

Called To Both Episode 95

Hey, welcome back to another episode of the call to both podcast. If you're thinking about being a guest on more podcasts this year, then you're in the right place. Today I'm going to talk to you about ways to become a remembered guest and a favorite, because to me, I feel like it's the ultimate compliment is when somebody wants me to come back on their show as a podcasting guest. And when this happens, I've noticed that a couple of things have taken place that I did on my end to make the podcast host look awesome, make their show look awesome. And these are things that you can actually be doing when you're a guest as well. So stay tuned, I'm going to give you the three phases of being a stand out podcasting guest Hello, and welcome to the call to both podcast. I'm your host, Joe Michelle, and you're in the right place if you're ready to grow your business, while also being the intentional and present mom you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called spoke. Let's dive in.

The sponsor of today's episode is Riverside FM. Riverside allows you to record studio quality audio and video, either by yourself or with remote guests. It's what I've used to record all of my guest episodes here on the show from the very beginning. And there are so many reasons why I personally chose Riverside to create my podcast, but let me just share a few. The first one is the audio quality and ease of use, I can just send a link to my guests and they can join me in the studio. I love that Riverside allows me to chat with my guests from anywhere in the world. Even when our internet connection is a little iffy. It records everything locally to the computer, so we don't miss a beat. No more glitchy interviews, which I love. Another great feature is the video editor. And they have an AI powered clip creation tool for quick creation of social media size clips. So this is making it so much easier for me to create those vertical clips that I need for social media. And it helps me to pick the best moments from the show, click on the link in the description and head over to Riverside to start for free. And be sure to use the code joy for 15% off.

Alright, so first, I want to share that podcast guesting can be really powerful as a visibility strategy in your business. Because when you get to join someone else's show, you get to be in front of a whole bunch of new people, new listeners that really probably like the person that is hosting the show that's welcoming you on that show. They probably tune in on a weekly or near weekly basis, and have built some trust and rapport and even a friendship with that host. And when you're able to get on and share your story and some value and some of your unique perspectives, you really get to borrow some of that trust from the host. And it's just incredible things can happen in terms of lead generation, visibility and brand authority in your business. So if you're wondering if being a podcast guest is still a good use of your time, my answer for you is absolutely yes. So let's get into the three phases of being a standout guest and things that you can do so that you are not only remembered, but you're asked to come back again. So the first phase is your pitch.

And this is the part where you're going to ask to be a guest on someone's show. So I have a couple of tips for you here for creating a pitch that stands out that actually gets read. And that is more likely to get a yes. And my first tip for you is to pitch with a unique topic or two in mind, including what could be the episode title, based on what you plan to share. I think that this is so helpful. And I now see how helpful this is as a podcasting host because I get pitches. And I actually really appreciate a very detailed pitch.

Not like you need to give me your whole episode the whole spiel, but giving me a really clear idea of what you could talk about and why this would be valuable for my audience specifically, including a potential title. It helps me to know like, does this even fit with my show, but it takes some of the thinking out of it for me honestly, because if I like what you've pitched, I don't have to do a ton to make that episode come to life, because you've brought so much to the plate to begin with.

So you're just a little bit more likely to get a yes if it comes as a fully formed pitch. Now, bonus points if before you pitch you're actually subscribed to them and leave them a review before you submit to them. I think this is just good practice. And if you're doing your research on the show to begin with, it's a great time to take 30 seconds after you've listened to a few of their episodes and leave them a genuine review. I just think that that goes a really long way, and it just helps to support them as well. Now, the next thing I will say about pitching is pitch in the way that the host wants you to pitch them. So if they have an application form on their website, I don't recommend sending an email or a DM outside of that application form. Because they probably have a way in which they like to organize these pitches and keep them together. They might even have a team member where that's their inbox, and that's their zone that they're in charge of.

And so if you send a DM asking to be on someone's podcast, it could or could not go somewhere. I think it's okay to follow up with an email, I think it's okay to even add a DM saying like, Hey, I just sent a picture way, I would love for you to take a look at it, potentially. But I want you to be really thoughtful about how you're thinking about these applications. And sometimes I think it can come off as very like a quick idea almost like a whim that you just sent a DM and it's not a fully formed pitch. And I think that sometimes like being on someone's show, is a bigger ask and requires a bigger and more thoughtful pitch. Alright, speaking of pitching, if you have no idea how to actually craft one of these emails and set yourself up as the authority coming up with your topics and what to say, then you absolutely need to get your hands on pitch power email templates, this is going to walk you through it step by step exactly what to say when you're pitching, regardless of exactly how you're pitching.

So it includes 11, email templates, that are completely customizable, ready to go for guests, podcasting, collaborations, brand deals, and more. So if you want to get your hands on those, you can grab those at Joe michelle.co, forward slash pitch power. And I'll have that linked up in the show notes as well. And if pitching to be on podcasts is a high priority for you right now. I actually want to recommend another episode here on the podcast, it's a bit of a scroll back, it's back on Episode Six. We talked about building a Power Hour a marketing Power Hour into your business. And I think adding podcast pitching to a power hour in your business will be so smart. So if you want to go back and hear that episode, that is episode six, I'll have it linked up in the show notes or you can just scroll back, it's gonna be a little while because we're here at like episode 95.

But Episode Six is such a juicy one. And it also includes a freebie where you can get your hands on a completely free template that I use for a power hour in my business. Alright, so let's talk about phase number two. And being a standout guest the actual guest recording. So I want to give you a couple of tips and hacks for just making sure that this portion of your guesting is the best that it can possibly be. So first, we have to start with audio quality. I think this is the biggest factor that you absolutely have to get this right before anything else,

in my opinion, you need an external microphone, I will have a link to two microphones that I personally use and love in my business. I have a Shure MV seven. And that's what I'm recording on right now. But

I also have another microphone that I've used in the past for courses and some of my early episodes of the podcast. And I think both do an excellent job. So I'll have some affiliate links for those down below where you can just grab those off Amazon, because audio quality is something you absolutely cannot skimp on. Now if you can, I think it'd be really nice to have a camera set up like a webcam, something just a step above whatever is built into your computer.

But that's a bonus. your audio is the most important thing about podcasting, of course, because it's an audio format. So that's one of the things you've got to get dialed in. I would say before you really do any pitching, make sure that you have a setup where your mic sounds good, you're in a room that sounds good. Or you can get yourself into a room that sounds good. So that you can confidently pitch knowing that you have your audio dialed in. The other thing that's actually really going to help is to use headphones while you're recording. It's going to reduce echo, like your mic picking up what they're saying through the speakers and all that kind of stuff. And it's really going to help if you test this out. So I use Riverside for my podcast recording and you can do test audios where you can record you can assign the microphone that you want to use, assign the headphones you want to use and just play around with your setup and make sure that it sounds fantastic.

Okay, so the next part of the guest recording portion is have some things prepared to say but be okay with the conversation taking a bit of a turn. So of course, you know, have your talk your talking points, the content that you plan to share about ready and I do think you should come prepared with the content that you plan to talk about. And also keeping in mind that things can shift into something totally new and fresh. If you're open to that because of the way that the host will act Ask questions. Now I know this can be a little bit nerve racking, you have your idea of what you want to say. And then the host kind of starts digging into things in a completely different way. But I want you to think of this as actually a really good thing. Because you don't want every single one of your interviews to be the exact same thing, you're going to be way less likely to want to share that with your audience. Because if you say the exact same thing every single time, then it's kind of boring. But it's also just not going to keep fresh, new, innovative, interesting information coming out during these interviews. And thus, you're not really giving something new and original to that show.

And I know as a show host that I love when my guests actually come and share something different, like a new story, a new experience something fresh that they've never shared on any other interview. And I think that that's really cool. And one way that this can happen is by letting the interviewer truly interview you and go a little bit off script. So a lot of times, the host will give you a set of questions that they plan to ask. And you'll probably notice if you start doing podcast interviews with any kind of regularity, that they might not be able to get through all the questions, or your answer during the first couple of questions could lead them to linger a little bit longer on a topic, or almost take a turn into something a little bit more unplanned, which I think can be a really cool opportunity for an episode to become really unique. The next thing that I'll say about the actual recording portion is really take some time to get to know the show that you're going to be on I feel like this is kind of obvious, but like I maybe it's not. So listen to an episode or two, at least especially their guest episodes, solo episodes are completely different than guest episodes. So I would listen to a guest episode on that podcast, really know and understand the premise of the show the listener that they're speaking to. And I really recommend doing this show research as you're pitching.

So you can gather some of this information as you're pitching. But you'll really want to brush up on some of these details right before the interview. So that you know and you can actually like tailor what

you're saying to that audience specifically. I also recommend that you be at the interview link a couple of minutes early, just in case this is gonna give you some buffer time to test your audio and make any necessary adjustments. Make sure your internet is dialed in all of that. Okay, so the next phase of being an awesome standout guest is the episode promotion. So being a guest actually extends past the interview itself. One of the best things that you can do to stand out is to share the episode. So when I wrap up an interview, I like to ask when the episode would air and then make a note somewhere that I'm going to see it so that I don't miss it. Sometimes I'm gonna get images and graphics and all sorts of materials to promote the episode and sometimes I don't.

So I really like to keep an eye out so that it doesn't just go out into the world and I missed it. Of course, you want to be posting on social media. You want to tag the person who hosted the show or if they have an Instagram dedicated to the show itself tag that as well. But also consider sharing it in some other places as well. Other places could include a Facebook group, a Facebook group, you run your email newsletter, your own blog is another option that can actually drives more listenership to the show. And here's what happens. The host will see all of that new listenership. And now I know how many people listen to my show on a weekly basis. So if I have a guest come on, and I see a spike in listenership I know it is from that guest and I know that it's from them promoting. And so I'm immediately going to be way more likely to ask them to come back because I really appreciate that I'm not the only one promoting this episode, and that they're actually sharing their audience with me too, because it's implied that whoever got to be the guest, they get to be featured on this show, they get all this new visibility. So if you can turn around and actually returns and visibility to the host, even like driving a handful of 2550 downloads to that episode, the host will see it I guarantee you they will see it and they will really appreciate it.

Another idea is that if you do a roundup style newsletter at the end of the month, maybe you have like highlights of your business and things that are going on in your company. This is a great place to put just a guest episode feature, especially if you do a considerable amount of interviews you maybe you go on like a mini podcasting tour. You don't want to overwhelm your audience with constant you know, here I was over here and I was over here. A great place to do this is in a round up. Do not forget to grab the pitch power email templates and get pitching. They are linked in the show notes and available on my website at joy.michelle.co And As usual, all the resources and links and products I've mentioned here today are available in the show notes and on my website. Thank you so much for listening here all the way to the end and I will see you in the next one. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcasts by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.