

Request to Be a Guest on a Podcast or Radio Show

Below is an e-mail template for pitching a specific topic to listeners who fits your industry and who can learn from you further establishing you as a credible expert in your field. Note - This is an education pitch, where you are the teacher, and will “edutain” educate and entertain those that need to learn what you know.

First you want to search online any podcasts which host your topic. So if you teach marketing, you can go directly on iTunes for example and type: “podcasts on marketing, social media marketing, digital marketing.” Then find the host. You can go to all the major podcast platforms and do this same search: Apple, BlogTalkRadio, Podbean, Spotify, Radio station site etc. Once you find a channel you feel fits your niche, reach out with the following e-mail template to the host. Note: Some podcasts do not list an e-mail to get in touch. You can google their name or find them on LinkedIn.

Subject: Speaking without Apology – a gutsy topic for listeners

What kind of topic is it for listeners? <Insert name of your topic, use a verb if you can.

Hi <insert host's first name>, - keep it cool and casual as if you bumped into them on the line to get a coffee at an event.

My name is <insert name>, I'm a <insert expert title>. I give listeners strategies for <insert results> through a focus on <insert what you focus on>. I have a <two-decade> career in <insert industry>.

As a <insert your leadership role, not your current title> I taught professionals how to do one thing – <insert what you will teach listeners>. I have stories that will inspire and empower your audience along with giving them a little *tough love* to recognize how pushing hard doesn't work, especially during uncertain times.

I love taking call-ins. In fact, in just 10-seconds or less, through one question <insert one powerful question you would ask a listener to think differently about approaching their problem>, I can have any caller sit-up straight and question if they are truly doing what it takes to ,<insert the transformation> in their career.

Is this a topic that your show can use?

Thanks,

<sign with your first name>

Insert best phone. If you have a website, insert URL or LinkedIn profile.