

Podcast Guest Pitching Checklist

Print off this checklist and tick off each step as you go through the [‘Pitching Podcasts: Practical Steps to Present Yourself as the Perfect Guest’](#) guide on our Talk About Digital Podcast website.

Understanding the Essentials of a Strong Podcast Pitch

- Research the podcast and understand its audience
- Identify key themes and topics discussed on the podcast
- Match your expertise to the podcast’s themes
- Craft a unique angle to offer something that others can’t
- Avoid common pitching mistakes:
 - Avoid being too vague
 - Avoid focusing too much on yourself
 - Ensure your pitch is relevant to the podcast’s audience
 - Keep your pitch concise and straightforward

Tailoring Your Pitch to Each Podcast

- Listen to at least three episodes of the podcast
- Read the show notes and reviews to understand audience preferences
- Identify the podcast’s target audience
- Align your expertise with the podcast’s themes

- Provide specific examples of how your expertise is relevant
- Highlight your unique selling points in the pitch

Writing a Compelling Pitch Email

- Craft an engaging subject line
- Personalise your introduction to the podcast host
- Clearly state your value proposition
- Include relevant experience and credentials
- End with a clear call to action
- Make your email personal and relevant to the podcast
- Keep your email brief and to the point
- Avoid jargon and use simple, clear language

Using Podcast Matching Platforms to Streamline Your Pitching

- Create a strong profile on PodMatch and Podcast Guests
 - Write a clear and concise bio
 - Upload a professional headshot
 - List your areas of expertise and topics you can discuss
 - Include social proof (e.g., awards, media mentions)
 - Provide links to your website and social media profiles
- Highlight your unique selling points in your profile
- Approach hosts through these platforms:
 - Personalise your message to each host

- Be clear about the value you offer
- Maintain a professional and courteous tone
- Avoid sending generic pitches
- Don't overpromise or be pushy
- Follow up through the platform if you haven't heard back
 - Wait for an appropriate time before following up
 - Send a polite follow-up message
 - Track your communications and responses

Following Up on Your Pitch

- Wait one to two weeks before following up on your pitch
- Keep your follow-up message short and to the point
- Reiterate your value proposition in the follow-up
- Express continued interest in being a guest
- Invite a response from the host
- Accept non-responses after two follow-ups
- Respond to rejections graciously
- Learn from each experience and improve your pitch
- Evaluate whether the podcast is the right fit after two follow-ups
- Consider a brief third follow-up if there's been some engagement
- Move on gracefully if there's no response or a clear rejection

Preparing for a Positive Response

- Respond promptly when a host shows interest
- Confirm the key details (next steps, preparation needed)
- Be flexible and accommodating with scheduling
- Finalise the recording date and time
- Discuss and confirm the topics and format of the episode
- Understand the host's expectations (talking points, bio, social media)
- Keep your equipment (microphone, headphones) ready always
- Have your talking points prepared in advance
- Stay organised and available for short-notice opportunities

Mastering the Art of the Pitch

- Regularly review and refine your podcast pitching process
- Set a routine for consistent pitching
- Track your efforts and monitor outcomes
- Leverage each podcast appearance for future opportunities
- Build relationships with podcast hosts
- Integrate podcast guesting into your long-term marketing strategy

By using this checklist and following the related guide on the TAD website you will simply understand how to create the perfect pitch to get your self on the right podcasts as a guest that will help your business to grow.



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'.