



LIFE WITH
PASSION

90 MINUTES TO BOOK 100
INTERVIEWS IN 90 DAYS

WITH CHRISTINE MCALISTER

The GOLD strategy to go from
COLD to SOLD faster than any other!



LIFE WITH
PASSION

THE POWERHOUSE METHOD

Explode your visibility in 10 hours a week
so that you can go from best-kept secret
to biggest name in your niche in 90 days..
without ever touching a facebook ad or funnel.

HAVE YOU EVER FELT...

I just need to figure out how to find clients

I want to connect with clients who will invest

I wish I could learn a marketing strategy that actually worked, rather than shouting into the void of Facebook groups where it feels like everyone else is doing the same thing

I wish there was an easier way to build know, like + trust with people so that they come to me, rather than me having to go out and find them

How do I easily get in front of a bunch of people who are ready to buy my offer--without spending a ton on ads?



IT'S NOT YOUR FAULT...

You've taken a ton of trainings but no one has been showing you how to actually attract the high-ticket clients you want

You know you're good at what you do, but no one is showing you exactly how to book more clients in a way that works for YOU

Feels like everyone is bragging rather than showing you how to get results

You're frustrated you're not having the level of success, impact + income of others around you

No one is giving you a clear, simple plan so that you can just go out and do it already, hit your income goals, and actually have the life of freedom you're dreaming about



WHAT IF YOU COULD SAY...

“I know exactly how to get in front of my ideal clients so I can grow my audience + client base on repeat.”

“I know exactly how to move podcast listeners into becoming high-ticket clients.”

“I have the exact pitch I need to attract my ideal podcasts and clients into my offer.”

Would that help you be more confident, get more visible, make more money, and have more impact?





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INTERVIEWS IN 90 DAYS

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THE POWERHOUSE METHOD

Explode your visibility in 10 hours a week, so that you can go from best-kept secret to biggest name in your niche in 90 days...
without ever touching a FB ad or funnel.

THE POWERHOUSE METHOD

The truth is, you don't need 40 hours a week to build a 6-figure business.

A 6-figure online business doesn't have to run your life.

You CAN grow it in 10 hours a week, with simplicity, without burnout, using The Powerhouse Method.

Get seen. Get paid. Then get off of social media and back to your life.

If you want to apply this Method to your business, you'll have an opportunity to discuss it with me when you book your Strategy Call at the end of the masterclass



WHO THE HECK IS CHRISTINE MCALISTER?

Official bio:

Christine McAlister is a serial entrepreneur, business coach and author of the #1 bestseller *The Income Replacement Formula*.

In 2015, Christine founded Life With Passion, a coaching and consulting business where she helps clients all over the world make 6-figures doing what they love with only a laptop and an internet connection.

She leads a community of over 2,000 entrepreneurs online, and over 75% of her clients are able to quit and stay out of their 9-5s.

Christine has been featured in *Inc.*, *Business Insider*, *Bustle*, and *The Huffington Post*, and *Entrepreneur On Fire*.



WHO THE HECK IS CHRISTINE MCALISTER?

Before founding Life With Passion, Christine ran an online marketing agency where she generated over a \$1 million in international leads for her luxury brand clients.

Christine, her husband, and their "rainbow babies" live with their rescue dog and Arabian horses in Louisville, Kentucky.



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BUT FOR REAL, WHO IS SHE?

1999-2005

Studied communications, film, television + websites undergrad + grad...became a “native” of Facebook

2002

Worked on the broadcast crew of the Winter Olympic Games in Salt Lake City (on the ice for figure skating + short track speed skating!)

May 2005

Created an international-award-winning documentary, “Life With Passion,” that aired nationally on PBS...establishing me as an expert storyteller



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BUT FOR REAL, WHO IS SHE?

August 2005

Began working my first job as a communications professor at age 23

Started freelancing in online marketing agency side hustle, focusing on high-end clients, content creation, social media, simple websites, effective ads, + international sales leads for luxury products

Started my horse breeding business (Arabians!)



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BUT FOR REAL, WHO IS SHE?

August 2006

Began a job as a career counselor + adjunct professor

Felt trapped so became depressed, anxious, even hopeless

Continued building my business but couldn't see the way to quit my job because
I was SCARED



BUT FOR REAL, WHO IS SHE?

August 2010

Mental health had reached the point that I finally HAD to quit my toxic job

Replaced my take-home income with my marketing business in the first month!



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BUT FOR REAL, WHO IS SHE?

2012

Worked broadcasting the London Olympic Games--Basketball:)



LIFE WITH
PASSION

BUT FOR REAL, WHO IS SHE?

2014

Worked broadcasting the Sochi Olympic Games



LIFE WITH
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BUT FOR REAL, WHO IS SHE?

Grew my online marketing business to 6-figures, booked out based on referrals, knew there was more for me but was scared + a people-pleaser, until...



BUT FOR REAL, WHO IS SHE?

March 2015

Lost my 1st daughter, Maeve, in a sudden, unexplained, full-term stillbirth

Decided to do whatever it took to create a legacy that **MATTERED**, for her and for myself



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BUT FOR REAL, WHO IS SHE?

May 2015

Joined a fitness challenge to get back into my regular clothes
Accomplished that goal in 21 days...Decided I could do anything

June 2015

Joined my first group coaching program to help me figure out
how to make a difference in my Zone of Genius



BUT FOR REAL, WHO IS SHE?

August 2015

Started Life with Passion (my 4th successful business + 2nd 6-Figure one...now with over \$500,000 in sales...ALWAYS working part-time

May 2018

Published my #1 bestselling book, The Income Replacement Formula



LIFE WITH
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BUT FOR REAL, WHO IS SHE?

March 2020

Launched my podcast, *No One's Ever Asked Me That*

February 2021 ;)

Launched The Powerhouse Method



BUT FOR REAL, WHO IS SHE?

My personal mission:

I am passionate about helping high-achieving coaches + marketers who want to create an impact and an income go from wondering where to find their next client to empowered 6-figure online business owners, by teaching them how to position themselves organically for attraction marketing, create magnetic high-ticket offers, and sell as a form of service so that they can help more people, help themselves and their families, and know that they are living their callings and lives with passion.



THIS STUFF WORKS...

Results my 6-Figure *Simplicity* clients have gotten:

- ✓ Made \$12,000 in 3 weeks
- ✓ Booked \$42,000 in new business in 2 weeks
- ✓ Landed multiple features on Positively Positive and became the most popular article on the site
- ✓ Made \$5,000 in 3 days
- ✓ Had a \$10,000 course launch
- ✓ Left their day job to run their business full time



ASHLEY MONDOR



“I booked **3 sales calls within 36 hours of putting my offer out there — with no sales page or outline.**

I'm welcoming new clients into my new program at **5X my previous pricing.**

Everything that I thought was going to be so hard now feels so easy. Going into conversations **trusting my energy and intuition, and knowing that I have exactly what my people need,** has just been so much fun.”

ASHLEY MONDOR
Master Life + Mindset Coach

Made \$11,000 in first 21 days of working together--with a sub 100 list + sub-1000 audience

Quit her full-time job!



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WHY PODCAST GUESTING?

Easiest way to dramatically increase organic reach + grow audience.

Grow your authority and establish yourself as a trusted expert.

Extremely leveraged

Leads come to you already warm.

Build your network by connecting to influencers (the hosts + their colleagues.)



WHY PODCAST GUESTING?

A 30-minute 1:1 conversation can reach tens of thousands of people (and continue to do so as an evergreen asset months or years after your appearance).



CHRISTINE'S EXPERIENCE

Friend invited me

First interview was in an L&D triage hospital bed!

Was looking for an organic lead generation strategy

Decided to start pitching friends



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CHRISTINE'S EXPERIENCE

This strategy that has directly resulted in over \$100,000 in revenue in my business.

The step-by-step plan that has landed me over 100 interviews without spending a penny on a PR person.

Doubled my list size & income without ad spend utilizing this approach



THE PROCESS:



1

YOUR PITCH LIST





BUILD YOUR PITCH LIST

Make a list:

- What podcasts do you listen to?
- Which ones did I listen to 3 months, 6 months, a year ago? (If I'm my own ideal client)

Market Research:

- What is your ideal client listening to?
- Ask your FB personal profile, FB group what they are listening to
- Ask in other FB groups where your ideal client hangs out + you're active
"What are your favorite podcasts around (topic) right now?"





BUILD YOUR PITCH LIST

Examples of market research questions to ask:

Business coaches:

“What podcasts are you listening to, to learn about growing your coaching business?”

Agency owners:

“What are your favorite podcasts for learning how to grow your marketing agency?”

Mindset coaches:

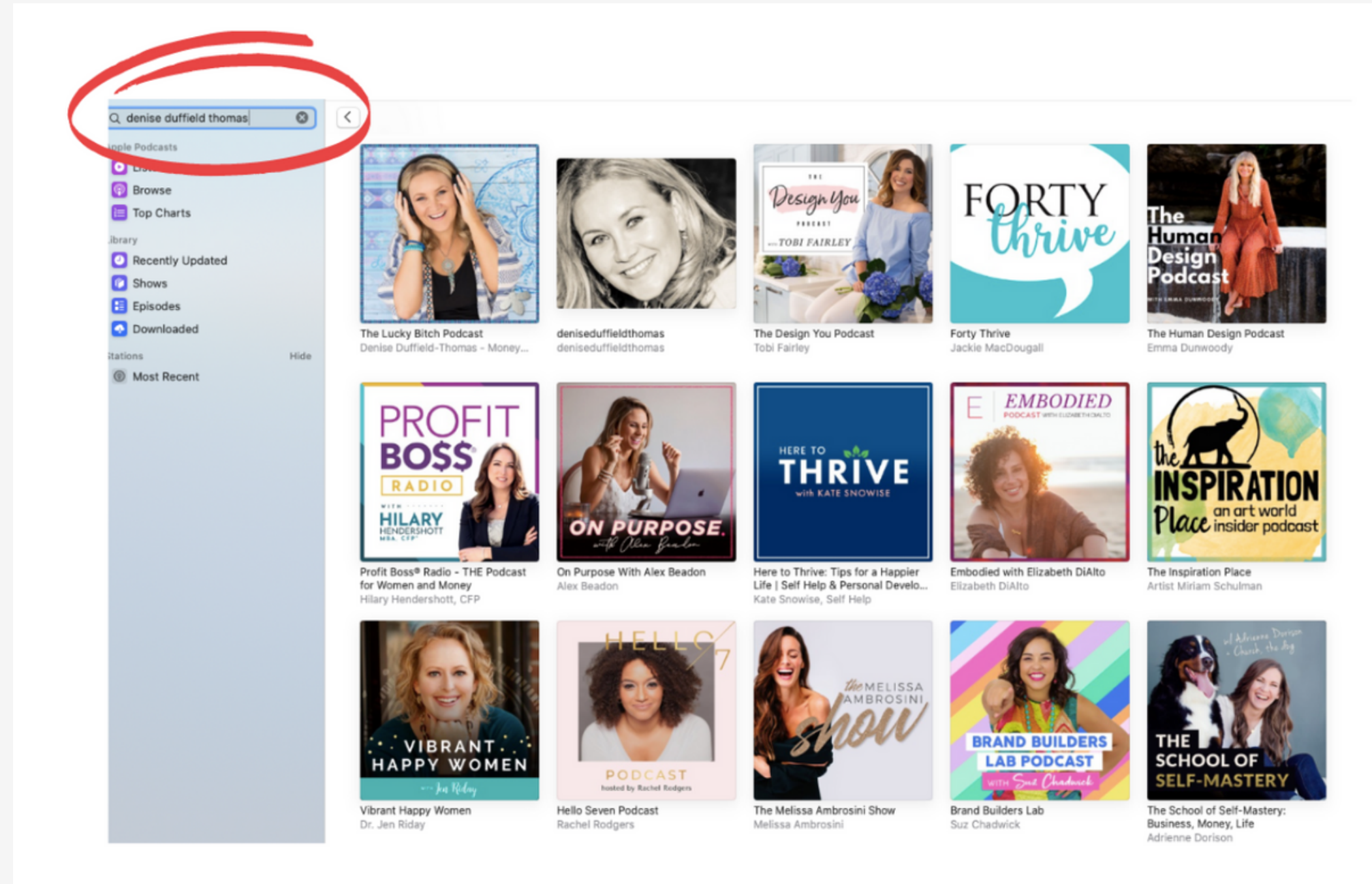
“What are your go-to podcasts for helping you move through [whatever pain they’re in when they hire you]?”





BUILD YOUR PITCH LIST

See what people similar to you have appeared on (search their name on iTunes to see where they have been a guest).





BUILD YOUR PITCH LIST

If you're just getting started:

- Look for podcasts with less than 100 ratings on iTunes (less of a need to do any “warm up” with host when they have a smaller audience)

If you're more experienced and confident:

- What are the big ones that are known that I'd love to be on? What are related to those? (“Listeners also subscribe to” in iTunes)

- **Create a list of your top 10-20 choices.**



BUILD YOUR PITCH LIST

Your goal is to get on podcasts that your clients are listening to. Not the podcasts of people who do what you do.





BUILD YOUR PITCH LIST

POST ON SOCIAL TO ATTRACT INTERVIEW SPOTS

Use this script:

*"Who needs an expert on **[your expert topic]** to bring value to your audience? I've opened up some spots on my calendar for being on podcasts so I can help more ppl get **[your result]**!"*





CREATE YOUR PITCH LIST

DETERMINING WHICH SHOWS GO ON YOUR PITCH LIST

Look at what the host does to promote the episode

Listen to a recent episode (you can do so at 2x)

- Are they still releasing episodes? (Y)
- What's the format?
- Do they have guests? (Y)



2

THE PERFECT PITCH



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THE PERFECT PITCH

BEFORE YOU PITCH

- 1.) Visit their website to see if they have a form they want you to fill out or if they have someone specific they want you to send the pitch to
- 2.) Leave a review on iTunes for them (this is currency for them)
- 3.) Follow them on social + engage with their stuff





THE PERFECT PITCH

GROUND RULES:

- 1.) Customize the pitch for each individual show.
 - *Find commonalities: we have a mutual friend, I listen to your show + my favorite ep was _____, we both like wine, etc.*
- 2.) Leave a review on iTunes for them (this is currency for them)
- 3.) Follow them on social + engage with their stuff





THE PERFECT PITCH

THE STRUCTURE OF THE PERFECT PITCH

- 1.) A To The Point Intro
- 2.) Why You'll Have Great Rapport
- 3.) 3 Relevant Topics (Hooks)
- 4.) What You're Going to Do for Them
- 5.) Your headshot, one-sheeter, and contact info
- 6.) A 50 Word Bio





THE PERFECT PITCH

CHOOSING YOUR RELEVANT TOPICS

Topics fall into 3 categories:

- 1.) Your story/results
- 2.) Your client results
- 3.) Core Strategies or Signature Process

All of your topics should be formatted as a hook.

"How I got x result in y timeframe."

"How to get x result without y obstacle."

The 4 step process for getting x result in y timeframe





PITCH EXAMPLE

School of Self-Mastery Pitch: How to Use Your Worst Day to Create Your Best Life

Hi Adrienne!

I believe my story and expertise will bring a lot of value, inspiration and motivation to your School of Self-Mastery listeners, and I'd love to be considered for an upcoming episode.

Here's why:

We'll have great chemistry during the interview.

How I know:

I, like you, am a high-achieving, motivated, go-getter with a background excelling in "real" jobs

Loved your 30th birthday giveaway idea and how much value you consistently provide to your community

We share a love for big, tri-color dogs





PITCH EXAMPLE

Potential topics for discussion include:

How to Use Your Worst Day to Create Your Best Life (losing my daughter was the catalyst for starting my 4th, most fulfilling, business, Life With Passion)

Using Focus & Simple Strategies To Fuel Your Self-Belief

How To Start An Online Business Without Capital (I've done this every time)

I've also been featured on:

Butterflies of Wisdom podcast (August 11)

WKYT (for my non-profit, Miles With Maeve)



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PITCH EXAMPLE

I'll share our episode far and wide with my:

email subscribers

Facebook fans

Facebook group members

Instagram followers

Twitter followers

Periscope followers

You can get a sense for my genuine, energetic, interactive style on my YouTube channel.

Get in touch with me via email or these ways:

cell: 502.619.9519

Skype: life.with.passion

I've also attached my media sheet for your reference.

Thanks so much for your consideration, Adrienne! I look forward to hearing from you.

Have a great day!Christine



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CHRISTINE'S PITCH:

*Use this as a jumping off point but make it your own! Use your language + style. DO NOT copy this word for word--it will fall flat because it's not genuinely YOU.

Subject Line:

[PODCAST NAME] Pitch: [insert most powerful topic]



CHRISTINE'S PITCH:

Example:

Join Up Dots Pitch: How to Create a 6-Figure Business Online in 10 hours a week

Hi [NAME],

I love what you're doing with [PODCAST NAME] and I'd love to be considered for an upcoming episode!

I believe my story of struggle and persisting to turn tragedy into triumph will bring a lot of value, inspiration and motivation to your podcast listeners.



CHRISTINE'S PITCH:

We'll have great chemistry during our interview. How I know:

- We share a common passion for helping others cultivate confidence--I've been a featured guest expert in multiple membership communities on that exact topic!
- Like you, I always felt different than others and left a 9-5 job to inspire others to fulfill their own goals and dreams
- I'm a major Anglophile and have spent lots of time in England, including London, Oxford, and Surrey

Your listeners will be inspired by my unique perspective on using the worst thing that's ever happened to you to fuel the creation of your dream business (mine was the sudden loss of my daughter, Maeve)



CHRISTINE'S PITCH:

Potential topics for discussion include:

- How to Create a 6-Figure Business Online in 10 hours a week
- How To Book High-Ticket Clients Without Ad Spend
- How to Get Publicity That Gets You Clients Without Hiring A Publicist
- How To Grow Your Business By Self-Publishing A Book

I've been featured on over 100 podcasts, including:

- Entrepreneurs on Fire
- The Mind Aware With Dana Wilde (2x)
- Startup Pregnant
- The Strategy Hour (3x)



CHRISTINE'S PITCH:

Other press appearances include:

- The Huffington Post (including a week on their Business homepage for this article)
- The Today Show's Today Parents blog & Facebook page
- ForEveryMom.com & Facebook page
- WLKY (for my pregnancy & infant loss non-profit, Miles With Maeve)
- My YouTube channel (get a sense for my genuine, energetic, interactive style here)



CHRISTINE'S PITCH:

I'll share our episode far and wide with my:

- [###] email subscribers
- [###] Facebook fans
- [###] Facebook group members
- [###] Instagram followers
- [###] Medium followers
- [###] Twitter followers



CHRISTINE'S PITCH:

Get in touch with me via email or these ways:

- cell: 502.619.9519
- Skype: life.with.passion



CHRISTINE'S PITCH:

My 50-word Bio:

Christine McAlister is a business & success coach and expert on turning tragedy into triumph. Her company, Life With Passion, helps high-achieving, motivated go-getters use their unique gifts AND challenges to quit and stay out of their 9-5 jobs, by creating and growing online businesses out of their passions.

I've also attached my media sheet & headshot for your reference.

Thanks so much for your consideration! I look forward to hearing from you.

All my best,
Christine



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TAKEAWAY:

Once you've sent the pitch DO NOT follow up.

If the host likes your pitch, they'll respond.

Remember, this might be weeks (or longer) later.



START WHERE YOU ARE

Just start where you are. Everyone who's ever been a podcast guest started having never been on one before.

If you have a smaller audience + less experience, simply pitch smaller shows

My clients with ZERO email lists have gotten invited to multiple podcasts using this method.



3

THE BEST GUEST PLAYBOOK



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BEST GUEST PLAYBOOK

PREPARATION [BEFORE THE INTERVIEW]

- 1.) Send them the info they request as soon as you book your time (bio, headshot, etc.)
Do NOT make them chase you for it
- 2.) Confirm whether the interview is audio only or includes video
- 3.) Review your notes on the format of the show, write down any questions they always ask + your answers so you feel prepared
- 4.) If the host chose a topic, perform the “Sherpa exercise”
- 5.) If the host didn’t choose a topic, prepare your story around the main theme of the podcast (found in title + description)
- 6.) Order a headset if they ask you to





BEST GUEST PLAYBOOK

DAY OF

- 1.) Be in a quiet location
- 2.) Use earbuds, or required headset
- 3.) Show up on time





BEST GUEST PLAYBOOK

PRE-CHAT [BEFORE THE HOST HITS "RECORD"]

- 1.) Ask the host what they are selling right now or will be selling/promoting when this airs (NO one ever asks them that)
- 2.) Ask them, “What can I do to make this one of the best episodes ever?!”
- 3.) Ask them exactly who their audience is -- even if you think you already know, don’t just assume
- 4.) Ask for an air date so you can plan to promote + know what freebie makes sense to offer at the end
- 5.) Breathe, relax + smile...it will come across, even if it’s only audio



4

GUEST FOR LIFE FOLLOW UP PROCESS



TAKEAWAY:

The value of this process cannot be overstated.

Done right, the post-interview process can single-handedly fill your calendar more interview referrals, JV connections, and get you into the inner circles of the biggest influencers online.





FOLLOW UP

POST-INTERVIEW CHAT

- 1.) Ask host for their feedback on the interview
- 2.) Get their address so you can send a thank-you gift
- 3.) If it was a great fit, ask them, “Do you have any friends that are podcasters who I might be a good guest for?”





FOLLOW UP

IMMEDIATELY AFTER THE CALL

- 1.) Write down your top impressions + takeaways from the conversation, so that you'll have them ready when it's time to promote
2. Send the thank you gift





FOLLOW UP

WHEN THE EPISODE AIRS

- 1.) Share the podcast everywhere
- 3.) Re-share + comment
- 3.) Be ready on that day
- 4.) Make sure it's easy for people to connect/contact you
- 5.) Open your calendar
- 6.) Support the host [Comment, like, share]





FOLLOW UP

REPURPOSE THE EPISODE

- 1.) Pull quotes from it and refer to the episode
- 2.) Put it in your welcome email sequence to warm people up and establish credibility
- 3.) Share it quarterly by sharing on your social, you'll "silently sell" that you're available to go on podcasts and will get people reaching out to you to invite you on theirs
- 4.) Create a media page to repurpose + attract more opportunities to you (speaking gigs, interviews in paid groups, more interviews)





MEDIA PAGE:



Press & Media

Welcome! My speaking and writing topics range from my experience with **pregnancy and infant loss** to mentoring high-achieving female entrepreneurs on **how to quit their 9-5 jobs and replace their incomes.**



OFFICIAL BIO

Christine McAlister is an entrepreneur, business coach and the author of *The Income Replacement Formula: 7 Simple Steps To Doing What You Love & Making Six Figures From Anywhere.*

An expert on turning tragedy into triumph, she founded her company, Life With Passion, after the full-term stillbirth of her first daughter, Maeve. Christine helps high-achievers all over the world to quit and stay out of their 9-5s, by building businesses out of their passions.

CLICK [HERE](#) TO DOWNLOAD FULL MEDIA SHEET.

APROVED HEADSHOT



TAKEAWAY:

Focus on building REAL, GENUINE, (non-transactional) RELATIONSHIPS

With the host + with the audience you're speaking to.



ACTION:

- 1.) Create recurring weekly task to pitch at least 3-5 shows so that you can book out your calendar (1 interview per week.)
- 2.) Create monthly or quarterly task to refresh your pitch list
- 3.) Template your workflow (Asana or project management.)



WHAT WE DID TODAY:

Dove into 1 part of The Powerhouse Method...

Growing your audience + client base, organically, on repeat, with ease.

If you want to learn the other parts of exploding your visibility + going from best-kept secret to biggest name in your niche in less than 10 hours a week, without touching a Facebook ad or funnel, that's what The Powerhouse Method is for.



THE POWERHOUSE METHOD

Get Seen. Get Paid. Then get off social media + get back to your life.

If you've been trying ALL THE THINGS to sell but you're still not booked out...this is for you.



WHAT'S NEXT?

Book a Strategy Call with me where I will help you:

Create a customized roadmap to use the Powerhouse Method to dramatically increase your impact, income + influence.

Whether you are just working with your first few clients, or you're at 7 figures and want to leverage your visibility + voice to help more people without throwing a bunch more money at ads...

I've got you <3



Q&A TIME!

"If you are a coach, online entrepreneur, agency owner and you want an organic strategy that's going to skyrocket your growth, The Powerhouse Method is exactly what you're looking for."

"I've been in the online business space for 7 years, as a coach in my own business and behind-the-scenes of multi-million dollar businesses, and Christine's approach to audience growth with the Powerhouse Method + podcast guesting is nothing short of game-changing."

The way that Christine has laid this out is so intuitive + authentic that it works better than any other organic strategy I've ever seen in 7 years.

--Magical messaging, offer creation + client delivery coach Avery Ford

