



Kaleidoscope Publishing

Reflecting God's Truth

Podcast Guest Course Checklist:

Video one: Why Podcasts?

- Start a notebook or document file of notes, questions, and concerns regarding applying and preparing to be a podcast guest. What are your biggest obstacles?

Video two: Know Your Audience

- Create a list of ten topics—for each of your three audiences, thirty in total—that you can talk about and deliver quality content to listeners.
- Research podcasts that match your audience and/or topics.
- Create a contact list of thirty podcasts that match your audience and/or topics, carefully recording the contact info and requirements for becoming a guest.

Video three: Pitch to Podcasts

- Use the principles from the video to write a pitch to one of the podcasts on your list.

Video four: Press Release

- Familiarize yourself with Canva or another similar platform.
- Get together as many elements as possible for your press release. If you have all the elements, create it.

Video five: Be Ready!

- Prepare at least twenty possible interview questions that match the podcast and its primary audience (five to ten can be about your personal testimony).
- Expand those questions to three lists—one for each of **your** primary audiences.
- Create a complete and current list of your social media contacts.

Video six: On the Podcast

- Create a procedure/checklist for yourself for before, during, and after being a podcast guest.

Video seven: Newsletter Tips

- Based on your three primary audiences, brainstorm 10 different email topics. Include a subject line, hook, pic, share something of value (Christ-like), lead to a Call to Action.
- Compose one complete email based on one of your topics and send it.
- Update your list of questions and concerns to discuss with Britt during your coaching session.
- Contact Britt for your coaching session @ Brittmooney@gmail.com.