

podcept

A PODCEPT PLAYBOOK

The Podcast *Guest* Playbook

The expert's guide to getting booked on podcasts

FOR ANYONE WITH EXPERTISE WORTH SHARING

BROUGHT TO YOU BY PODCEPT

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Why guesting is *worth your time*

01

Being a guest on the right podcasts is one of the most direct ways to put your expertise in front of an audience already interested in your topic. You step into a format that rewards depth rather than soundbites, in front of listeners someone else spent years gathering.

Unlike a social post that disappears in a day, an episode stays online and searchable long after it airs. One good conversation can be repurposed into clips, quotes, and posts, so the effort of showing up once keeps giving you material to work with. And because a host is effectively vouching for you by putting you on their show, a relevant appearance builds credibility in a way that is hard to manufacture.

What guesting is good for

- Reaching an audience already interested in your topic, without building your own from scratch.
- Establishing yourself as a clear, recognisable voice in your field.
- Creating a library of conversations you can point people to.
- Building relationships with hosts and other guests in your space.

An honest note. Guesting is a compounding activity, not a lottery ticket. A single episode rarely changes everything. A steady rhythm of good appearances, each one prepared for and promoted, is what builds momentum.

IS THIS YOU?

- ☐ You have real expertise or a specific story worth sharing.
- ☐ You want to reach new audiences without launching your own show.
- ☐ You are willing to do the outreach, or to have someone do it well for you.
- ☐ You would rather have a real conversation than chase virality.

If most of these are true, this playbook was written for you.

Find the right *shows to pitch*

02

The instinct is to aim for the biggest shows you can name. The better instinct is to aim for the most relevant ones. A smaller, tightly matched audience will almost always do more for you than a huge, indifferent one.

What a good fit actually means

- **Topic relevance.** The host regularly covers subjects where you genuinely add something.
- **Audience overlap.** Their listeners are people you actually want to reach.
- **Format fit.** The show's style, whether interview, panel, or narrative, suits how you communicate.
- **Activity.** The show is publishing consistently and still taking guests.

Where to look

- Start with shows you already listen to and admire.
- Look at podcasts that have featured people adjacent to you.
- Search directories and charts in your category on Apple Podcasts, Spotify, and Listen Notes.
- Note the shows your peers and competitors appear on.
- Watch which hosts your target hosts follow and engage with.

Keep a simple running list in a spreadsheet, with columns for show, host, why you fit, and status. A shortlist of twenty well-matched shows is worth more than a hundred random ones.

Build your list with intent. Fill in the Ideal Show Profile worksheet at the back of this guide before you start. It keeps every pitch pointed at shows you genuinely fit.

The pitch that *gets a yes*

03

Finding the right show is half the work. The other half is giving the host a reason to say yes. Hosts receive a lot of pitches, and most get ignored for the same few reasons.

Why most pitches get ignored

- They are all about the sender, not the host's audience.
- They are generic enough to have been sent to anyone.
- They show no sign the sender has actually heard the show.
- They never make the value to listeners clear.
- They are too long to read on a phone.

The anatomy of a pitch that works

- 01 **A specific subject line.** Name the topic and the show, not "podcast guest request."
- 02 **An opening that proves you listened.** Reference a real episode and what you took from it.
- 03 **Clear value to their audience.** Say what listeners will walk away with.
- 04 **A low-friction ask.** Make saying yes easy, and offer a few angles to choose from.
- 05 **Light, relevant credibility.** One or two lines on why you are worth hearing.

Keep the whole thing short. If it needs scrolling on a phone, it is too long.

A template you can *adapt*

Swap the brackets for specifics. The goal is a short, personal note that clearly answers "why this guest, why my audience, why now."

GUEST PITCH EMAIL

Subject: [Specific topic] for [Podcast Name]

Hi [Host name],

I really enjoyed your episode with [guest] on [topic].
[One specific thing you took from it.]

I'm [your name], [one line on who you are and what you do].
I'd love to share [specific, useful idea] with your listeners.

A few angles I could cover:

1. [Angle one, and why it helps their audience]
2. [Angle two, and why it helps their audience]
3. [Angle three, and why it helps their audience]

Happy to send a short bio and a couple of past appearances if useful. Would this be a fit for [Podcast Name]?

Best,
[Your name]
[Website] · [LinkedIn]

Three angles worth trying

- **The question first.** Ask if they are open to guests on a topic before pitching in full. A smaller ask earns more replies.
- **The series pitch.** Offer to join a themed set of episodes alongside other named voices.
- **The warm-up.** Engage thoughtfully with the host's posts for a week or two before you email, so your name is already familiar.

The media *kit myth*

04

Search "how to get booked on podcasts" and you will be told to build a media kit. Most hosts will never open it. They are busy, and a PDF attachment is friction.

The honest answer: for the large majority of shows, you do not need one. What a host actually wants fits inside the email itself.

What to send instead

- A short, specific pitch, as covered in Part Three.
- A professional headshot, attached or linked.
- A two or three sentence bio with clear credentials.
- A few topic ideas relevant to their audience.
- Links to any past appearances.

When a one-sheet does help. Pitching top-tier shows, working through a PR team, pursuing speaking alongside podcasts, or sending at high volume where a single reference link saves time. Even then, link to it rather than attaching it.

WORKSHEET · YOUR BIO IN THREE SENTENCES

1 · Who you are and what you do

2 · Your strongest credential or proof

3 · The specific thing you help people with

Aim for 50 words. Example: "Sarah Chen is a leadership consultant who has worked with more than 200 executives. She is the author of *The Quiet Leader* and hosts the *Next-Gen Leadership* podcast. She helps introverts lead with confidence."

Follow up without *being annoying*

Most bookings that fall through are not rejections. They are emails that got buried. A calm, well-timed follow-up recovers more of them than any clever line.

How to follow up well

- Wait about a week before the first nudge. Anything faster reads as pushy.
- Keep it short. Add one new detail or angle rather than repeating yourself.
- Limit yourself to two, at most three, touches, spaced out.
- If the answer is no, thank them, and ask if they can point you to someone else.
- Stay connected. A no this quarter is often a yes later.

A GRACIOUS FOLLOW-UP

Subject: Re: [original subject]

Hi [Host name],

Just floating this back to the top of your inbox, I know things get buried. If the timing is not right, no problem at all. If it is, I'd still love to talk about [topic] with your listeners.

Best,
[Your name]

Show up ready to *be re-booked*

06

The goal of a great appearance is not just this episode. It is the referral and the repeat invite. Hosts remember guests who make their job easy and their show sound good.

Prepare like a professional

- Listen to an episode or two so you match the show's tone and length.
- Prepare three or four points you want to land, each with a concrete story.
- Have a clear, simple answer for "where can people find you."
- Bring energy and specifics. Vague answers make for flat episodes.
- Respect the clock, but do not cut a good story short.

After recording, thank the host, ask when it airs, and offer to help promote it. Small courtesies are what turn one booking into the next.

No studio *required*

You do not need expensive gear. You need a few basics that prevent the problems hosts quietly dread.

TECH SETUP CHECKLIST

- ☐ Wired headphones. Bluetooth causes delay and cross-talk.
- ☐ Any external mic beats a laptop mic. Even a modest USB mic is a big step up.
- ☐ A quiet room with soft furnishings to cut echo.
- ☐ A stable connection, wired ethernet if you can manage it.
- ☐ Other apps closed, phone silenced, water within reach.
- ☐ A two-minute test recording before the real thing.

PRE-INTERVIEW PREP CHECKLIST

- ☐ I have listened to at least one episode.
- ☐ I know the host's name and how to say it.
- ☐ I have three points, each with a story.
- ☐ I have a simple line for where to find me.
- ☐ My audio and space are tested and ready.

Make each appearance *go further*

07

One recorded conversation is raw material for weeks of content. The guests who get the most from podcasting are the ones who keep using each episode long after it airs.

Ways to stretch one appearance

- Pull two or three short clips or audiograms for social.
- Turn a strong answer into a post or a short article.
- Quote a line or two in your newsletter with a link to listen.
- Add the appearance to your site, or a simple "as heard on" list.
- Share the host's episode with your own audience.

Make it easy for the host, too. Sharing their episode and tagging the show is the kind of small courtesy that gets you invited back, and recommended on to other hosts.

When to *hand it off*

You can absolutely do all of this yourself, and many people should at the start. It is the best way to learn what a good pitch and a good fit feel like. But the work is real, and the research, outreach, and scheduling can quietly become a part-time job.

Signs it may be time to get help

- Booking is crowding out the work you are actually good at.
- You want a steady rhythm of appearances but cannot keep the pipeline full.
- You would rather spend your hours preparing and showing up than chasing.

APPROACH	YOUR TIME	WHAT YOU HANDLE	TYPICAL COST
Do it yourself	10 to 15 hrs / week	Everything: research, pitching, follow-up, scheduling	Your time
Virtual assistant	A few hrs managing	You set strategy and write pitches; they support research and admin	Lower, hourly
Booking agency	About an hour	The process is run for you, end to end	Higher, retainer or per placement

There is no single right answer. The best choice depends on your budget, how much time you can give, and how much you value spending it elsewhere.

This is the part Podcept handles for coaches, consultants, founders, and authors: finding the right shows, writing the custom pitches, managing follow-up, and coordinating every appearance, so you can focus on the conversation.

THE TOOLKIT

Everything in *one place*

Worksheets, templates, and checklists to copy, print, and reuse for
every pitch.

Ideal Show *Profile*

Fill this in before you build a target list. It keeps your outreach pointed at shows you actually fit.

My topic, in one line

The three subjects I speak to best

My ideal listener (who they are, what they want)

The format I am strongest in

Five shows that already reach that listener

Pitch *swipe file*

Subject line formulas

- [Specific topic] for [Podcast Name]
- Loved your episode on [topic], a conversation idea
- [Mutual contact] suggested I reach out

THE PITCH

Hi [Host name],

I really enjoyed your episode with [guest] on [topic].
[One specific thing you took from it.]

I'm [your name], [one line on who you are]. I'd love to share [specific, useful idea] with your listeners.

A few angles I could cover:

1. [Angle one] 2. [Angle two] 3. [Angle three]

Would this be a fit for [Podcast Name]?

Best, [Your name] · [Website] · [LinkedIn]

THE FOLLOW-UP (ABOUT A WEEK LATER)

Hi [Host name], just floating this back up, I know things get buried. If the timing is not right, no problem. If it is, I'd love to talk about [topic] with your listeners.

Best, [Your name]

Interview *checklists*

BEFORE YOU RECORD · PREP

- ☐ I have listened to at least one episode.
- ☐ I know the host's name and how to say it.
- ☐ I have three points, each with a concrete story.
- ☐ I have a clear line for where people can find me.
- ☐ I know roughly how long the episode will run.

BEFORE YOU RECORD · TECH

- ☐ Wired headphones on.
- ☐ External mic selected, not the laptop mic.
- ☐ Quiet room, echo reduced, phone silenced.
- ☐ Stable connection, other apps closed.
- ☐ Two-minute test recorded and checked.

AFTER YOU RECORD

- ☐ Thanked the host and confirmed the air date.
- ☐ Asked what they would like mentioned or promoted.
- ☐ Diarised the release to share it when it airs.

Your 30-day *plan*

A simple, repeatable month. Consistency beats intensity: a few good pitches every week compound into a full calendar.

WEEK 1 · BUILD THE LIST

- Fill in your Ideal Show Profile.
- Find twenty well-matched shows and log them in a spreadsheet.
- Draft your bio and gather your headshot and any past appearances.

WEEK 2 · WRITE AND PERSONALISE

- Listen to an episode of each top target.
- Write ten pitches, each personalised with a real reference.

WEEK 3 · SEND

- Send your ten pitches. Track who and when.
- Research and queue the next ten.

WEEK 4 · FOLLOW UP AND REFINE

- Follow up with anyone who has gone quiet.
- Confirm and prep any bookings. Note what earned replies, and do more of it.

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When you're ready to *hand off* *the outreach*

We place executives, coaches, authors, and business owners on podcasts. We find the right shows, write the pitches, manage the follow-up, and coordinate every appearance, so you can focus on the conversation.

BOOK A FREE CONSULTATION · [PODCEPT.COM](https://podcept.com)

support@podcept.com

Podcast booking agency helping you find and book exceptional guests — or get placed on the shows that matter.