

The Podcast Guesting Checklist

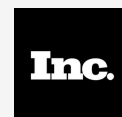
Turn Your Podcast Interviews Into
Client-attracting Assets

Part of
The Powerhouse Method



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PASSION

FEATURED ON



Logo for Business Insider, featuring the text 'BUSINESS INSIDER' in a black, sans-serif font on a white background.

Hi! I'm Christine McAlister, multi 6-figure entrepreneur, business + media coach, podcaster and author...also known as the Queen of Podcast Guesting!



From my first podcast interview, 8 months pregnant in a Labor + Delivery hospital bed in 2016, to being interviewed on top shows like Entrepreneurs on Fire....

I've developed a method for podcast guesting that's not only made me over \$100,000, it's also gotten the endorsement of 7-figure podcasters like John Lee Dumas + Dana Wilde.

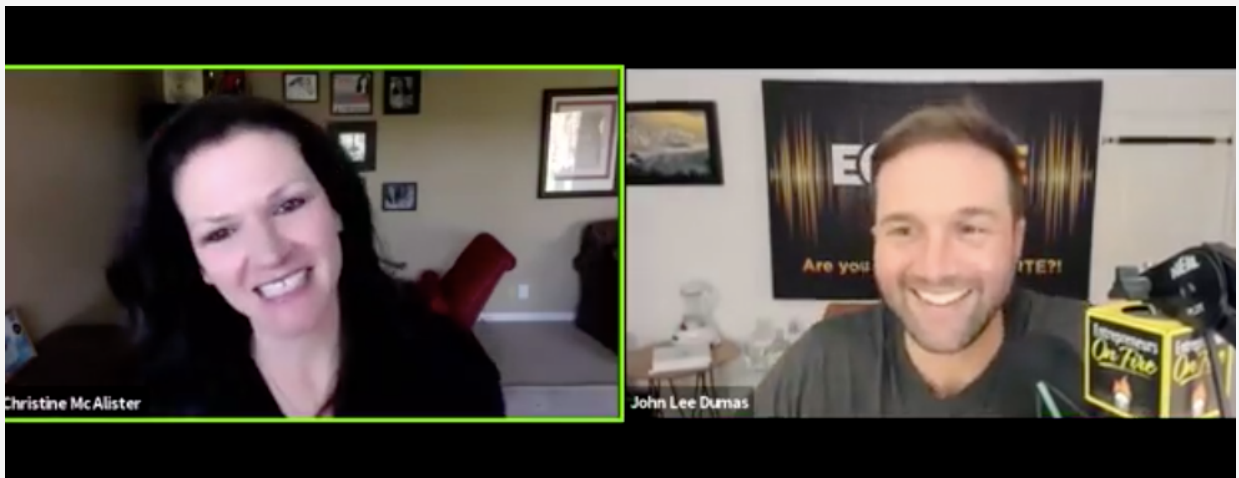


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I'm passionate about helping high-achieving coaches attract their next clients by being value-driven podcast guests.

A media expert for 2 decades, I've:

- Earned 2 degrees in media
- Taught at one of the top media universities in the US
- Broadcast the Olympic Games 3 times
- Produced an award-winning documentary for PBS, been featured in Inc., Business Insider, Bustle, The Huffington Post
- Appeared on over 100 podcasts



And those experiences have taught me the power of media to quickly build know, like and trust, and collapse the timeline it takes to go from cold connection to sold high-ticket client.

What most excites me, though, is helping mission-driven entrepreneurs thrive. I started this business in honor of my late daughter, Maeve, and every day I work to create a legacy of impact on her behalf.

So good to connect...now let's dive in to your checklist!



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Why podcast guesting?

I believe that before you invest your time + energy into any business-building activity, it's important to understand why you're doing it and what's different than other methods you may have tried.

Here's what makes podcast guesting unique:

- Easiest way to take people from COLD to SOLD at the speed of TRUST
- Appearances exponentially grow your authority and credibility with your audience
- Easily establish yourself as a TRUSTED expert with new audiences
- Extremely leveraged, one-to-many approach
- Leads come to you already as warm as if they'd been introduced by a close friend.
- Build your network by connecting to influencers (the hosts + their colleagues.)

In short:

A 30-minute 1:1 conversation can build immediate trust with thousands of the right people (and continue to do so as an algorithm-proof, repurposable ASSET, months or years after your appearance).



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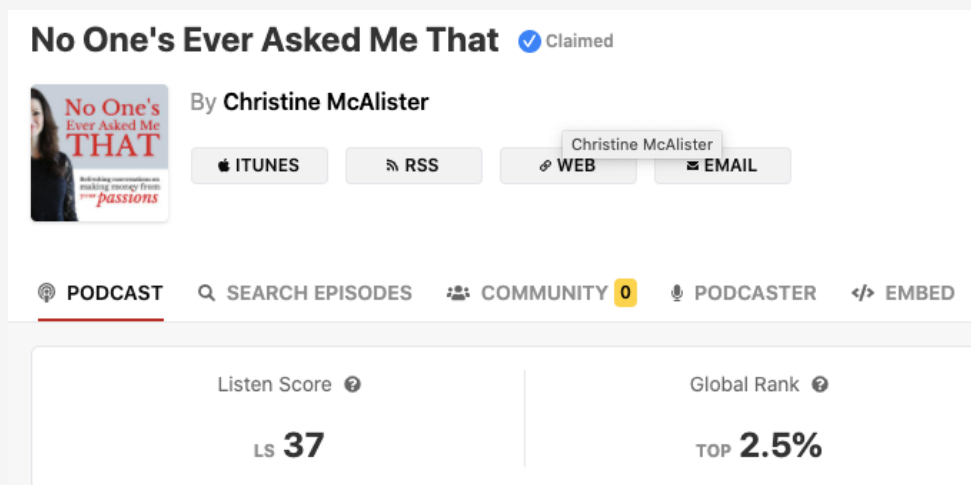
Simple Steps for Podcast Guesting Success

1. Select Your Shows

- Poll your audience
- Ask yourself:
 - Which ones did I listen to 3 months, 6 months, a year ago? (If I'm my own ideal client)
 - See what people similar to you have appeared on
 - What are the big ones that are known that I'd love to be on?

Use ListenNotes.com to:

- Do keyword research
- Identify shows with a Listen Score of 36 or higher, and a Global Rank between .01%-5%
- Find shows related to the ones you've been on



The screenshot shows the ListenNotes.com profile for the podcast "No One's Ever Asked Me That" by Christine McAlister. The profile is marked as "Claimed". It features a cover image, a "By Christine McAlister" label, and buttons for "ITUNES", "RSS", "WEB", and "EMAIL". Below these are navigation options: "PODCAST", "SEARCH EPISODES", "COMMUNITY 0", "PODCASTER", and "EMBED". At the bottom, two statistics are displayed: "Listen Score" with a value of "LS 37" and "Global Rank" with a value of "TOP 2.5%".

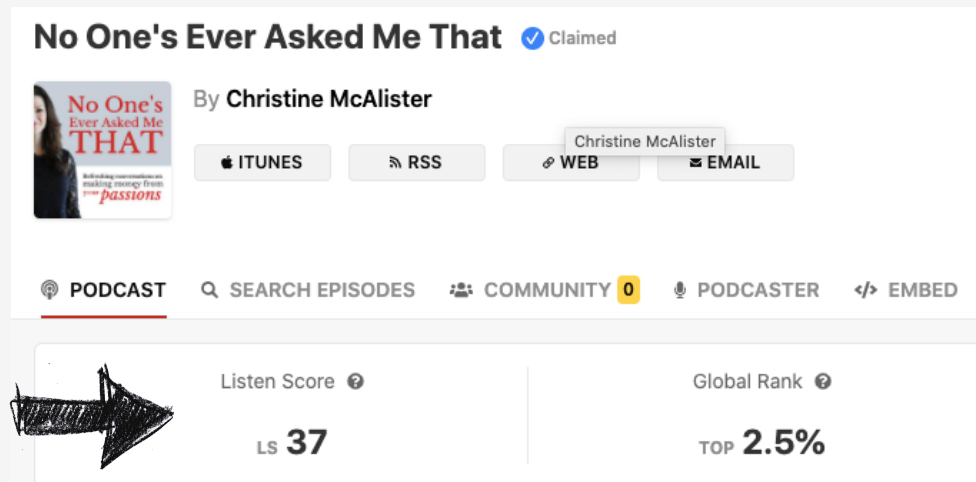


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Simple Steps for Podcast Guesting Success

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No One's Ever Asked Me That ✓ Claimed

By Christine McAlister

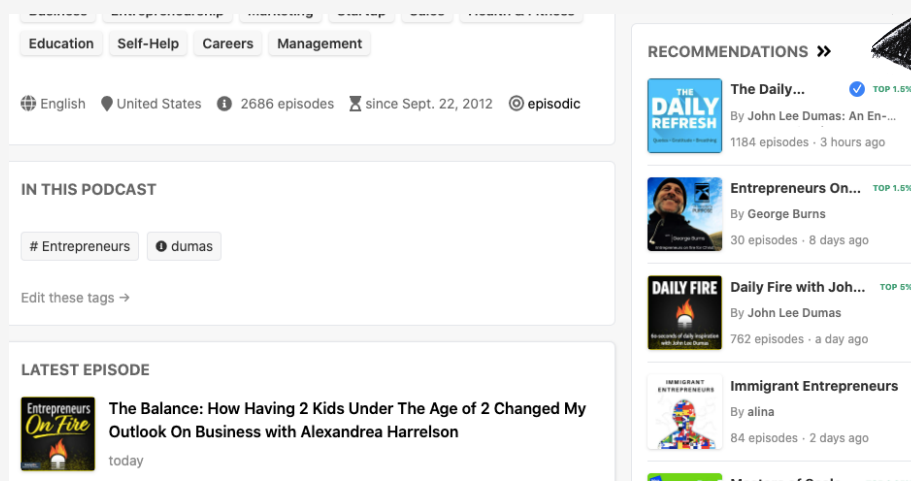
ITUNES RSS WEB EMAIL

PODCAST SEARCH EPISODES COMMUNITY 0 PODCASTER EMBED

Listen Score ?
LS **37**

Global Rank ?
TOP **2.5%**

- Find shows related to the ones you've been on



Education Self-Help Careers Management

English United States 2686 episodes since Sept. 22, 2012 episodic

IN THIS PODCAST

Entrepreneurs dumas

Edit these tags →

LATEST EPISODE

Entrepreneurs On Fire The Balance: How Having 2 Kids Under The Age of 2 Changed My Outlook On Business with Alexandra Harrelson today

RECOMMENDATIONS »

THE DAILY REFRESH The Daily... ✓ TOP 1.5%
By John Lee Dumas: An En...
1184 episodes - 3 hours ago

Entrepreneurs On Fire TOP 1.5%
By George Burns
30 episodes - 8 days ago

DAILY FIRE Daily Fire with Joh... TOP 5%
By John Lee Dumas
762 episodes - a day ago

IMMIGRANT ENTREPRENEURS Immigrant Entrepreneurs
By alina
84 episodes - 2 days ago

Masters of Scale... TOP 0.05%



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2. Identify your IT Factor

- Create 3-5 expert topics you can speak about
- Write a 100-word media bio with credibility markers (yes, you already have them!)

Christine's media bio example:

Christine McAlister is passionate about helping high-achieving entrepreneurs attract their next clients by being value-driven podcast guests.

She's generated well over 6-figures as a podcast guest, and has been recognized as the best in the world at podcast guesting by 7-figure founders like John Lee Dumas, Dana Wilde, and Andrew Kroeze.

A media expert for 2 decades, she's helped broadcast the Olympic Games, produced an award-winning documentary for PBS, and has been featured in Inc., Business Insider, Bustle, The Huffington Post and on over 100 podcasts.



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3. Power Position Yourself for Podcasts:

Draft The Perfect Pitch:

- Find commonalities with each host
- Include your topics, bio, + headshot
- Highlight what you're going to do for the host
- Make it short, bulleted, and easy to scan

Optimize your social media profile as a landing page for the host + guests to see



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4. Be A Value-Driven Podcast Guest

- Have bulleted notes on your topic(s) in front of you
- Embed Success Stories that Silently Sell
- Send a thank you gift to the host

5. Create Podcast-Offer Alignment:

- Make 1 call-to-action (CTA) that connects to your core offer
- Create a simple process on the backend for warming up connections who come through the CTA

Remember:

When you show up in this way, your impact goes far beyond the "transaction" of a podcast interview.

You're building a trust asset and the start of a powerful relationship with the host, their audience, and the exponential networks of each.



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The Podcast Guest Powerhouse Method

Appearing on top podcasts can be your best lead source when done properly.

For you to easily monetize your appearances and integrate them seamlessly into your business' structure, it's important to implement the rest of the strategies in The Powerhouse Method consistently.

Live in your Zone of Genius: If you believe in doing the things you enjoy most and outsourcing the rest to get you better, faster results, we may be able to help.

Book a chat with us and together, we can make a plan for getting you the best results while staying focused on the things you most love doing.

On the call, we'll help you create a clear plan for growing your business in a way that's right for you, so you can get in front of more people who need your help, and make more impact + income by serving them well.

We look forward to connecting!



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