

# THE 9 SECRETS TO GETTING BOOKED ON YOUR FIRST PODCAST

**Define exactly what type of listener you want to talk with.** In marketing speak this is your dream customer, your avatar or ideal buyer persona.

**Be clear in your mind why you are an expert and what you have to offer.** The host and listener will never see you as more of an expert than you see yourself

**Identify what shows your ideal customers are currently listening.** Ask them with surveys, social media post or the direct question.

**Search through iTunes with the eye's of your ideal customer.** New and noteworthy are a great place to identify up and coming shows

**Pick just five (5) podcasts to target for your initial interviews.** The goal is not the biggest show, but one you can use to improve and point to as an example for future larger shows.

**Avoid awkward cold email requests by establishing a relationship with a host.** Listen to the show, leave a comment, post a review on iTunes, follow them on social media, share or favorite.

**Make a one page pitch sheet that you can use as a reference.** Include your professional headshot, contact information, brief 3rd person introduction, topics you discuss and a testimonial with image.

**Send an introduction email that the hosts wants to read and take action on.** Be brief and focus on what you can offer their audience. Attach the professionally looking pitch sheet.

**Follow up professionally.** Most podcast host have other primary jobs. Lack of a response doesn't mean no. Professionally follow up weekly for a month.

☎ Phone: 855-277-5277  
🌐 InterviewValet.com  
✉ Hosts@InterviewValet.com

📘 InterviewValet  
🐦 interviewvalet

**INTERVIEW**  
**VALET**