

Podcast Guest



EXPAND
YOUR
MINISTRY
AND
MARKET
YOUR BOOK
QUICKLY
AND
EFFECTIVELY

with Britt Mooney

Why Podcasts?

Platform building is often the most disliked aspect of being a professional author. We feel like we’re starting at the bottom, trying to gain one follower, one connection at a time. In this first lesson, Britt Mooney shares how being a podcast guest can jumpstart exposure for you, your book, and your ministry.

This video covers:

Britt’s expertise and experience

How being a podcast guest can instantly connect you with larger portions of your audience

How being a podcast guest allows you the opportunity to share your passion and message while building your following

How to prepare for the hour of podcast guest coaching you will have with Britt

Notes: _____

Why Podcasts?

Main points and shifts in perspective:

Being a podcast guest gives me instant, and potentially on-going access to hundreds or even thousands of listeners through one interview. **Think: I have the opportunity to speak to a large audience without the workload of planning a large speaking engagement.**

Because podcasts offer listeners the flexibility to listen when and where they want, one interview can continue reaching my audience long after it's been recorded. **Think: I can deliver great content and minister to my audience in a way they prefer to consume information.**

Being a podcast guest gives me the opportunity to share my heart and message in a live format with passion and enthusiasm. **Think: I can share my story, present my message, and highlight God's work in my life in a personal way and with my authentic voice as an invitation to buy my book.**

Notes: _____

Take action:

Begin your list of questions/concerns for when you meet with Britt.

Watch video two 😊

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Know Your Audience

The best marketing approach is based on specificity. Knowing your audience means knowing whom you are called to minister to and serve. Join Britt to learn how to find podcasts that serve your audience.

This video covers:

- Brainstorming topics you can speak to that your three audiences care about
- How to find podcasts that serve your primary and secondary audiences
- The importance of researching podcasts before you apply to be a guest

Notes: _____

Know Your Audience

Main points and shifts in perspective:

Choosing my own speaking topics and approach allows me to customize my interview content for maximum impact. **Think: I can speak from my heart in a way that matches and promotes my book's content.**

Finding podcasts that serve my primary audiences increases the likelihood my interview will be effective ministry. **Think: I know I will be delivering content that's relevant to listeners and will engage them.**

Investing the time to research specific podcast opportunities can help me maximize good opportunities and avoid costly or uncomfortable mistakes. **Think: I can educate and equip myself to choose the best podcast opportunities that align with my message and ministry mission.**

Notes: _____

Know Your Audience

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

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.

Pitch to Podcasts

Having the right mindset before pitching to a podcast is of utmost importance. Book sales aren't the goal—creating great interview content is the goal. In this video, Britt gives a step-by-step approach for pitching to be a podcast guest.

This video covers:

- The main reason to go on a podcast (Hint: it's not selling your book)
- Why following their application rules is important
- What to include in your application message

Notes: _____

Pitch to Podcasts

Main points and shifts in perspective:

The pressure to sell my book diminishes if I approach being a guest on a podcast as an opportunity for ministry.

Following application rules is an opportunity for me to introduce myself as a professional and opens the door for me to potentially bless the podcast audience.

A clear pitch letter becomes a tool to expand my ministry and increase exposure for my message.

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Pitch to Podcasts

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Use the principles from the video to write a pitch to one of the podcasts on your list. Jumpstart with the following example:

Dear (),

After listening to your (podcast title) episode number (?) titled (“”), I would love the opportunity to talk with your audience about (blank).

(insert a short paragraph about your topic/message/area of expertise, i.e., As you know, grief can negatively affect us relationally, physically, emotionally, and spiritually. Over the last ten years as God has walked me through a grief process, I’ve learned the power of processing each aspect of grief through prayer ...)

Thanks for considering. If you’re interested, please contact me at (email/phone number). I am including a copy of my press release for my upcoming book/FREE resource I believe would bless your audience. God bless!

Video Four:

Press Release

A press release is a formal, news-style announcement to promote your book. In this video, Britt explains how to create and use a press release when pitching to podcasts.

This video covers:

Why you need a press release, when and where to use it

Components of a good press release

How endorsements can be used to cross-promote those who endorse your book

Notes: _____

Press Release

Main points and shifts in perspective:

A press release is a tool I can use to promote my book in a quick and professional way. **Think: I want my press release to be a sharp representation of me, my book, and my message.**

An effective press release allows me to give a lot of information about my book in a clear and concise manner. **Think: I want my press release to be a creative and enticing sound bite for me and my work.**

Asking for endorsements doesn't have to be one-sided. **Think: I can honor and bless those who endorse my books by listing their writing credit alongside their name.**

Notes: _____

Press Release

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Get together as many elements as possible for your press release; if you have all the elements, create it.

Resource links:

Britt's press release examples (downloadable pdf x 2)

<https://www.youtube.com/watch?v=bFT2mSQ6HZc>

(Introduction to Canva)

OR <https://www.youtube.com/watch?v=wCEtWz5imUs>

OR

<https://www.youtube.com/watch?v=hwfv8lCufNo>

(more advanced)

Be Ready!

Good preparation helps us conduct ourselves as professionals, reduces our stress, and allows us to focus on our ministry and message. In this lesson, Britt explores how to move forward and take advantage of interview booking opportunities.

This video covers:

Resources to have ready

Late-night talk show method: prepare and practice

Why you should create a cheat sheet list of your social media links

Notes: _____

Be Ready!

Main points and shifts in perspective:

Having all my files ready to send will decrease my anxiety, shorten my response time, and increase my efficiency. **Think: Making this task easier on myself allows me to focus on preparing for the interview itself.**

Preparing my sample questions and practicing my answers will decrease my nervousness and help me enjoy being interviewed. **Think: The goal isn't memorizing my questions and answers but familiarizing myself with them enough I can smoothly and easily handle any variation the host might use.**

Creating a master list of all my social media links helps me and the podcast host. **Think: If my document is complete and current, I can simply include it with my press kit, rather than trying to list them in the body of an email and potentially missing one.**

Notes: _____

Be Ready!

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Prepare at least twenty possible interview questions that match your chosen podcast and its primary audience (five to ten can be about your personal testimony). Expand that to three lists—one for each of your primary audiences.

Create a complete and current list of your social media contacts.

On the Podcast

There is a before, during, and after of every podcast interview. In this video, Britt shares the most important things to do in each phase of an interview.

This video covers:

What to do before the interview begins (Be sure you know how to access the link, expect delays.)

How to be, what to share during the interview (Mindset is key.)

Wrap up and follow up (Thank them at the end of the recording and again after the recording.)

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On the Podcast

Main points and shifts in perspective:

I should familiarize myself with the platform ahead of time and make sure I know how to correctly pronounce the host's name.

Think: Take the guesswork out of my interview day.

Showing up early, greeting the host, and testing the technology/connection shows I appreciate the opportunity and honor my host's time. **Think: Remember I'm a guest in the host's space, and they are graciously giving me access to their audience.**

Being gracious, generous, passionate, and telling great stories are ways to communicate the power of my message and my care for the audience. **Think: My goal is to give in abundance.**

Demonstrating an attitude of gratitude at the end and after a podcast recording shows humility. **Think: Be a guest the host wants to invite back.**

Notes: _____

On the Podcast

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Begin creating a procedure/checklist for yourself for before, during, and after being a podcast guest.

Video Seven:

Share!

In this final lesson, Britt shares the final strategy and steps to maximize the impact of your podcast interview. This process blesses the host by enhancing their ministry and broadening their reach as well as yours.

This video covers:

- When to share about your podcast interview
- How to share about your podcast interview
- How gratitude and networking go together

Notes: _____

Share!

Main points and shifts in perspective:

Take advantage of multiple opportunities to share every podcast interview I give. **Think: I can help promote the podcast many times in many ways to benefit the podcast ministry and mine.**

Promoting the podcast interview to my email subscribers is as important as sharing it on social media. **Think: Giving my subscribers more connection points to my content and message blesses them even more.**

Being a grateful servant of the gospel is the best foundation for networking. **Think: I have a common goal with podcasters who minister to my primary audiences. When we support each other, the kingdom is advanced.**

Notes: _____

Share!

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Add your share strategies and methods to your post-interview checklist.

Create an on-going list of podcasts you've reached out to by date, how, for what purpose, and their response. This will build your potential outlet list for promoting future projects.

Contact Britt for your coaching session at Brittmooney@gmail.com