

6 Steps for Finding Your Next Ideal Podcast Guest Without Wasting Time

Finding guests is time consuming, unrewarding, and painful at times. But it doesn't have to be that way. In fact, it can be quite simple if you follow this 6-step framework, finding guests for your podcast becomes a breeze!

STEP# 1: PLANNING AHEAD WITH YOUR PODCAST

1. How many guests will you need over the next 10 weeks?
2. What topics do you want them to cover?
3. Strategically release episodes based on topic/differences.

WANT MORE ON THIS TOPIC?

Text the word 'manage' to 1-904-299-8992 for a link to hear my other talk titled, 'How to Manage Your Time & Podcast for Long-Term Success (& Avoid Podfade)'

STEP# 2: DEFINE AND CLARIFY YOUR IDEAL GUEST

1. Create a "title" for your ideal guest.
2. Leave a single sentence overview that describes them/what they talk about.

STEP# 3: CREATE A PUBLIC IDEAL GUEST PAGE FOR YOUR PODCAST

On this public facing page, include the following information. (As an example, [here's mine.](#))

- a. Details from Step # 2 above.
- b. What guests need to know about your podcast and how it flows.
- c. Details about the audience (who your ideal guest is talking to) AKA your avatar.
- d. Include your podcast description so they don't have to go over to your hosting or Apple.
- e. Links to your social media profiles, website and even recent/noteworthy episodes

REMEMBER: The higher the quality of what you write here, the higher the quality of guests. You'll get out what you put in.

STEP# 4: WHERE TO FIND HIGH QUALITY GUESTS

1. Use your main social media channels for 'cold-calling' outreach.
2. Use podcast directory services. ([Click here to view a list](#))
3. Get on the distribution list for booking agencies (Use these: [Interview Valet](#) and [Interview Connections](#))
4. Create a free account on [PodMatch.com](#) for automatic matching with guests.

STEP# 5: VETTING POTENTIAL GUESTS

1. Not everyone will be the right guest. (*You don't want all of the guests, just the right ones!*)
2. Beware of self-serving people. (*Listen to the way they talk about being on your podcast, why are they wanting to?*)
3. Make sure they align with your values. (*Don't have a guest that will lead your audience astray!*)
4. Remember, they don't have to be famous. (*The best interviews are often the ones you least expect.*)

STEP# 6: BOOKING YOUR GUESTS

1. Don't overcomplicate this. (K.I.S.S. KEEP IT SIMPLE STUPID!)
2. Ideally, don't use a form for guests to fill out, just ask for the little bit of information you need.
3. Use [PodMatch](#) for messaging to book your guests directly within the platform.
4. OR use a tool like [Calendly](#) to keep it as painless/easy as possible.