

## Podcast Guesting Prospecting Checklist

Print off this checklist and tick off each step as you go through the ['Podcast Prospecting: A Step-by-Step Strategy for Small Businesses'](#) guide on our Talk About Digital Podcast website.

### Understanding Your Ideal Customer

- List your current best customers
- Identify common characteristics among your best customers
- Understand your customers' behaviour and how they found your business
- Create a detailed profile of your ideal customer
- List the interests, needs, and challenges of your ideal customer
- Document insights about your customers to guide your podcast search

### Finding Podcasts That Align with Your Audience

- Identify relevant industry keywords related to your business
- Search for podcasts using these keywords on major podcast platforms
- Explore podcast categories to find shows relevant to your industry
- Analyse podcast titles and descriptions for audience alignment
- Compile a list of potential podcasts that match your business

- Start with major podcast directories: Apple Podcasts, Spotify, Google Podcasts
- Explore niche directories like Podchaser and Listen Notes
- Follow podcast networks for new show launches
- Join industry groups on social media to discover recommended podcasts
- Engage with industry influencers to find additional podcast opportunities
- Use hashtags on social media to discover relevant podcasts
- Expand and update your podcast prospect list regularly

## **Evaluating Podcast Audience Fit**

- Listen to sample episodes of each podcast on your list
- Review episode titles for relevance to your business message
- Check the guest list for industry alignment
- Read listener reviews for insights into audience engagement
- Observe social media comments and interactions for engagement
- Look for active listener communities associated with the podcast

## **Assessing Podcast Quality and Reach**

- Research listener numbers or download statistics
- Explore the podcast's social media presence and follower count
- Search for media mentions of the podcast
- Evaluate the calibre and industry relevance of past guests

- Read listener reviews and comments on platforms like Apple Podcasts
- Observe how the host interacts with guests and their audience
- Research the host's background for credibility
- Check for consistent messaging across podcast episodes
- Consider the host's influence beyond the podcast

## **Validating Your Podcast Shortlist**

- Listen to several episodes from each shortlisted podcast
- Assess the relevance of the content to your business message
- Review past guests for industry alignment
- Check if past guests have benefited from their appearance
- Review the podcast's social media presence for audience interaction
- Finalise your shortlist based on the validation process

## **Prioritising High-Impact Podcasts**

- Set up key criteria for ranking your podcast prospects
- Assign a scoring system for each criterion
- Score each podcast based on your criteria
- Calculate total scores and rank your podcasts
- Focus on high-scoring podcasts for outreach
- Consider audience size vs engagement levels
- Identify quick wins among your podcast prospects

- Categorise your list into high, medium, and low priority
- Create a timeline for outreach to prioritised podcasts
- Set up a tracking system for your outreach efforts
- Prepare for follow-up with contacted podcasts

## **Continuous Podcast Prospecting**

- Set up Google Alerts for new podcast opportunities
- Subscribe to podcast industry newsletters and blogs
- Follow podcast networks for updates on new shows
- Set reminders for regular check-ins and list updates
- Join industry groups to network and discover niche podcasts
- Attend industry events to learn about recommended podcasts
- Engage with industry influencers for podcast suggestions
- Ask past podcast hosts for recommendations
- Review and refresh your podcast prospect list regularly
- Evaluate the performance of podcasts you've appeared on
- Keep your podcast contacts organised for future opportunities

By using this checklist and following the related guide on the TAD website you will simply understand how to identify the right podcasts to be a guest on that will help you to grow new customers. Remember! It's not about the size of the podcast, but how well their audience matches your ideal target customers.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting



platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.