



TWO BROTHERS

CONTENT IN A BOX

7 Steps to Get Booked as a Podcast Guest

www.thecontentbox.com



PITCHING YOURSELF TO APPEAR ON OTHER PODCASTS TO GROW YOUR AUDIENCE

THE MOST EFFECTIVE WAY TO GROW YOUR AUDIENCE IS TO GET YOURSELF ON OTHER PODCASTS THAT ARE RELATED TO YOUR CONTENT. YOU'RE REACHING LISTENERS WHO ALREADY LISTEN TO PODCASTS AND ALREADY ARE INTERESTED IN YOUR SUBJECT MATTER, WHICH MAKES IT SUPER EASY TO GET THEM TO CHECK OUT YOUR PODCAST AND BECOME A REGULAR LISTENER.

7 STEPS TO GET BOOKED AS A PODCAST GUEST

02

HERE ARE SOME VERY EFFECTIVE TIPS FOR PITCHING YOURSELF TO BE ON OTHER PODCASTS.



Utilize Listen Notes to search for anything

Is a great resource to search for a topic or guest's name. Search for guests that have been on your podcast to see what other podcasts they may have also been on. This is a very simple way 'in' when pitching to these other podcasts! "I saw you had Brian Hughes on your show, so did we and it was great!"

01



Use Listen Notes to search for keywords

Anything related to your podcast. The site will collect as many shows as you want, that fit as many keywords as you want, and you can buy the download of the CSV form for pretty cheap.

02



Pitch a topic NOT a person

Hosts will consider a good topic more, especially if they don't know you at all:

"I saw that we have both had Brian Hughes on our podcast and I really like your episode on XYZ topic, have you ever considered talking about XYZ topic on your show?"

03



Listen to their episodes

It can be a couple of minutes of one of their episodes so that you can reference it in your email:

"I really loved how you talked about XYZ topic, that one part was right on the money..."

04

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HERE ARE SOME VERY EFFECTIVE TIPS FOR PITCHING YOURSELF TO BE ON OTHER PODCASTS.



Search podcast charts for your category.

This is a very helpful website to see the top podcasts in your categories. You can search podcast charts for your category to find the top 100 highest ranked shows. You can also search for a specific topic too, and find the podcasts that align with your content.

05



Promote and subscribe

Tell them that you will promote your appearance on their podcast to your following, whether that's a mailing list, social following, or to your listeners. Tell them that even if you don't come on as a guest you're still a subscriber to their podcast.

06



Email Template and Pitch Generator Form

Copy this Google Sheet to your own doc and you can use this for each pitch you want to pursue, including the email template you can customize.

07

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We believe that every business deserves marketing that is affordable and effective

Our Video Podcast Marketing system delivers results

Heres how it works



Book a Strategy Call

We'll talk through your goals and vision and give you customized report and plan for your business growth.



Start Your Video Podcast

Show up with your special sauce, then sit back and let us do the rest.



Amp Up Your Visibility

We'll leverage your video podcast to meet all of your marketing needs for your website, SEO, and Social Media.

**BOOK A STRATEGY CALL AT
WWW.THECONTENTBOX.COM**