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Boost Your Authority by Being a Podcast Guest The Marketing Chat Podcast ep. 068 Podcast Transcript

Do you have a blog, a YouTube channel, or a podcast?

All of this content that you're sharing helps to boost your authority in your field. It helps to set you up as a go-to expert in your field.

But you can't just wait for people to find your blog, your videos, or your podcast. What are you doing to promote your content?

You're probably sharing updates on social media. That's great. And I'll do an episode later on the best ways to promote your content on social media because it takes more than simply posting: "Hey, check out my latest post/video/episode!" If someone's not already following your blog, videos, or podcast, they are less likely to care about your latest post, video, or episode unless you share it in a certain way.

An awesome way to boost your online presence and your authority in your field is by being a guest on other people's podcasts. Here's why.

1. First, when you're a guest on someone's podcast, you're reaching a wider audience. You'll be exposed to an audience that doesn't know you yet.
2. Second, you get to show off your knowledge and expertise to that new audience.
3. Third, you have the opportunity to invite that audience to visit your website.
4. Fourth, you can build long-term relationships with your host that lead to collaborations or referrals—or simply friendships.

All of this means that some of these people will get on your email list, follow you on social media, and even buy from you or hire you.

Recently I was a guest on the Growth Now Movement podcast with Justin Schenck. It's rated by Inc. Magazine as one of the top 8 podcasts every entrepreneur should listen to. The episode was released at 3am. When I checked Amazon at 7am, I had sold an additional few dozen copies of *The Podcast Launch Playbook* just that morning.

After a guest was on my podcast, Scott Aaron, I mentioned his work to the members of the Women Podcasters Academy. One of them just happened to be looking for help with LinkedIn, which is his area of expertise. She chatted with him the next day and hired him on the spot.

None of this would have happened without being a guest on those shows.

Now, you have to be strategic about being a guest on other people's podcasts. It matters what shows you're on. The podcast needs to align with your business. If you teach online courses in cooking, then going on a show about dog behavior isn't going to work! But going on a show for entrepreneurs might work if you gear it toward that audience. For example, you could propose a topic of "easy 20-min meals for busy entrepreneurs" while also sharing your 3 top tips for starting a digital course so that it's even more relevant for entrepreneurs.

Next, the host's audience needs to be filled with your ideal clients. You don't want to go on a show where you wouldn't benefit from being on the show. Take me for example. Justin's show was perfect for me because entrepreneurs are my ideal audience, and his audience would be interested in hearing about podcasting. And this podcast was perfect for Scott because y'all can benefit from his expertise, and y'all might be interested in hiring him.

Similarly, and I'll get to this in a minute, you need to make sure that your topic will be of benefit to your host's audience. That happens when your audiences overlap.

And, finally, when picking a show, the host's personality needs to fit with yours. You should listen to several episodes of a podcast you're considering to make sure you like the host. You don't want to end up on a show with a host who's abrasive or combative—if that's not your style—or with a host who's too quiet or soft-spoken if you're more effusive or outgoing.

You want to have fun on the show and let your personality shine. Letting your personality come through fully is a great way to boost your online presence and authority because it helps your audience get to know you. If you're struggling against the host's personality, it's difficult to be fully yourself.

For all of this, you'll need to do lots of homework in picking what shows to reach out to. Again, pick shows in categories that best fit your field. Make sure that their audience overlaps with your audience and has lots of your ideal client in it. And listen to several

episodes to make sure you will hit it off with the host. Oftentimes the host will want to chat with you first to make sure you'll be a good fit.

Here are some tips for reaching out to hosts about being a guest on their podcast.

1. First, create a speaker page on your website. Here's what you're going to put on that page. Come up with about three different topics that you could speak on. Give a catchy, clear title for each one. And write a one-paragraph description for each. You'll put a short bio on your speaker page. The podcast host can use this bio in the interview. So, it needs to be no more than two short paragraphs.

Put a few photos of yourself on the page. Put one proper headshot and one or two other photos that you love. You can put a short promo video of just a few minutes so hosts can check out your style. Once you've been on other podcasts, embed videos of the episodes if there are videos. Or put links to the audio episodes. You could also embed the audio player if the host will give you that code. It benefits them because you'll put a link back to their website, and the audio player will help boost their listener count.

You're creating this speaker page to make it easy for hosts to get all the information they need about you in one place. People don't always like downloading PDFs anymore. They like to read things online. And it's just easier to send them a link.

2. Next, when you find shows you want to reach out to, pick one or two of your topics to propose to them. When you reach out to the host, you need to be very specific about what you want to talk about. Giving them a specific topic and title really helps hosts decide if they want to have you on as a guest. I can tell you that it gives a potential guest an edge when they propose a specific topic to me. Also, make sure that the topic (1) fits their audience and (2) isn't a topic they've done recently.
3. Next, when you reach out, tell the host why your topic will make a good episode for their audience. Tell them how their audience will benefit from the topic. Hosts care about their listeners. Our listeners are our top priority. We don't want to deliver junk or sub-par content. So, it's up to you to show the host why your topic will matter to their listeners.
4. Next, boost the host's ego. Let them know what specifically you like about their show. Mention at least one specific episode and what you like about it. It would also help if you reviewed their show several days before reaching out. It takes

three to five days for reviews to show up in Apple Podcasts. We see those reviews! If we recognize your name, you'll get bonus points!

5. If you've been on other podcasts or if you have your own podcast, mention that.
6. If you have a book, mention that.
7. Finally, share the link to your speaker page and request a time to chat with the host. Phrase it as, "I'd love the opportunity to chat with you about being a guest on your show. Can we schedule a time to talk?" This is more powerful than writing, "Let me know if you'd like to chat."

What if the host doesn't reply right away? Give it a week. Then follow up by replying to that email and write something like, "I'm following up about being a guest on your show. All the details are in the email below, including potential topics and the link to my speaker page. I'd love the opportunity to chat with you." Keep it super-short and super-simple. If you don't get a reply after that, I'd leave it alone. As a host, I don't like to be bothered after that. I try to reply to all inquiries. But sometimes there are too many.

Now, what about approaching hosts through social media? Totally fine! You just have to take a different approach.

First, you need to follow them for at least a week or two before reaching out. Not only do you need to be following them, you also need to be engaging with their content. Do *not* promote yourself when commenting on their posts. Make sincere, thoughtful comments that contribute to the conversation.

After a week or two, you can reach out by direct message. You'll have to be very brief because no one wants a long DM. Start by mentioning one episode you love. Then jump to the point of "I'd love to chat with you about being a guest on your podcast." Then tell them in one sentence who you are and what you do. Propose one topic by giving them the title. Give one sentence about how that topic would benefit their audience. Then write something along the lines of, "If this sounds like something you'd be interested in, could we set up a time to chat?" I would end with, "Thanks so much for your consideration."

This is how I like to be approached on social media and it's extremely rare that anyone uses this approach. Most people are heavy-handed when they reach out. Yes, I am always looking for guests. But my publishing calendar is currently filled for seven months.

So, don't act like you're doing the host a favor. Realize that being a guest should be mutually beneficial.

Let me say something about that real quick. Hosts don't benefit just from your sharing information that their audience will like. Hosts expect you to share the episode with your audience, too. Having guests on our podcasts helps us expand our audience, too. So, be prepared to share the episode all over social media and put it on your blog and speaker page when it comes out.

Okay, so, you get accepted as a guest on some shows! Here are some tips for being an excellent guest on a podcast.

1. First, send your bio and photo to your host ahead of time. The host may want to read the bio during the episode intro. They may want to use it in the show notes. Or they might not want it at all. But it's best to send it to them just in case. They will most likely want your photo to use for the cover art for the episode. Go ahead and send it all over so you don't forget and so that they don't have to track it down.
2. Have some questions prepared for your topic and send these to the host when you send the bio and photo. Not all hosts will need these. Some hosts will require them. I create my own questions for an outline. And I accept questions that my guests give me. I appreciate it when my guests give me questions to include. But I don't use them all, and I do rewrite them to fit my voice and personality. I do research the guest's topic if I'm not already familiar with it. But some hosts want prepared questions so they don't have to do as much research.
3. When you're in the interview, when asked about your background, keep it short. The audience doesn't want your life story—unless that's what the episode is about! If you're sharing a topic that's going to give tips on how to do something, then your background part needs to be super-short and to-the-point. People will stop listening if you go on for more than a few short minutes.
4. Also in the interview, it's hard to do, but try to minimize filler words, such as um, like, and you know. Your host might not edit them out. And, if they do, it's really cumbersome to edit them out. You'll be saving them work if you can minimize saying them. Don't trip yourself up when you notice them! You'll get better as you go.

5. Here's a big one. Do not sell during the interview. You are sharing a topic of value, *not* directly promoting a product or service—unless that has been agreed upon before recording. The audience does not want to listen to an infomercial. And the host most likely won't publish your episode if you try to sell in it without their permission. I ask my guests at the end of the interview how listeners can find them to work with them. There has been a time when I didn't use an interview because they started selling early in the interview even though I was steering them away from it.
6. Finally, show off what you know. Be the expert. But don't run over the host. It's their show. And they are the expert on the concept of the podcast. They likely do know something about your topic—possibly more than you think. You may need to define terms for listeners. But you need to respect your host's expertise.

Where can you look for podcasts to be a guest on?

1. You can look on Apple Podcasts, Spotify, and the other podcast platforms for shows that you love and would be a good fit. Find their websites and look for how to get in touch with them. Some of them have forms to fill out for potential guests.
2. Look on Instagram, Twitter, or other social media platforms. Remember to follow and engage with them for at least one or two weeks before reaching out by direct message.
3. You can also use a service such as Matchmaker.fm. These are services that help to match hosts and guests. I've gotten the bulk of my guests this way from guests reaching out to me.

Being a guest on podcasts is fun. It boosts your authority in your field. It builds your online presence. It can lead to new clients or sales. And it can create new relationships with other experts and influencers.

Thank you so much for being here today. I'd love it if you'd leave a positive rating and review. If you enjoyed this episode, please share it with someone. I'll be back in a few days. So, I'll see you next time on the Marketing Chat Podcast.

[Link to this episode](#)



Angela Kelly Smith is the host of the [Marketing Chat Podcast](#), a co-host of the Geek Girl Soup Podcast, and the founder of the [Women Podcasters Academy](#). She is the author of the Amazon bestseller [The Podcast Launch Playbook](#). With more than 20 years of experience in marketing, Kelly helps entrepreneurs build their online presence and authority through podcasting. She offers a course, community, and private coaching on starting and growing your own podcast. Find Kelly at angelakellysmith.com.