

## Podcast Host Relationship Building Checklist

Print off this checklist and tick off each step as you go through the ['Podcast Host Pathways: Growing Relationships with Purpose'](#) guide on our Talk About Digital Podcast website.

### Rekindling and Reconnecting with Podcast Hosts

- Review past interactions and notes with podcast hosts
- Reflect on what went well during previous collaborations
- Prepare specific details to reference in your outreach
- Send a personalised message to reconnect with the host
- Mention the host's recent work that you've enjoyed
- Express genuine curiosity about their current projects
- Share any significant updates about your business
- Relate your updates to the host's audience interests
- Invite the host to discuss potential new collaborations

### Adding Value to Existing Relationships

- Identify content or resources relevant to the host's audience
- Share relevant articles, guides, or tools with the host
- Follow up to see if the shared content was useful
- Identify your unique expertise to offer the host
- Present your insights or tips as exclusive to the host
- Provide actionable advice that can benefit the host's audience

- Propose a collaboration idea, such as co-creating content
- Outline clear roles and responsibilities for the collaboration
- Launch and promote the co-created content together

## **Strengthening Connections Through Consistent Engagement**

- Schedule regular check-ins with podcast hosts
- Share relevant updates about your business with the host
- Respond promptly to any communication from the host
- Promote the host's content on your social media channels
- Provide constructive feedback on their recent work
- Offer to assist with the host's ongoing projects
- Participate in discussions within the host's audience community
- Share your expertise in response to audience questions
- Highlight positive audience engagement with the host

## **Exploring Opportunities for Deeper Collaboration**

- Identify shared interests or expertise with the host
- Propose a collaborative project to the host
- Outline roles and responsibilities for the collaboration
- Plan and execute the launch of co-created content or products
- Brainstorm event ideas, such as joint webinars or live Q&As
- Plan the event together, including format and promotion
- Engage actively with the audience during the event

- Follow up with attendees after the event with additional resources
- Identify cross-promotion opportunities with the host
- Develop a joint marketing plan for cross-promotion
- Coordinate your messaging for effective cross-promotion
- Monitor the results of your cross-promotion efforts

## **Turning Relationships into Strategic Partnerships**

- Initiate a conversation about long-term collaboration opportunities
- Identify shared objectives and goals for the partnership
- Set clear expectations and contributions for both parties
- Formalise the partnership with a simple agreement
- Assess your combined strengths for joint marketing strategies
- Develop and execute a joint marketing plan
- Evaluate the success of joint marketing activities regularly
- Propose the idea of creating a referral network
- Define guidelines and processes for the referral network
- Create and promote your referral network to your audiences

## **Maintaining Strong, Ongoing Relationships**

- Schedule regular check-ins to keep communication flowing
- Share relevant updates and news with the host
- Respond promptly to the host's messages and requests

- Acknowledge and celebrate the host's achievements
- Invite the host to celebrate your business milestones
- Collaborate on a milestone project, if applicable
- Offer your support to the host for their projects
- Follow through on any commitments made to the host
- Actively promote the host's achievements within your network

## **The Impact of Strengthened Relationships**

- Recognise the long-term benefits of deepened connections
- Continue to add value and stay consistent in your efforts
- Engage in active listening to better support the host
- Explore new collaboration ideas for future projects
- Leverage the host's network for further connections
- Regularly evaluate and adapt your collaborative efforts

By using this checklist and following the related guide on the TAD website you will understand how to build, nurture and grow a lasting relationship with podcast hosts that you are already connected to ensuring it is purpose driven to help you to grow your business.

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'.