PodFamous

Boosting Your Credibility and
Increasing Your Exposure
With Podcast Interviews

By Deb Krier
I’m Deb Krier, and as the host of *The Business Power Hour*, I’ve created over 350 programs since 2011. My programs are downloaded several thousand times a week, with more than 116,000 total plays. My guests are from around the world, as are my listeners.

I can honestly say that finding quality guests to interview is always a challenge. What’s surprising is that MANY people would be great guests, but they’ve never considered appearing on a podcast.

So, why should someone want to be a guest?

It’s simple – it’s a great way to reach an audience with your knowledge and expertise who you never could reach using your standard marketing methods. When someone hears your voice (rather than just reading your words), it’s easier for them to develop a connection with you. And we all know that we work with people we know, like and trust.

For those of you who like stats, here’s several important ones to note:

- 40% of the US population has listened to a podcast.
- 86% of podcast listeners listen to all or most of each episode AND listen to an average of five shows per week.
- 56% of podcast listeners are men.
- 45% of monthly podcast listeners have household incomes over $75,000.
- 27% of podcast listeners have a 4-year college degree.

So, if you’re ready to learn more about how to find great shows and how to approach them about being a guest, read on!
Boosting Your Credibility and Increasing Your Exposure with Podcast Interviews

Many people have listened to podcasts but they may not know how they work from a business perspective. Authors, entrepreneurs, and business owners are discovering what a valuable tool podcasts are for building an audience and customer base. One of the ways to use this technology to your advantage is by being a guest on podcast programs.

What is Podcasting?

Podcasts are essentially radio shows created for the Internet. They are often recorded in an interview-type format with at least two people talking. What sets them apart from actual radio broadcasts is usually the lack of commercials and other extraneous information. What you get are the broadcasts and nothing else.

Podcasts are an alternative to commercial radio. Podcasts can be played and replayed as often as the listener wants. It can also be shared with others when there is something of interest.

Podcasts are designed to engage listeners with similar interests. If you can think of it, there is possibly at least one person hosting a show about it.

Why Podcasting?

Content is king when it comes to driving traffic, building brand identity, inspiring loyalty, and selling a product or service. Obviously, content can take many forms beyond the written word. Every article and blog post can be used to boost exposure in different ways. That’s where podcasting comes into the picture.

Here’s why being a guest on podcasts should be included in your marketing plan:

1. **It’s easy** – Most podcasts are recorded via the internet and not in person. As long as your computer, software, WiFi, programs, and peripherals, such as a microphone, are up-to-date, you can be a guest. Some are done “live” and some are pre-recorded.
2. **Bring your powerful message to life** – Do you have something so say? Podcasts can get your message out to the widest possible audience. Depending on the audience size for a particular show, hundreds – maybe thousands – will tune in and hear you share your knowledge.

3. **Gaining trust** – People support businesses that they trust. No one wants to waste their time or money on products or services that promise but never deliver. It takes time to build trust. Appearing on a podcast places you within earshot of an audience who have already built a trust relationship with the host. By extension, they are affording you the same measure of confidence when they tune in for your interview. When you hear a person’s voice, you get a sense of who they are and what they stand for.

4. **Build business associations** – Doing a podcast interview adds a new dimension to business networking. For the length of your interview, when you speak with the host, you are forming a new relationship with the host. There are takeaways on both sides that may lead to additional business opportunities with them. Just like with the podcast audience, a picture forms of who this person really is. If it’s positive, a bond has been created.

5. **Drives traffic to your site** – The audience can find out more about you and hear more from you when they visit your website. When a trusted host offers them your credentials, your voice, and your contact information, people can search and find you right away.

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**Things to Consider Before Pitching to a Podcast Host**

Now that you know what podcasting is and how it can benefit both your credibility and your exposure to the right audience, it’s time to get down to what you need to know if you are going to turn being a podcast guest into a viable marketing strategy.
What do you bring to the table?

Unfortunately, most people who pitch an interview topic to a host are only thinking about what publicity they can get from the interview. The podcast host is essentially vetting you. Your mindset needs to shift. The podcasters are trading their names, reputations, and audience for you and your topic. New, entertaining, and viable content is always welcome to established audiences.

Consider how you can help the host and their business. Take an interest in what the host has to say. You’d be surprised how many people don’t take the time to learn about the podcaster's audience, voice, or platform before they make a pitch. It is quite disheartening to a host to receive pitches from people who don’t do the research before contacting them.

Become familiar with the podcasts that interest you. Listen to a few episodes of the show. Follow them on social media and make comments on posts relating to the show. Build a relationship with them before pitching them.

What is your claim to fame?

This is the time to “toot your own horn.” As a business professional, what knowledge do you have to share? Are you an expert in your industry or field? Have you written a book? If you believe your topic is something that would help the audience, bring up the idea and offer to be a guest.

For the host, a guest with a successful business, a website with good traffic and is active on social media means more listeners for their podcast. Just as you are looking to boost credibility and gain exposure, so is the host.

Many programs love authors. However, remember that you’re on their show to provide information, NOT to just sell your book!

Be prepared to provide your bio, talking points, subject matter and any other information they ask for. Don’t make the host have to search for information about you. However, be succinct! A three-page bio and a link to multiple pages on a website makes it difficult for the host to quickly determine if you’d be a good fit. Also provide social proof and information on how many people you reach on a regular basis.

You may have a “one-sheet” flyer with your information. Note that is different than a speaker one-sheet or a media kit, as it is specifically developed to market you as a podcast guest. Click here for an example.
What type of listening audience are you searching for?

Who is your niche market? The idea of being a podcast guest is to bring something new and supportive to the listeners. Maybe the podcast shows you are examining represent an expansion of the niche you currently occupy. In order to find the podcasts that reach the right audience, it’s necessary to do your homework and that includes listening to and becoming familiar with all aspects of the shows.

Why you would be a good choice for an interview?

This question ties into your “claim to fame.” If you have done interviews before, by mentioning those interviews, you let the host know that you are an experienced guest.

Your background

Everyone wants to be an expert in their field or industry. Expertise is essential for entrepreneurs and business owners in gaining the trust of customers. Expertise can be demonstrated in many ways, including books, speaking, social media, quality content on your website, blogging, and establishing yourself as a podcast guest on quality shows.

Understand the show’s format

This is crucial. Each show has its own unique style that shows in the voice of the host as well as how they construct the program. When you are familiar with the format, you also know what questions to ask of the host and how to propose your topic so they won’t have a choice but to say “Yes” to your request.

How to Find Podcasting Opportunities

The first thing is research. Make a list of possible podcasts you are interested in. You can do this in a couple of ways. First, do you know anyone who has a podcast that would fit in with the needs of your target audience? It is easier to pitch to known business associates or to get an introduction from a friend or business partner. Introductions are better than cold pitches but that doesn’t mean that your cold pitch won’t meet its mark. It is also a question of technique and finesse.
Many podcasts are available on platforms including iTunes, Google Play, Spreaker and so on. Look up subject name or keywords to find potential podcasts. Once you have the name of the podcast, you can search to find out the contact information for the host. Another way to find potential shows is to do an online search that include your keywords + podcasts.

There are businesses that specialize in putting podcaster and potential guests together. This is a good option if you want to appear on multiple podcasts. Enterprises like Interview Connections and Radio Guest List take the guesswork out of finding and booking guest spots. Most of the work can be done yourself, but it is a good way to maximize your efforts once you begin to appear on multiple podcasts and gain a positive reputation.

No matter who you come up with as far as choices, always investigate the guest interview policy and booking procedures for each podcast. Follow these instructions! They are there for a reason and can weed out those who are not serious about appearing on the show.

Now that you have gathered your list of choices from various sources, it is time to rank them. Criteria could include their audience, listening stats, social media stats, search rankings, relevancy to your business, publishing frequency, brand match, interview guests, size of their podcast, etc. What’s important is that it’s a good fit for who you’re trying to reach. Quality is much better than quantity!

**Tips for Asking to be a Guest**

It’s important to set yourself apart from the tons of other emails that podcast hosts get for potential interviews. Treat this as a business proposition. Use the same care that you would in other areas of your enterprise. If you are asked to be a guest, it could be the first of many and lead to more opportunities in the future with the host or some of their associates.

Carefully construct your email. This is your first impression, so make it count! This is another reason to make sure that you visit their website. Podcasts that frequently perform interviews may have guidelines for submitting pitches. **Follow them to the letter.** While a host might sometimes appreciate a unique approach, more often than not, not following the rules may eliminate you before the host even reads your pitch. Hosts are busy people and their process helps them best utilize their own time.
When emailing a host, clearly note in your subject line the reason for the email. There should be no question as to the reason for the email. Be concise. The title of your pitch shouldn’t mince words. It should summarize the story that you want to tell their audience. Stay on topic and on task.

Introduce yourself to the host. This is where you talk about who you are and what you do. What is the information that you want to share with their audience? Give a synopsis of your background that correlates with your pitch and how you can help. Include a link to your website and/or blog so the host can check you out if they’re interested.

Demonstrate that you have listened to the host’s podcast. Mention a particular episode that meant something to you. Show how their past shows have led you to believe this topic would be a great idea for an interview for their audience.

List the helpful content and talking points that you can provide to their audience. Every host wants good quality content. One way to demonstrate that your idea is not just another fluff piece is to list specifically what you want the audience to know when they finish listening to your interview. What should the audience be able to accomplish once they have heard your interview? Make sure that what you provide will add value and not rehash information everyone already knows.

What are the incentives for the host? What is their takeaway? Let’s be honest: the host benefits from having their program promoted to your contacts. It’s a way for them to gain more listeners. Be ready to promote the interview on your social media, as well as links on your website, in newsletters, and so on.

Most podcasts do not charge their guests to appear. If you are an author, provide them with a copy of your book! DO NOT make them buy it! Electronic versions are usually acceptable but be sure to ask their preference. And, make sure to get it to them in a timely manner so they have time to read it in advance.

Where can they reach you if they like your pitch? Make sure to add your contact information!

Finally, add a sincere closing. From start to finish, this pitch is personal. You intend to influence their audience for the benefit of both business enterprises.

Before sending, proofread—then proofread again. Typos, grammatical errors and misspelled words show the host that you’re not the professional you think you are.

Remember...you don’t want to be a guest just to sell your book, your product or your service!
After making your pitch, you may receive an email confirming that it was received. This doesn't mean that the host is adding you to the lineup immediately. Wait for the "I'm interested/Can we talk" email. Give it at least a week. If you still haven't received any contact, send a quick follow up email to let them know that you are still interested in appearing on their show and look forward to hearing from them soon. If they ask for more information or details, be sure to follow up promptly.

Finally, remember to thank them – even if they said they weren’t interested in having you as a guest. You never know when that might change!

**In Conclusion**

As we’ve said, being a guest on podcasts is an excellent way to reach a greater audience than through your usual marketing methods. If you’re new to this, you may not be successful on your first pitches, but keep trying!

One important thing to note – while you may think your topic is phenomenal and that you’re the best possible guest, if you’re just starting out, don’t shoot for the biggest and most popular programs first. Once you’ve established yourself as a great guest, then you can approach shows with huge audiences.

Even if you’ve done interviews before, it’s always good to review your process and make improvements where needed.

Statistics show that podcasting continues to grow – both in actual programs and in listeners. Being a guest and sharing your knowledge on podcasts should be an integral part of your marketing efforts. Always be looking for new opportunities.

**Good luck!**

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**Do you have a topic or subject that would be a good fit for The Business Power Hour? Contact us and we’ll get you scheduled!**

**Click here to be a guest on the program!**
Meet Deb Krier

Twenty-five or so years ago, Deb was going through the “what do I want to be” stage of her life. One advisor asked why she didn’t want to make a career out of what she liked doing as a hobby. She liked helping people with their marketing and public relations…and a career was born!

In 2011, Deb was asked to be a guest on a program on Mile Hi Radio. Never being accused of being shy, she loved being a guest so much that she approached the station with having a program of her own. Initially focusing primarily on helping people learn the ins and outs of social media, Deb’s program now focuses on giving her listeners the tools they need to make their businesses successful. Each interview becomes a podcast known as The Business Power Hour.

Deb’s experience includes media and public relations, internal and external communications, crisis management, integrated marketing campaigns, brand management, website development, and community relations. After several years in corporate America, agencies and the nonprofit world, in 2002, she founded Wise Women Communications, LLC (WWC), an award-winning full-service public relations and marketing firm.

Based in Atlanta, Georgia, Deb’s a member of the South Cobb Business Association, the Marietta Business Association, the West Cobb Business Association and What Women Want. She’s a past president of The Association for Women in Communications (Denver Chapter) and was honored as an Outstanding Woman of Achievement by AWC. She has an MBA degree with an emphasis in marketing from the University of Colorado and an MS in communications management from Colorado State University.