# 20 FACTORS THAT TIP THE SCALES IN YOUR FAVOR TO GET BOOKED ON A PODCAST

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Conscious Media Relations

**Today, podcasts are the “hottest” form of media for leaders, authors and experts who wish to connect with audiences eager for information, solutions, empowerment, community and entertainment.**

Reaching more targeted audiences than the shot-gun approach of traditional radio, these shows give listeners the flexibility to time shift so they can be fully present whenever they want to absorb the content. They also know that there is an implied endorsement of the podcast guest by the host when the host offers his/her available airtime to this guest.

Podcasts are growing exponentially because of the ease at which they can be created and by the incredible ability to grow an audience quickly. Today, the number of podcasts is rapidly approaching 1 million.  The leading “Podcatchers” -- aggregators of podcasts—Apple Podcast, iHeartRadio, Spodify, and Stitcher, are just the tip of the iceberg.

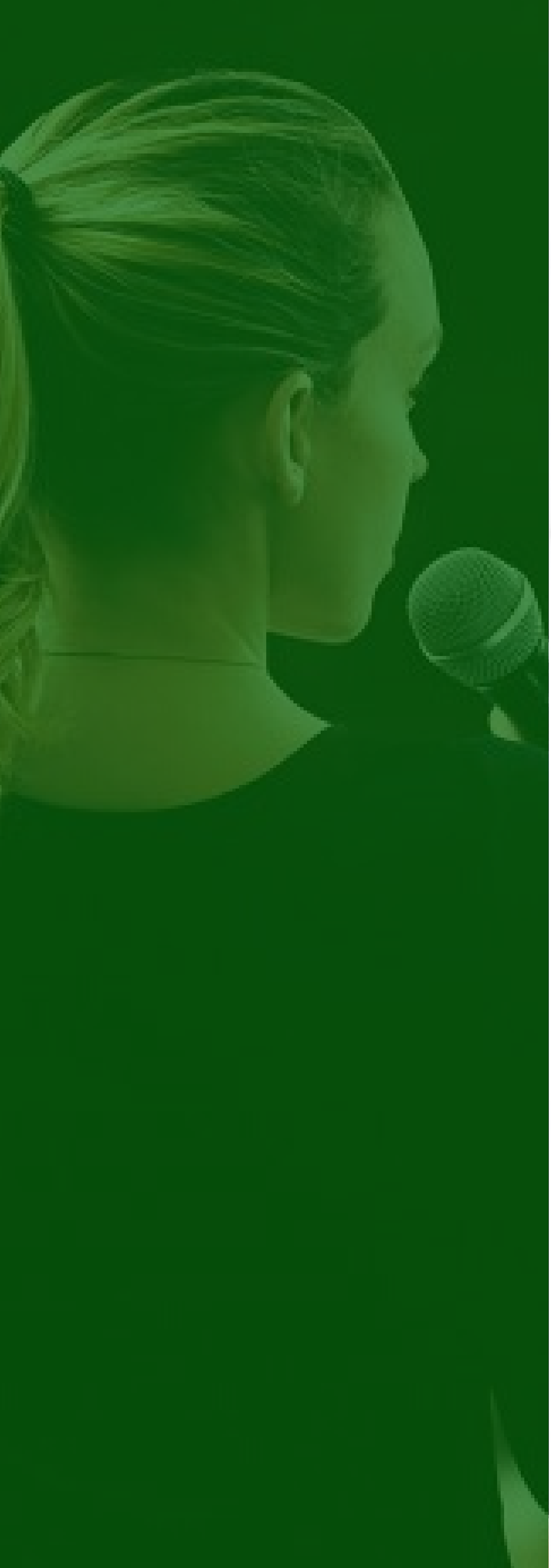
That gives you a vast opportunity to introduce yourself to new and passionate audiences. A great podcast guest offers great value to the host’s listeners including information, education, and links to free online gifts. And today, most podcast hosts are happy to give you a forum to introduce your products, services, books and resources. Being showcased on a podcast is a fabulous way to market, especially since there is--only on rare occasions--any cost of entry.

But do not make the mistake of thinking that just because you want to be on someone’s podcast that they will jump at the chance to have you on! That may be the case with your close friends and colleagues, but in most cases you’re going to have to make a compelling case why a host should give you 30-minutes to an hour of their precious airtime. Keep in mind, that many of the more popular hosts get HUNDREDS of requests to be on their shows MONTHLY!

If you want to get booked, you will need to tip the scales in your favor. I have booked more than 10,000 interviews in my career for my clients. Among them the nearly 200 luminaries, leaders, experts and authors for whom we have booked full radio/podcast tours, generating from 30 to 80 interviews each.

And so, I have identified 20 different criteria that will factor into a podcast host’s decision. Any one of these might be enough to get you BOOKED!

So listen up and see how you can make yourself irresistible to a podcast host!



## 1. You have a newsworthy, timely or compelling “hook.”

There is little more appealing to a host that someone who is right in the thick of what is currently on the minds of his/her listeners (or in some cases viewers as many podcasts today include a video component—and become videocasts, as well.) If you can make yourself and your subject relevant to what is newsworthy, timely or a cultural “hot button,” you’ve got ‘em. Your subject could also be timed to a holiday, an anniversary, or an event that is topical.

## 2. You have a solution for a problem, fear or pain that the podcaster's audience suffers from.

The single most alluring thing you can offer a host, is a solution for what’s keeping his/her listeners awake nights. Do you have a method, process, product, service, coaching program or other advice or resource that brings the listener closer to peace of mind, love, health or prosperity? Can you help people cope with a challenge that they face? When you offer your wisdom, coupled with a free gift or a paid service/product that leads to a positive outcome for the listener, the host will likely welcome you! But before you pitch, make sure your solution is the right match for this host’s audience.

## 3. You have a book

Having a book gives you instant credibility. This implies you are an expert. And if your expertise matches the interest or need of the audience, than the host will find you an ideal guest. Furthermore, if your book is newly released, it provides a timely impetus to get you on the air. But podcasts don't require a book to be recently released to invite you; they just want great content that interests or changes the lives of the listener. So if you don't have a book, and want to secure a very effective key to opening the door for more interviews, start writing! If this is a challenge there are tons of ways to get help—ghostwriters, editors, author coaching programs, write-a-book-in-a-weekend programs, etc. And don't think that your book is the only subject you can discuss...the book opens the door, but then you can talk about your other services and resources in the interview.

## 4. You have a powerful personal story of overcoming, redemption, triumph.

Great human interest stories are a powerful enticement for a podcast host. Who doesn't love inspiration and motivation that shows people there is a path through trauma, tragedy, pain or addiction? You are living proof to their listeners that there is hope! And if you have advice that can help the listeners move forward in the same way that you did, you have a golden formula! So tell your story to the host in brief when pitching yourself. Make this an incentive for them to book you so you can tell your story to their world.

## 5. You're an expert in a field that this host has been discussing with his/her audience and you have the credentials to prove it.

You don't HAVE to have a book. Just your expertise in a subject that is important to the host can get you in the door. Do you have credentials or proven results you can point to that demonstrates clearly your ability to bring knowledge and enlightenment to the listener? And even more compelling, does your expertise enable you to speak as an expert on a subject that is already ongoing for this show? If so, play this up big when presenting yourself as a guest.

## 6. Your clients include celebrities or other highly recognizable figures, or you have testimonials from such figures

One of the fastest ways to get a "yes" from a booker is for them to see you've been hanging out with the rich, famous or recognizable leaders. Have you coached them or been on stage with them. Do you have celebrity clients you've served? Have you partnered with someone noteworthy? Have you been a top disciple in their ecosystem? Do you have testimonials or endorsements? And if all this fails—can you create a pitch that aligns yourself with a celebrity even if you don't know them—something you are doing that is the same they are doing...a trend you are leading that they share...what commonalities can you point to that might be newsworthy? Take advantage of any possible connections to intrigue the host.

## 7. You have a unique talent that no one else-or few others-can claim.

Hosts are always looking for something novel that they can introduce to their audience. If you have a talent that offers something new, unique, entertaining or possibly useful to their listeners, you have a great "hook" to get their attention. Who doesn't want to be the first kid on the block to show off his/her new toy!

## 8. You have demonstrated your expertise, program or product has achieved uncommon results.

Results are a powerful statement of your gifts, talents and expertise. Show the host what you have achieved for yourself or your clients, and you've got instant credibility and appeal. But these results must stand out from the average! Make sure your success compels the host to take a longer look at why you are worthy of his or her airtime. If this is something that host's listeners can emulate or take advantage of, the door may well swing wide open.

## 9. You have a system or a program with a numbered list of tips.

OOO..who doesn't love a list of tips! This is the single most alluring strategy to get a host psyched to have you on. Tips show you have value to offer. Tips show you won't wander all over the place—you'll be succinct and direct. Tips show you have a proven body of knowledge you can distill into a simple formula. Give your tips a snappy title or subject and capture the host's attention immediately. Tips can be Dos and Don'ts, Mistakes Not to Make, things they must know, ways to be more successful, techniques to stay healthy. Be creative, but be NUMBERED!

## 10. You've had some extraordinary experience (paranormal, spiritual, escaped from a war torn country, survived a terminal diagnosis, etc.)

Tell a juicy story about something extraordinary you've experienced and that's like catnip to the right host. Have you had a near-death experience that changed your life? Had a message from God that kept you from getting killed in an accident? Experienced a miracle recovery? Escaped danger, or been on a peak adventure? When you tell your story, the listeners are living vicariously through you, imaging themselves in your shoes. What could be more thrilling and exciting?

## 11. You are a pioneer in a new emerging field.

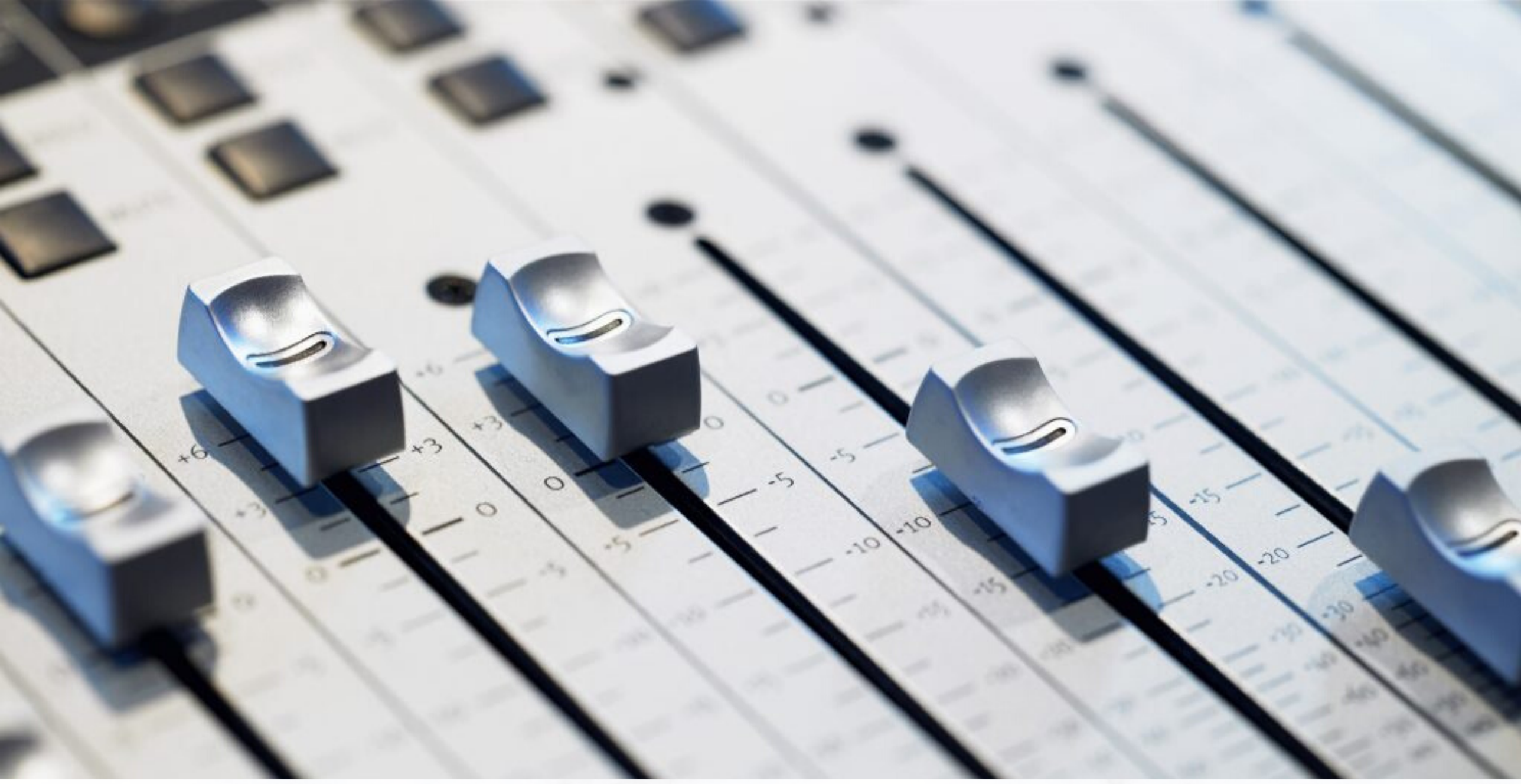
Many hosts want to be on the cutting edge of what's new, and be the first to bring this to their audiences. If you are pioneer in a new emerging field, you are perfectly positioned to be a sought-after guest. Give the host an idea of what subject you can shed light on that would open a new world of possibilities for the listening audience.

## 12. You have discovered/created something remarkable that is useful for the advancement of some aspect of the culture.

Maybe you're looking beyond the individual, and what you offer will have a wider impact if not on the whole world—on a segment of society. What you bring is useful to improve the level of existence for some aspects of the world in which we live. Perhaps this is related to race, environment, peace, hunger, indigenous peoples, artists—global/regional or cultural significance—and you have a powerful insight, solution or perspective that drives the dialogue. For the right host, this is a great inducement to book you.

## 13. You are doing something unique and noteworthy that is saving human or animal lives, or impacts the health of the climate. Or doing something selfless that is making a difference.

So you're leading or part of a movement that is saving or preserving individual lives—human or otherwise. And you can relate stories of where you've been able to make a difference. Or perhaps you've done something selfless to help others thrive. Any of these factors will make a compelling show for a host. Tell your story, show the impact, and illustrated how you are bringing others to join your campaign. Making a real difference is a great focus for many hosts.



## 14. You are doing something that uplifts people in a time of challenge. You empower people or offer hope.

Sometimes just offering empowering stories, wisdom or strategies is enough to get a host to give you the spotlight. People just need hope, and if you can offer light when things appear dark, you'll find a willing podcast host. Whether this is just for a segment of society—his/her target listenership--or for society in general, hope is a valuable commodity on the airways.

## 15. You've done something specific on social media that is creating significant buzz culturally or worldwide.

Are you a YouTube sensation or a viral meme instigator? Have you used social media in a revolutionary way, or created a site that's attracting gazillions? For the right show, someone breaking through on social media is a no-brainer guest.

## 16. You can illuminate or shed light on something that's crying out for more clarity and transparency in the cultural conversation.

So there's a controversy, cultural confusion or downright disinformation being disseminated by the media. And you have truths, facts and expertise to offer that provides transparency and clarity. Well, don't be shy! Get in there and offer your voice! Hosts love to have people who can shed real light on murky quarters!

## 17. You've become an influencer with a significant social media presence that can draw more people to the podcaster's show.

Podcasts are always looking to grow their audience size! If you have a substantial social media presence and following, and are willing to promote the host's show to your audience, you should make this clear in your pitch letter. It will likely be one of the factors weighing in your favor, compared to someone with a small following—if this is an important consideration to that particular host.

## 18. You have a podcast in a related field that you will trade for airtime with the podcast host.

And here's another prid quo pro...If you have a podcast in a related field that the host you are pitching would benefit from being on, offer to do an exchange. You will offer a spot on your show, in exchange for a spot on his or her show. Of course, your content must be the most important consideration, so you bring that forward first, but you can mention the exchange possibility toward the end of the pitch letter. But your show must have a comparatively decent sized audience to make this an appealing offer to the host. And must have a following with the similar demographic. There has to be a clear benefit as to why the host would want to take you up on your offer.

## 19. You write a pitch letter that is compelling, well written, concise, and captivating.

OK, so now you know what factors will get you to the head of the class with a podcaster, but if you can't make your emailed pitch dynamic, you can forget getting airtime! Your pitch needs to crisp, compelling, and intriguing. It has to tell the host concisely "why you?" What are you bringing to the table that will be worth 30 to 60 minutes with his/her viewers? Make your pitch sing! It can't be more than a page and half on a word document and the shorter the better. And check the spelling and grammar. You'd be surprised how often this will get you disqualified. (If you want some professional guidance on writing your radio/podcast/videocast pitch letter, check out the ecourse at https://speakertunity.com/get-booked-pitch-letter-training)

## 20. You write a subject line that is irresistible to open.

There's one last critical step! You have to write a subject line that will compel them to open the email. First start with these words "Guest for Your Show:" so they know it's not spam. And then in a limited number of words following, give them a reason to open it... the topic, the expert, the story, the "hook!" Capture their attention and intrigue them so they want to know more.

# Now, Do You Want To Know 2 Easy Ways to Get Booked?

## Number 1:  Done-For-You

Conscious Media Relations

## GOING FOR IMPACT?

**The Conscious Media Relations Radio/Podcast Tour** will introduce you and your story to an exclusive list of **9000 radio shows** and podcasts, 4000 of which that are **passionate** about *personal growth, wellness, spirituality, women's empowerment, self-help, conscious business and memoirs-with-a-message!*

**Anything that improves one's life, business or the planet.**

To secure the acclaimed experts in this niche to write the pitch, make your introduction and book your calendar solid... go to www.ConsciousMediaRelations.com  or call 818 707 1473

## Number 2:  We Provide the Contacts, You Pitch Them

SPEAKER TUNITY™
RADIO INSIDER
Your Source for Transformational Radio Interviews

SpeakerTunity Radio Insider™ gives you 25 new radio shows and podcasts each month that are eager for guests like you!

For each show, you are provide, complete with contact information for the host or producer. This covers broadcast, satellite, podcast and internet radio shows.

For only $35 month, you'll get fresh leads every month!

## www.SpeakerTunityRadio.com

"After subscribing to SpeakerTunity Radio Insider, I brought the building of our radio/podcast list in-house--but after a few months I returned to Radio Insider. The quality of the SpeakerTunity show leads glean far better results than we were having doing it on our own."-- **Patricia Cagganello, CEO and Founder of Sacred Stories Media**

"To all those just thinking about signing up for Speakertunity tip sheets, let me just say... Do it today! I do PR for a very mainstream author and thought it would not necessarily help as much as it would with booking my conscious mind author, but, boy, was I wrong. With just the first 2 tip sheets I booked my author on 5 great radio shows. Thank you, Jackie, for creating a way that's reasonably priced and full of great contacts!"— **Devra Ann Jacobs, Owner/Agent, Dancing Word Group Agency**

# Jackie Lapin
# Your EXPERT on Getting Booked!

Jackie Lapin is a leader in helping leaders, entrepreneurs, authors, practitioners, speakers and messengers connect with their next followers around the globe. For the past 10 years, her internationally acclaimed **Conscious Media Relations** has been providing, radio/podcast tours and speaking engagements to support the growth and revenue of change-makers. Her clients have included Don Miguel Ruiz, Dr. Joe Vitale, James Twyman, Denise Linn, Arielle Ford, Hay House and more.

To help leaders get booked easily and quickly, Jackie has most recently launched **SpeakerTunity Cities™**, which provides direct contacts for thousands of speaking opportunities instantly at one's fingertips in their market of choice. (www.SpeakertunityCities.com)

She also offers three subscription services: **SpeakerTunity™ Speaker Leads**, the twice monthly transformational speaker leads tip sheet that provides speakers with the direct contacts to book themselves on stages across North America; **SpeakerTunity Radio Insider™**, with leads to book radio shows and podcasts; and **SpeakerTunity Summits™**, with contact information for virtual summit hosts who have open guest-presenter spots. (www.Speakertunity.com)