

# GROW AS A PODCAST GUEST



**WHAT:** This training will walk you through how to get on Podcasts (even when they don't know you) and leverage that exposure to get more leads and clients.

**GOAL:** Get on Podcasts & leverage that exposure to grow your list!

**growth**  
GETTERS


# **What do you have to offer?**

HOW COULD YOU HELP PROMOTE/SHARE THE EPISODE?


CREDIBILITY/OTHER FEATURES/DEGREES/CERTIFICATIONS/ETC:

TOPICS YOU COULD TALK ABOUT:


# Before you're a guest




**1 KNOW THE FREEBIE YOU'LL PROMOTE WITH AN EASY LINK** - It needs to feel like it solves a very direct problem that relates to your topic. And make sure you have an EASY URL for them to remember (I always suggest they text themselves the URL).




**2 KNOW HOW YOU'LL PROMOTE THEM** - Everyone is trying to grow their audience, that's why I always share how I can promote them in my first email. I want them to know that I'm a great guest not just for their audience, but also for them!




**3 HAVE A MINI BIO/HEADSHOT** - Help them out by having a mini bio (just a few lines) plus a couple of headshots that you can send over for them to use when they're creating the show notes and graphics for promoting the episode. (I also send over the freebie URL I spoke of in the episode).



**4 HAVE STORIES READY** - We remember stories so jot down a few story ideas you could use during the interview. But make sure you don't go into a long monologue! Remember, an interview is a 2-way conversation.



**5 CREATE A SOUND-BITE BANK** - You want to have great, catchy one-liners and frameworks that deliver high quality content and pack an incredible punch. Collect them all over time, by topic, so that when you're being interviewed you can glance down and grab one.



**6 DO YOUR RESEARCH** - Listen to some of their Podcast episodes. Know their story, how they structure their podcast... You'll be a better guest and be able to help them shine more brightly with just a little homework.

# Podcasts for Your Niche

IT'S TIME TO MAKE YOUR PODCAST LIST! GO TO GOOGLE AND SEARCH 'PODCAST ON \_\_\_\_\_'

YOU CAN ALSO GO TO APPLE PODCAST, PICK A TOP PODCAST IN THAT FIELD AND LOOK FOR 'YOU MIGHT ALSO LIKE...'

The screenshot shows a Google search for "podcasts on nutrition". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, the results are titled "Podcast series / nutrition" and "From sources across the web". The results are displayed in a grid of three columns and ten rows. Each result includes a small thumbnail image of the podcast cover, the podcast title, and the host's name. The podcasts listed include:

- Nutrition podcasts
- Food Psych Podcast with Christy H...
- The Nutrition Diva's Quick and Dirty...
- Food Heaven Podcast
- Dishing Up Nutrition
- High Intensity Health with Mike Mut...
- Sound Bites A Nutrition Podcast
- Sigma Nutrition Radio
- The Model Health Show
- The Keto Diet Podcast
- The Dr. Gundry Podcast
- Peak Human - Unbiased Nutrition In...
- Leanne Ward Nutrition
- Less Stressed Life: Anti-inflammato...
- Nutrition Matters Podcast
- Nutrition Facts with Dr. Greger
- ZOE Science & Nutrition
- wellness unpacked with Ella Mills
- Diet Starts Tomorrow
- Keeping It Real: Conversations with ...
- The Exam Room by the Physicians ...
- Unlock the Sugar Shackles Podcast
- Nutritional podcast
- Optimal Protein Podcast (Fast Keto)...
- We Do Science - The Performance ...
- The Nutrition Couch
- The Performance Nutrition Podcast
- The Key Nutrition Podcast
- Align Podcast
- Realfoodology
- Life After Sugar
- The No Food Rules Podcast
- Triathlon Nutrition Academy
- Food Matters Podcast
- The Gut Loving Podcast: All about I...
- The Healthy Rebellion Radio
- Fuel Your Strength
- Food Freedom and Fertility Podcast
- The Woman of Wellness Podcast

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# Your Dream List

PODCAST NAME	HOST	E1	E2
1.		<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>
6.		<input type="checkbox"/>	<input type="checkbox"/>
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13.		<input type="checkbox"/>	<input type="checkbox"/>
14.		<input type="checkbox"/>	<input type="checkbox"/>
15.		<input type="checkbox"/>	<input type="checkbox"/>
16.		<input type="checkbox"/>	<input type="checkbox"/>
17.		<input type="checkbox"/>	<input type="checkbox"/>

# Your Dream List

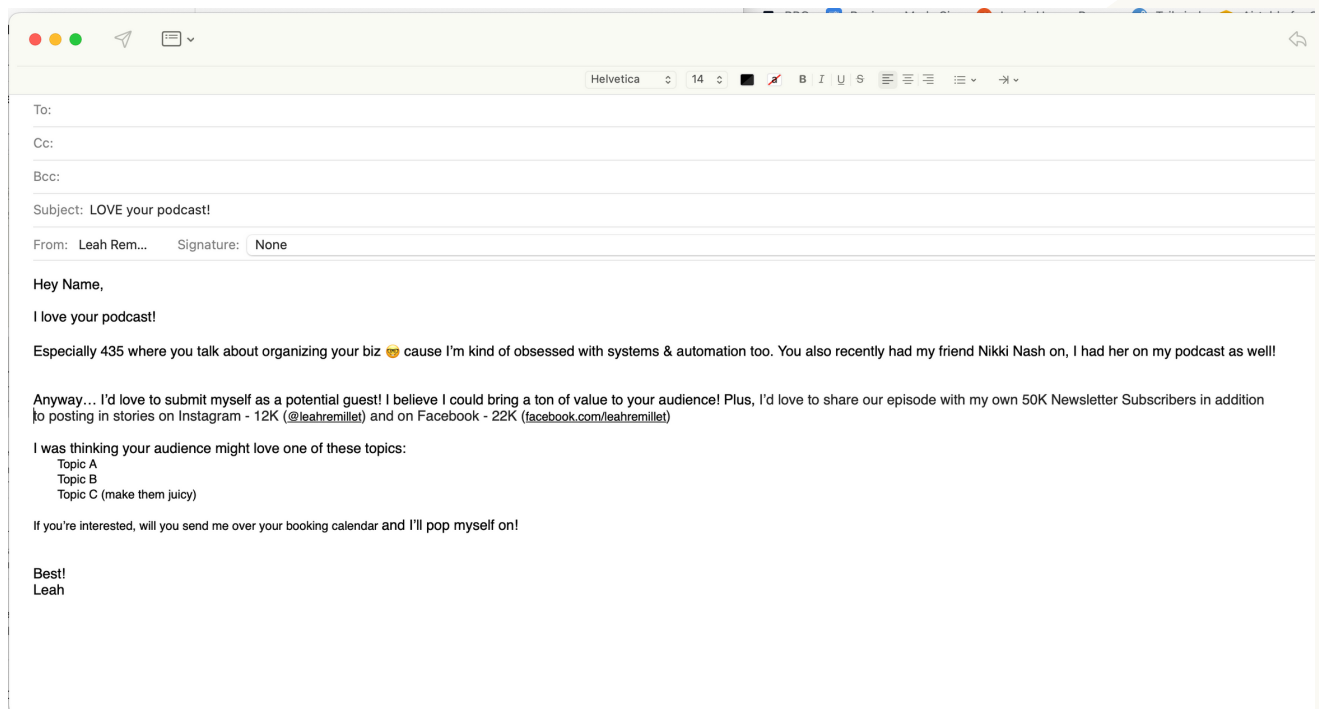
PODCAST NAME	HOST	E1	E2
18.		<input type="checkbox"/>	<input type="checkbox"/>
19.		<input type="checkbox"/>	<input type="checkbox"/>
20.		<input type="checkbox"/>	<input type="checkbox"/>
21.		<input type="checkbox"/>	<input type="checkbox"/>
22.		<input type="checkbox"/>	<input type="checkbox"/>
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32.		<input type="checkbox"/>	<input type="checkbox"/>
33.		<input type="checkbox"/>	<input type="checkbox"/>
34.		<input type="checkbox"/>	<input type="checkbox"/>

# Sending Your Cold Email

KEEP YOUR EMAIL AS **CONCISE AS POSSIBLE** WHILE GIVING THEM THE MOST IMPORTANT INFO (REMEMBER: THEY'RE NOT INTERESTED IN YOU UNTIL THEY KNOW HOW YOU CAN HELP THEM).

## MY EMAILS TYPICALLY FOLLOW THIS FORMAT:

1. TOOT THEIR HORN (BE SINCERE!!) & BUILD CONNECTION IF YOU CAN.
2. TELL THEM WHAT YOU'RE SUGGESTING
3. EXPLAIN WHY IT BENEFITS THEM
4. MAKE IT EASY TO SAY YES (HERE ARE TOPICS I COULD TALK ABOUT)
5. TELL THEM WHAT YOU WANT THEM TO DO NEXT
6. GIVE THEM YOUR LINKS (MY AUTO-SIG WOULD POP IN)



# Resources



**Google** — If you're trying to find podcasts to reach out to, Google: Podcasts on \_\_\_\_\_ and you'll have a bunch to go through!

**Apple Podcasts** — Choose a Top Podcast for your demographic/topic and scroll down until you see 'You Might Also Like'

**podcastguests.com** — I subscribe to their free newsletter and skim for podcasts that might be a good fit for me and submit myself.

**Asana/ Click Up / Google Doc / Etc.** — I highly suggest organizing everyone you reach out to somewhere. Track initial emails, follow-ups, contact info, and their stats.

**GG Trainings to Support This One** — Email Marketing (Trainings) and How to Start a Podcast (Expert Series)