

Book your dream guests



If you're a podcast host that conducts interviews for your show, I'm positive you have dream guests in mind - those people you have a fiery desire to host, ask questions to, and amplify to your community. Here are tactical steps, strategies, tools and mindsets to help you land those guests on your show.

Mindset

- This point might be slightly cliché, but it's necessary. To reach our dream guests and host them on our platforms, we have to believe we deserve a seat at the table with them. It's not about being arrogant or "leveling the playing field," but it's having a strong belief in our work that we've produced, what we're capable of creating moving forward, and owning our uniqueness as individuals.
- If you're reaching out to a dream guest and they sense some sort of doubt, they may question the opportunity. We want to avoid that at all costs. Instead, take out a sheet of paper or a blank document on your device. Script out your wins. Don't cheat yourself. While doing this, act as if you're talking to a friend, because we can often times find ourselves being nicer to friends than ourselves.
- Write down 5-10 wins you've had with your podcast (some ideas: increased downloads over the last month, messages saying how impactful, entertaining, or valued the show is, etc.). Blanking on podcast wins? Let's shift into life wins. What wins do you have professionally? Personally? We want to use our wins as motivation to fire yourself up with the energy of knowing your track record makes you worthy. It's not about having the same notoriety or amount of followers as your dream guest, it's about believing in yourself and your ability to crush the opportunity if granted to you.

Tool

- The North Star document that's going to help guide your ship as you pursue your dream podcast guests is going to be a self-made CRM system. In this CRM system (by the way: no you don't need to be a tech wizard to get this done!), we're going to track who our dream guests are, the point of contact and their info, and more. Essentially, we're taking all of the information we may have stored in our mind about who we desire to host on the show and bringing them into a single document.
- Across the X-axis of a Google Sheet (or something similar), list out the following: our dream guest's name, their point of contact, the information to contact them, the date we reached out and our email sequence. From there, list out all of your dream guests you desire to host on your platform down the Y-axis and begin to fill in the remainder of the information. It can be 5 people or 100. We're not here to compete, we're here to complete.
- Of course, if you're willing and able to, feel free to use a more tech savvy CRM. But, from someone who has successfully connect with their dream guests for the last 5 years, I keep it old school! At this point, you may be asking where to get this information from, keep reading.

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Strategy

- When pursuing our dream guests, we have to understand hearing 'no' is a part of the journey, hence why we need to bask in our wins before even getting started. We need to bolster and bulletproof our mindset because let's be real, hearing no hurts. But what if there was a way to increase our chances of hearing 'yes'? What strategies can we deploy to help us understand the best time to reach out to dream guests? Let's think about this: When do people want to be on podcasts? Simple: When they have something to promote. Individuals seek out media when they are doing the following: promoting a book launch, a movie release, a course release, or anything else that can be promoted. It becomes our job to then identify when they're releasing something.
- So how can we do that? Looking to find out when a book is being released? Try Amazon. Looking to find out when a course is being released? Do a little professional social media "stalking." There are tons of ways for us to find when initiatives are being launched by our dream guests. Our job becomes finding when they're on their way out, getting ourselves in line for hosting them and optimizing our chances of hearing a 'yes' when we reach out.

Tactical

- Now it's time to discuss how to actually get in contact with your dream guests. You might have said to yourself, 'this is all sweet and dandy, but what about the fact that I don't know my dream guest?' or 'they're so many degrees away from me.' I totally get it! Whether they're near or far, oftentimes we overlook how to get in touch with them. There are countless ways to do so. But, for the sake of your time, let's focus solely on email. On nearly every social media platform, there are 'baked in' ways to contact an individual. No, I'm not telling you to cold message people on social. That's a saturated and not-so-effective way to go about it. The 'baked in' contact buttons on Instagram, Facebook, YouTube and even LinkedIn will generally contain an email address for your dream guest. Does everyone have this? No. But, there are other ways for us to get creative and acquire our desired information, as long as we're willing to be resourceful.
 - 1 - We want to go direct to source as often as we can, but have to be okay knowing that we might run into a gate keeper here and there. The more notable our dream guest, the more difficult it may be to get to them directly.
 - 2 - We're going to hear 'no.' It's a part of the process. But 'no' doesn't mean 'no' forever. This is yet another reason we need to keep track of our information in our North Star, self-created CRM system. Remember: the more we hear 'no,' the closer we are to a 'yes.' Keep going.
 - 3 - Be resourceful at all times. If email doesn't work, don't be scared to pick up the phone. If you're blanking on a pitch via the phone, send snail mail. There's more than one way to go about this and finding a way that works for you will be key!