut out noise? If so, do you need to have one installed, or can you move to a different room?
- Do you need an external microphone or headset?

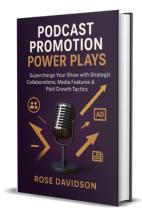
Identify potential problems that can be solved with new hardware, software or apps, and write them down below:

| St | eps to Take | Actions |
|-----------------------------------|--|--|
| 10 | Assess your value and unique position | Assess your value and unique position |
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| | | Re-read and really pay attention to every testimonial or compliment people have given you in your business |
| | | Write down what people typically say about you, when they ask you for help: |
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| Find a pitching template you like | Create a list of topics you'd like to speak on | |
| | | Create or find quotes you can use in interviews Write sample pitches |
| 12 | Ask yourself, "What would I like people to quote me on?" | |
| | | |

Your Next Steps

You now have a framework for protecting your mental health while growing your podcast.

If you want to take the next step toward stress-free growth, my 6-Book Podcast Growth Power Pack and Ultimate 10-Book Podcast Bundle are packed with proven strategies, templates, and resources to help you thrive - creatively and sustainably.













Master Podcasting



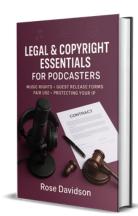


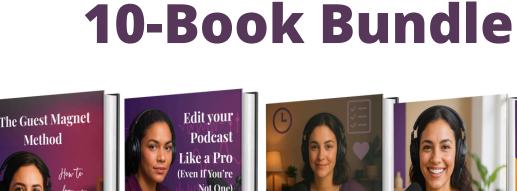
6 Book Podcast **Growth Power Pack**



















A\$67

A\$97





or ALL 16 Books + a 60-minute 1:1 Coaching **Session with Rose Davidson**



