



LIFE WITH
PASSION



90 Minutes to
**Book 100 Podcast
Interviews
in 90 Days**

WITHOUT HIRING A PUBLICIST



Podcast Guesting Masterclass

90 Minutes to book 100 Interviews in 90
Days...without hiring a publicist!

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 get the 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 just bragging rather than showing you how to get your own results
- ❖ You're scared you're going to have to give up on building the business of your dreams
- ❖ And 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 live 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 be more successful?

Podcast Guesting Masterclass

*90 Minutes to Book 100 Interviews in 90
Days...without hiring a publicist!*

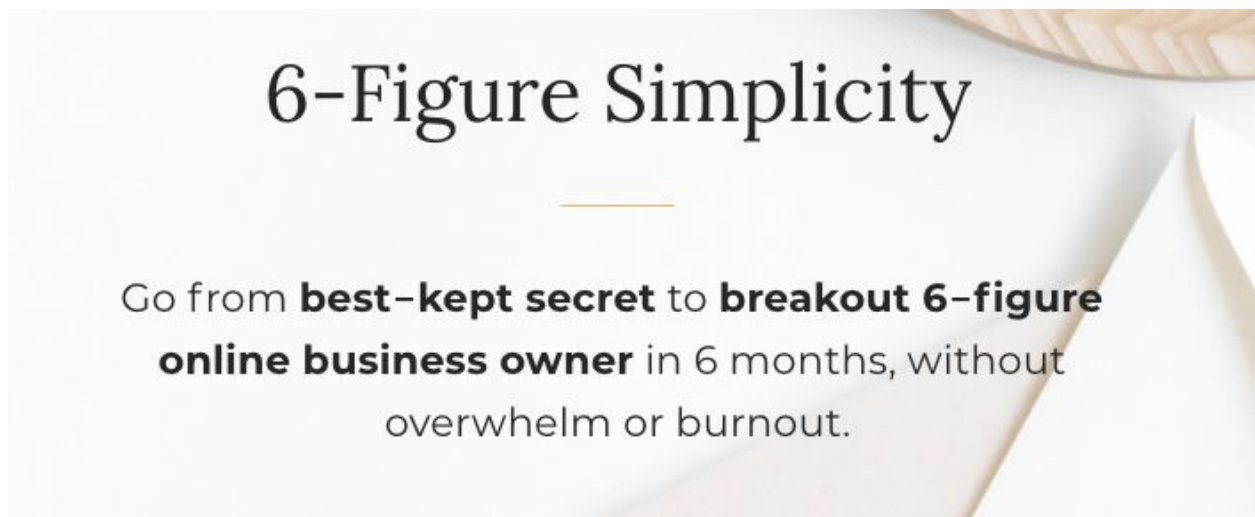
I don't have enough time today to show you:

- The complete step-by-step plan to build a 6-figure+ coaching or marketing business
- How to build that business in 10 hours a week
- How to 10x your clients' results + turn them into superfans who work with you for years + refer their friends to you

6-Figure Simplicity

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 6-Figure Simplicity method.



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

Christine McAlister's 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*.

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 2 rescue dogs and Arabian horses in Louisville, Kentucky.

Now for the real behind the scenes stuff...

Why me?

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

May 2005

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

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!)



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

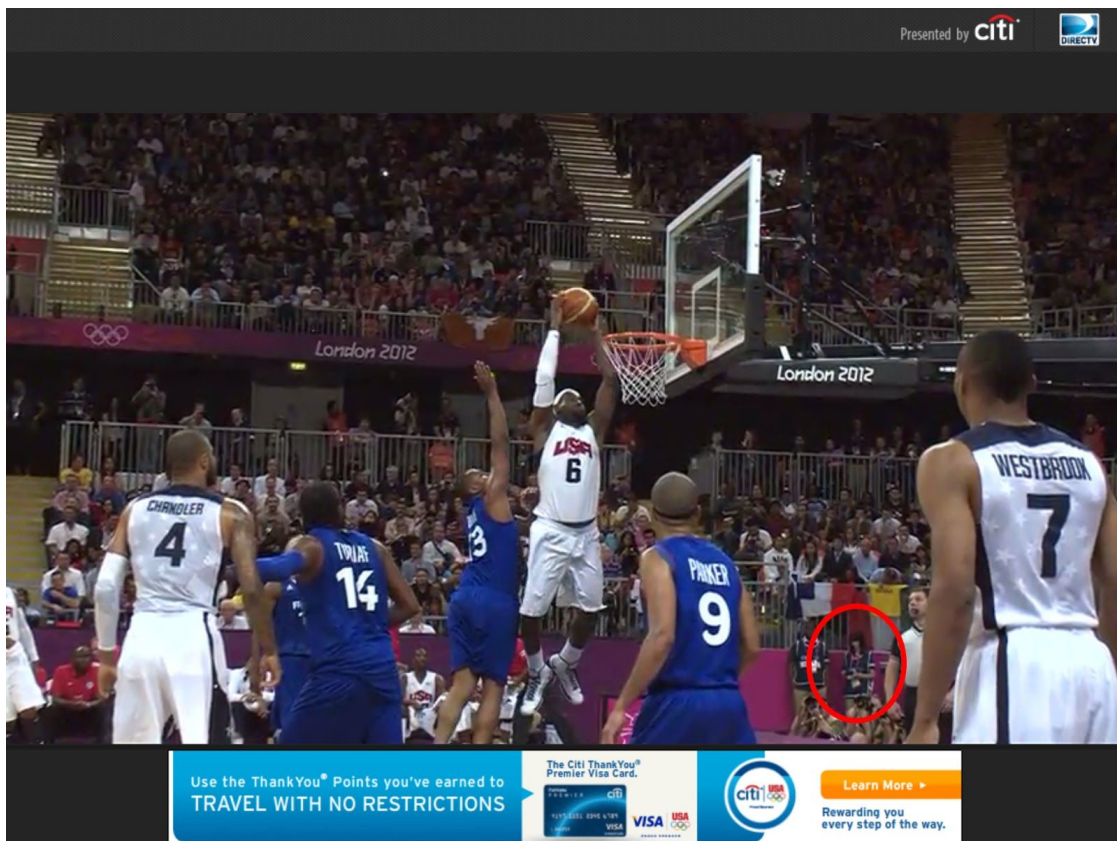
August 2010

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

2012

Worked broadcasting the London Olympic Games



2014

Worked broadcasting the Sochi Olympic Games



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...



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

May 2015

Joined a paid 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

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*

March 2020

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

August 2020

Launched 6-Figure Simplicity

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 tiny list + audience

Quit her full-time job!

Why Podcast Guesting?

- Easiest way to dramatically increase organic reach
- Grow your audience full of ideal clients + fans
- Establish yourself as a trusted expert with the right people
- Extremely leveraged strategy: 1 30-minute 1:1 conversation can reach tens of thousands of people, evergreen
- Quickly build know, like + trust, as you get “invited in” to the listener’s life for a significant amount of time
- The people who find you will be warm when they start to follow you
- Build your network by connecting to influencers (the hosts + their colleagues)

Today I am going to show you:

This free, easy organic 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 or subscription, including:

- ✓ Exactly how I **doubled my list size & income** without ad spend utilizing this approach
- ✓ How to easily **identify what podcasts to pitch** so that you're easily getting in front of potential clients
- ✓ How to **create a pitch that gets the "YES!"** & hosts calling it the best they've ever seen
- ✓ What to do before, during, and after the interview to **be a standout guest and make the host your fan** (*no one else is teaching or doing this!!!*)
- ✓ The framework for **giving a top-notch interview that podcast hosts LOVE and that brings you CLIENTS** (without sounding salesy)

✓ The exact follow-up process to **turn hosts into friends and raving fans**

In short, you'll learn how to find podcasts that you can be featured on, how to pitch them, and how to be a stand-out guest so that you can explode your audience and income.

How I got started

- ★ 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

Who's been on a podcast before? How many?

[-Where I've been featured](#)

My Results

- ★ \$100,000+ in revenue
- ★ 35% more sales calls booked
- ★ 2x audience in 1st year
- ★ 2x revenue in 1st year
- ★ JV partners
- ★ Referrers
- ★ Connectors
- ★ Mentors
- ★ FRIENDS
- ★ Created a course on it (Podcast Guest Powerhouse)
- ★ Have helped many clients land interviews
- ★ 1:1 consulting for colleagues at \$500/hour

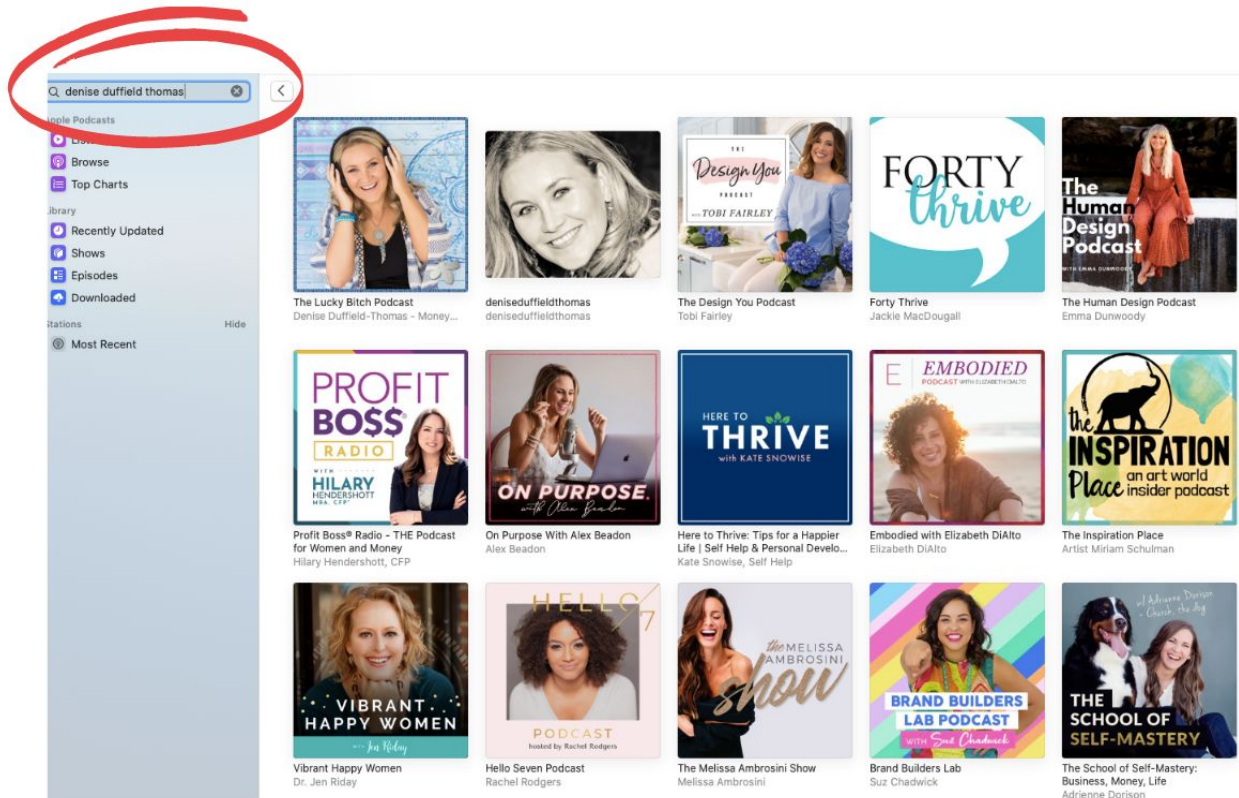
How to Find the Perfect Podcasts to Pitch

- 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 right now?"

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]?"
-
- See what people who are similar to you have been on (search their name on iTunes and see where they have guested)



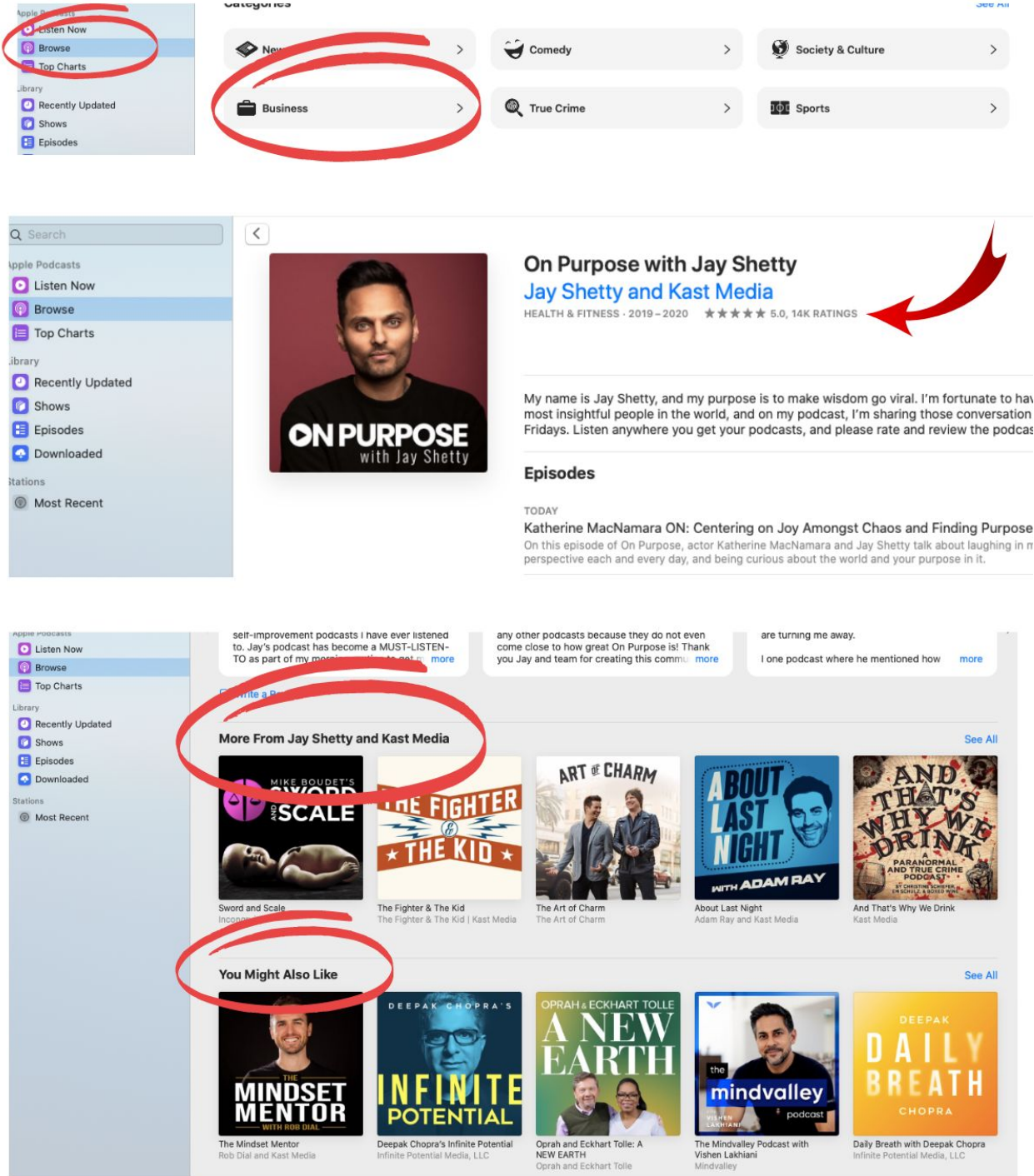
Researching + Narrowing down your podcasts

Use Apple Podcasts app--it's like the Google of podcasting

If you're just getting started:

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

If you're more experienced + 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 choices

**I do NOT recommend strategies for promoting yourself passively, like listing yourself on a database, etc. The most successful hosts are busy running their businesses + their shows and they’re not out looking for guests. Come to them instead.*

For ALL podcasts, regardless of size:

- 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?
 - → What’s the format?
 - → Do they have guests?

Nuances

- ★ Say you help health coaches
- ★ Say you help business coaches
- ★ Say you are a service provider to coaches or consultants...don’t go to podcasts doing your specialty (like web design)

...Where are they listening?

How to book interviews by posting on your social:

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]!

How to Pitch Them

Pre-pitch

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

- Leave a review on iTunes for them (this is currency for them)
- Follow them on social + engage with their stuff

Crafting your perfect pitch

- 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.)
- Create 3 relevant topics that you can speak about, based on your research of what they typically cover
 - ◆ Use results you've gotten, client results, and/or what's unique about your story
 - ◆ Put them in "How To" or "The X Steps To" format
- Craft a 50-word bio

- ◆ Include any credibility markers (press appearances, your own podcast, Facebook community, results, followers)
- Have a decent headshot on hand
 - ◆ Portrait mode on an iphone on a cloudy day works great
- Tell them what you are going to do for them (I'm going to promote this episode, here's where!)
- Make it all about the HOST and their show (think about what they want--to deliver an episode that gets listened to + shared)
- Format it with bullet points (help them scan to the most important points)
- DON'T follow-up (they will get back to you if they want you on)

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]

Example:

Join Up Dots Pitch: How to Use Your Worst Day to Create Your Best Life

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.

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)

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](#)*)
- Transmuting Tragedy Into Triumph
- How to Overcome Fear & Self-Doubt
- Using Focus & Simple Strategies To Fuel Your Self-Belief

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)

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*)

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

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

Get in touch with me via email or these ways:

- cell: [502.619.9519](tel:502.619.9519)
- Skype: life.with.passion

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

Special Considerations for your pitch

(AKA What to do if you haven't ever been a guest or have a small or non-existent following--yes you still can easily become a guest)

Christine's Very First Podcast Pitch

Subject line:

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
- I heard you on Josh & Jill Stanton's podcast several months ago and have been following you ever since
- Loved your 30th birthday giveaway idea and how much value you consistently provide to your community
- I connect with what your awesome clients, like Lacey Craig, say about you
- Both our Facebook groups use the word Society
- We share a love for big, tri-color dogs

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](#))

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

- 2000 email subscribers
- 1870+ [Facebook fans](#)
- 720+ [Facebook group](#) members
- 550+ [Instagram](#) followers
- 270+ [Twitter](#) followers
- 280+ [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



Adrienne Dorison <adrienne@adriennedorison.com>
to Christine ▾

Tue, Aug 23, 2016, 5:59 AM ☆ ↶ ⋮

Hi Christine!

Thank you for reaching out about being on the show, I loved your email and I stalked your website and love your story -- there's a ton we can get into and I'm excited to chat and share you with my audience!

Here's a link to book in:

<https://adriennedorison.acuityscheduling.com/schedule.php?appointmentType=366262>

xx adrienne

Adrienne Dorison

[Business Strategist](#) | [Podcast Host](#)

Host's response

Hi Christine!

Thank you for reaching out about being on the show, I loved your email and I stalked your website and love your story -- there's a ton we can get into and I'm excited to chat and share you with my audience!

Here's a link to book in: [deleted for confidentiality]

xx adrienne

Takeaways:

- ★ 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--it's easier to get on them anyway because they receive less pitches + hosts are eager for quality guests.
- ★ My clients with ZERO email lists have gotten invited to multiple podcasts using this method.

You got the “yes,” now what?

How to be a Stand-Out Guest

Preparation

- ★ Send them the info they request as soon as you book your time (bio, head shot, etc.) Do NOT make them chase you for it.
- ★ Confirm whether interview is audio only or includes video
- ★ Review your notes on the format of the show, write down any questions they always ask + your answers so you feel prepared
- ★ If the host chose a topic, perform the “Sherpa exercise”--make a list of on your top 10 tips around it
- ★ If the host didn’t choose a topic, prepare your story around the main theme of the podcast (found in title + description)
- ★ Order a headset if they ask you to (normally your earbuds will be fine)
 - [John Lee Dumas requires the Logitech USB headset with mic for Entrepreneurs on Fire](#); it’s \$25

Day of interview

- ★ Be in a quiet location
- ★ Use earbuds, or required headset
- ★ Show up on time

In Pre-chat (before host hits “record”)

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

During the interview

- ★ Mention what they’re promoting in one of your answers, ex. “Just like you do with your XYZ program, NAME”
- ★ Don’t just answer their questions--have an engaging conversation, ask them questions back, use their name
- ★ Embed examples of your results + the results you’ve helped clients get in your answers. What results can you share?

- *(ex. Great question...my client Ashley made over \$11,000 in our first 21 days of working together using the 6-Figure Simplicity method...and she shared with me that she only worked 7 hours a week to do so...so I've seen it work.)*
- ★ Weave the specifics of their audience + their pain points (if you know them) into your answers
 - *(ex. "Most high-achievers, especially those who are building a business on the side of their 9-5s, feel like there's not enough time. What I actually find to be true is, it's not a time problem for high-achievers, because they're very capable. If they knew what to do, they'd just go do it already, even if they only have 5 minutes a day. Instead, it's a lack of clarity. They're overwhelmed.")*
- ★ Include 1 clear CTA (call to action) that is aligned with your topic AND works in the time frame that the episode will be released, like
 - an invite to connect with you in your FB community
 - follow you on iG
 - a freebie
 - invite to a challenge

Post-Interview Best Practices--While you're still on the call

- ★ Do a little post-interview chit-chat before you end the call, ask them how they thought it was
- ★ Get their address so you can send a little gift (Christine sends [custom \\$25 tea package](#) from local entrepreneur)
- ★ If there was great chemistry, ask them, "Do you have any friends that are podcasters who I might be a good guest for?"

Immediately after the call

Write down your top impressions + takeaways from the conversation, so that you'll have them ready when it's time to promote

When the episode airs

- ★ Share the podcast everywhere when it goes live
- ★ Reshare + comment on whatever the host shares about your episode
- ★ Be ready on that day to connect with people who listen as soon as it's released and will opt-in to your thing + follow you
- ★ Make sure it's easy for them to contact you through your website (if you have one, not required)
- ★ Check that your calendar has spots open for calls immediately after the interview airs

- ★ Continue to follow the host on social, comment on their stuff, and look for ways to support them

Repurpose that episode, baby!

- ★ Pull quotes from it and refer to the episode
- ★ Put it in your welcome email sequence to warm people up and establish credibility
- ★ 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
- ★ [Create a media page](#) to repurpose + attract more opportunities to you (speaking gigs, interviews in paid groups, more interviews)
- ★ Do NOT ask people "Who has a podcast?" and then creep on them by asking if you can be on. Ew.
- ★ Start a spreadsheet with direct links to your appearances for easy reference

The possibilities are endless! Congratulations, you've created a content asset that you can use forever!

Results when you do it this way:

- Clients (of course)
- JV partners
- Referrers
- Connectors
- Mentors
- FRIENDS

In a nutshell:

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

- With the host
- With the audience you're speaking to

What we did today:

- ★ Dove into 1 part of the 6-Figure Simplicity method...
- ★ Growing your audience + client base, organically, on repeat, with ease.

If you want to learn the other parts of making 6-Figures online, working 10 hours/week, that's what 6-Figure Simplicity is for.

What's next...

1. [Schedule your Strategy Call](#) with me where I will help you:

Create a customized roadmap to build your own 6-figure business in 10 hours a week

OR

If you already have a 6-figure business you love + want me to help you + your team implement this strategy 1:1, we'll create that plan

2. If you got value out of this training, leave a quick video testimonial in [6-Figure Simplicity: Organic Marketing + Sales for Female Entrepreneurs](#) (or on my profile if you're a dude ;), and I'll personally send you over the replay + slides as soon as it's ready (otherwise to package + deliver it to everyone who registered you can expect it next week :)
3. Create + submit your pitch to me within 14 days (Dec 17) to info@lifewithpassion.com + I will get it back to you before Christmas!
4. Go implement this and grow your audience, impact + income!

Q&A Time!

If you want a business that has a:

- ★ 6-figure run rate (\$8,333/month or more)
- ★ Working part-time
- ★ Making a difference in the world + giving back

...Let's chat!

Thank you so much for joining me; here's to living your life with passion!