

# How To Grow Your Business Organically Through Podcast Guesting

*with Christine McAlister*

**To become a podcast guesting powerhouse, do these things:**

**Identify 3-5 podcasts your niche listens to** (*pro tip, start with ones that have less than 100 iTunes reviews each*)

**Create a powerful pitch that includes:**

- Customized common interests
- 3-5 expert topic suggestions
- A short bio

**Before the interview:**

- Familiarize yourself with the format of the show
- Find out whether it's audio, video, or both
- Practice with a media coach or a friend

**Show up and be a great guest by:**

- Choosing a quiet place to record
- Ensuring you have a strong, consistent internet connection
- Wearing earbuds
- Having 1 clear CTA (Call To Action) for how listeners can connect with you

**After the interview:**

- Send the host a small gift
- Share your episode when it goes live
- Look for ways to continue to connect and share their work

**Now come join my private community on Facebook, the Income-Replacing Entrepreneurs and use the {SHARE} tag in your post to tell us which step you're working on.**

