

# PITCHING FOR PODCAST FEATURES TEMPLATES



*Your Guide to Getting Featured on Podcasts*

## GOLDEN BRANDS



## FIRSTLY, WHY SHOULD WE FOCUS ON GETTING ON PODCASTS??

Getting featured on podcasts is a powerful strategy for business growth.

Especially for B2B entrepreneurs, podcasts are an excellent marketing channel for building brand awareness.

Think about it like this, for many small business owners where do they go to learn, what content are they consuming on long drives in the car, evening walks and while they fold the washing? Podcasts.

I know we don't all have time to create our own podcast (***although it definitely has its advantages if you do choose to explore this***) but we can use other peoples podcasts to get more eyes on our business. It will also build your personal brand and credibility in your industry!

Do you have an inspiring or unique story to share? Have value you can provide on a specific topic? Have something exciting coming up that others will be interested in?

Podcast features is worth exploring!

And before you think about all the reasons why podcasting might not be for you... you don't have a good mic, you don't have a good camera, you're not confident with your speaking ability...

Let me just say none of that matters! I know people who have incredible podcasts who record it on their phones. You don't need all the fancy equipment to be featured on a podcast. Normally the interviews will take place via zoom, just make sure you are in a quiet place with no distractions and you're good to go!

I know speaking confidently does take practice but when you are speaking about something you know well and are passionate about you will be fine! Normally podcast hosts will send you questions before hand to so you can make sure you are prepared with notes on what you'd like to cover.

By appearing as a guest, you can tell your story, showcase your brand, and attract potential customers. Plus, the content is evergreen, meaning your episode can continue to attract listeners and generate leads long after it airs. Leveraging podcast features is a smart move for any business owner looking to expand their reach and impact.



*top tips*

# FOR GETTING FEATURED ON PODCASTS

01

## RESEARCH IS KEY

Make sure to find podcasts that align with your expertise and audience. It's important to tailor your pitch to show you're a perfect fit.

02

## CONNECT & BUILD A RELATIONSHIP FIRST

Don't make the mistake of reaching out to someone saying how much you love their podcast when you firstly don't even follow them on socials and secondly properly have never listened to a single one of their episodes. Show them some support on socials before you send out your pitch email.

03

## CRAFT A KILLER SUBJECT LINE

Make it catchy and relevant to grab the host's attention. Think, "Your audience will love this!" It's likely they receive a lot of pitch emails so you want your email to stand out and get opened.

04

## PERSONALISE YOUR PITCH

Mention specific episodes you enjoyed and why you'd make a great guest. Show you're a genuine fan.

05

## BUILD CREDIBILITY

Had a friend who has recently been on their podcast, name drop! Or mention you've been on a similar podcast recently. Building credibility is going to help your pitch to stand out.

06

## HIGHLIGHT YOUR EXPERTISE

Share your unique insights and how they can benefit the podcast's listeners. Be clear about the value you bring to the table.

07

## INCLUDE SOCIAL PROOF

Provide links to past interviews or articles you've written. If you have experience make sure to show how you're a skilled and engaging speaker.

08

## BE CONCISE AND ENGAGING

Keep your pitch short and to the point. Make every word count and bonus if you can make it fun!

09

## MENTION THAT YOU WILL SHARE THE PODCAST EPISODE

Every great podcast host understands how important it is to get the word out about their podcast to build their listeners. One thing I hear from lots of podcast hosts is that their guest speakers don't often share the episodes across their socials. Make sure to let them know you are keen to build awareness around the episode too!

10

## OFFER MULTIPLE TOPICS

Suggest a few different topics you can speak on. This shows your flexibility and broad expertise.

10

## FOLLOW UP (NICELY)

If you don't hear back, send a polite follow-up email. Persistence pays off, but don't be pushy.

---

# WHERE TO FIND PODCASTS TO PITCH TO:



## CHARTABLE

Chartable is a great platform to not only see where your podcast ranks in terms of popularity but to also search for top podcasts in specific locations and industries.



## SPOTIFY PODCAST CHARTS

Similar to Chartable, Spotify Podcast Charts allows you to search for top podcasts based on location and category.



## APPLE PODCAST CHARTS

Apple Podcasts Charts present a dynamic view of the most popular and trending content on Apple Podcasts.

---



A person with long dark hair is sitting at a white desk, holding a grey microphone. They are also holding a pen over an open notebook. The notebook has some handwritten notes. The background is a plain white wall.

# **PITCH EMAIL** *templates*

# QUICK *Tips*



**Mention Specific Content** - "I really liked your recent episode with [Guest's Name]. The insights on [topic] were incredibly valuable."

**Show Genuine Support** - "I love your show. I've left you a 5-star review, the recent episode on [Podcast Topic] what so informative, I have used your advice on XYZ to [explain how it's going to benefit you]."

**Connect Personally** - "I saw that you have recently been in Europe, your trip looked incredible!"

The following pitch templates will be a great starting point but do make sure to bring in your tone of voice and personality to the emails.

*Showing a genuine interest and making a connection with the podcast host you are pitching to is going to help get your email noticed!*

*Expertise focus*

## **V1 - EMAIL PITCH FOR PODCAST FEATURES**

Hi [Host's Name],

I'm loving your show! I just finished listening to a few episodes. As a [mention the industry you are in] business owner, I really connected with the content.

If you're seeking guests, I'd love to contribute by discussing [mention a specific key topic you can speak to]. This topic is [speak to why this would be of great value to their audience and to cover].

I'd also love to share the interview with my network on social media as I know our community would benefit greatly from this discussion.

No pressure at all, if you feel this would be of benefit to your audience, I'd love the opportunity to be involved.

[Your Name]

[Business Name]





*Storytelling focus*

## **V2 - EMAIL PITCH FOR PODCAST FEATURES**

Hey [Podcast Host's Name],

I loved your recent episode on [topic]! It resonated with me because of my own journey in [your field].

I'm not sure if you're looking for guests right now, but if you are, I'd be honoured to be considered.

It would be incredible to have the opportunity to share my story on your podcast, particularly how I overcame [specific challenge] to achieve [specific achievement].

I believe this story would resonate with your audience and provide them with actionable insights.

Plus, I'd love to share it with my network who would find it equally valuable.

If you think this could be a good fit, I'd love to discuss it further.

[Your Name]  
[Business Name]



*Add Creditability*

## V3 - EMAIL PITCH FOR PODCAST FEATURES

Hi [Podcast Host's Name],

I've been an avid listener of your podcast, especially enjoying the recent episode on [mention a specific episode and what you liked about it].

I'm [brief description of your role and business]. If you're considering guests for upcoming episodes, I'd love to be considered.

I believe I could provide value to your audience on topics such as:

- [Topic 1]
- [Topic 2]
- [Topic 3]

Here are a few links to previous interviews I've done:

- [Link 1]
- [Link 2]

I think diving into [potential topics] could be really powerful and I'd personally love to share it with my audience too!

Looking forward to speaking further and I'm excited about the possibility of collaborating!

[Your Name]  
[Business Name]



*Value Proposition focus*

## **V4 - EMAIL PITCH FOR PODCAST FEATURES**

Hi [Podcast Host's Name],

I recently listened to your episode on [topic] and found it incredibly insightful. As a [Your Role], it's great to see such high-quality content in [Your Industry].

If you're looking for guests, I'd love to be considered.

### **How I Can Add Value:**

- Expertise in [Your Field]: [Briefly describe your expertise and its relevance].
- Engaging Storytelling: [Highlight a unique story or perspective you bring].
- Actionable Insights: [Mention the practical tips or strategies you can share].

### **Topics I could speak to**

- [Topic 1]
- [Topic 2]
- [Topic 3]

I'm excited about the possibility of contributing to your podcast and believe this could be a great discussion for your audience. Plus, I'd love to share the episode with my network.

Looking forward to your thoughts.

[Your Name]  
[Business Name]





## Remember

Not every podcast pitch will get an immediate response or a YES.

This process takes time, but don't get discouraged. Persistence is key! Once you've been featured on a few podcasts, it will become much easier, and eventually, podcasts may reach out to you directly for features.

Good luck, and we can't wait to hear about your successes!

