

## **Find an Audience with Podcasts**

**One good way to get your message out is to be interviewed on Podcasts.** You won't be delivering your presentation verbatim, but you will be talking about the ideas in your presentation.

According to online research there are more than a million podcast shows. The chances are good that several will be interested in interviewing you.

**Here's a very good article on podcasts by Tyler Basau**

[Link to the article online here](#)

This article gives you a complete, step-by-step process for getting interviews on Podcasts and getting the most out of the interviews.

And make sure to get the podcast interview tracking sheet on this page as well!

**How to Get Featured on Popular Podcasts by Neil Patel**

[Link to the article online here](#)

Another great article on how to be interviewed on podcasts. Neil is a brilliant online marketer and has many very insightful ideas on getting booked for podcasts.

**Where and how to be interviewed for podcasts.**

The best source that I know of is <http://MatchMaker.fm>

**They list people who are hosting podcasts.** If you want to be interviewed, you simply fill out a profile then do a search for a podcast. There are more than 300 business podcasts. Last month I applied to five of them, got four responses and within two weeks had done three podcast interviews. Easiest marketing activity I'd ever done.

Read the above articles for ideas to apply to be interviewed and use them in your MatchMaker.fm pitch to podcast hosts.

### [How to Find Podcasts to Be Interviewed For](#)

Finally, the above article lists a number of different ways to find podcasts to be interviewed for.

### **Your Podcast Action Plan**

Read the three online articles included in this article. Learn what podcast shows are looking for and develop your pitch.

Once you're ready, approach MatchMaker.fm and fill out a profile, look for the right podcasts for you and start pitching to be interviewed.

With a little work, this is one of the best ways to get exposure for your business and professional services.

### **Your Podcast Giveaway**

At the end of most podcasts, hosts will ask you how their audience can get in touch with you. Or they'll ask if you have something to give them.

What I use is my report: "Get More Meetings, Land More Clients." I send them to my website where they can opt-in to my list and get my report.

Obviously, if you don't have a report or a web page with an opt-in, you are at a big disadvantage.

Here's the link to my free report: <http://actionplan.club/free-stuff>

### **Action Plan for Your Giveaway**

- 1.** Write a Report or Core Issue Article on your topic.
- 2.** Sign up for an email service such as [AWeber.com](http://aweber.com). (This is my favorite email service. I've been using it for 23 years!)
- 3.** Create a free-stuff page with a picture of your giveaway, some descriptive text and an opt-in form. See the link above.
- 4.** Create a landing page where they are taken once they sign up for your giveaway where they can download it.
- 5.** Create a response email that they will get automatically once they sign up for the giveaway. This will include a link to the giveaway.
- 6.** (Optional) Create an autoresponder series that sends a series of emails after they have the giveaway with more information on your service or links to point back to information on your website.

[See my Report on Core Issue Articles](#)