



Podcast Pitch Template + Interview Success Secrets

Learn how to write a pitch podcasters want to green-light and show up as a guest they love (and invite back)!

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INTRODUCTION

Learn how to write a pitch podcasters can't help but green-light and show up as a guest they love, and want to have back on the show again and again!

You know when you hear a podcast interview and you're psyched because the guest and the host are totally speaking your language and they are holding space for the kind of content you want to hear on air? Yet, you also have that nagging feeling - "That could be me on that show -- talking my talk, and getting my name out there!"

You're in the right place.

I call that the jealousy cue -- and we can use it to our advantage just by recognizing that it's pointing to something (in this case a media placement!) that we really want. It's also totally possible. If you can dream it, you can be it. You are equipped with the resourcefulness and drive to make it happen.

I'm here just to help you develop the skillset. In this case, the publicity skillset.

So, let's dive in. This guide features a proven pitch template that WILL help you land the opportunity and the 4 rookie mistakes of newbie guests (and secrets to success/what to do instead).

Go get it! And report back!

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PODCAST PITCH TEMPLATE

Dear [name] ,

My name is [name and link to website]_____. I am a____who does____
_____with/for_____.

I'd like to offer an interview on: [headline here].

[Set up the story. Use the language you might imagine the interviewer using to intro you.]

We could talk about the following: [include possible talking points bulleted]

I have written on this topic____[link here]____and____[here]_.

I've been interviewed/appeared_____ [here]_____, and [here].

[Insert any relevant details about yourself here that make you perfect to address this topic. Also include here any mention of previous interviews or guests you really connected with].

For more, here's a link to my site.

Please let me know if you would like to book this interview.

Best,



ROOKIE MISTAKES AND WHAT TO DO INSTEAD

ROOKIE MISTAKE #1: NOT GEEKING OUT ON THE CONTENT

Not geeking out on the content and becoming a superfan can make you nervous going into the interview. You will feel less prepared and more uncertain of what you can say to truly serve this audience.

The Secret:

Subscribe to the podcast and devour as many recent interviews as you can. Take notes on any terms the interviewer uses to refer to his or her community, their work together, or themes he or she has discussed with past guests that you might reference in your interview.

This is a huge good-will builder in interviews.

ROOKIE MISTAKE #2: CLAMMING UP

Clamming up, letting nerves cloud your mind and stilt your speech, can destroy an interview. Clamming up can manifest in rambling, over-sharing, withdrawal and lack of personality. If you clam up on air, it be really hard to listen to.

The Secret:

Media training is the fix for this rookie mistake. To avoid clamming up, breathe. Those deep calming breaths -- in through your nose and out through your mouth -- have a physiological impact. They slow the heart rate and focus your mind. If you find yourself rambling, just stop. Pause and collect your thoughts. Come back with a "bridging" phrase like, "My point here is..." Which also signals to the audience that this is a moment to which they should pay attention. Center your mind and remind yourself you deserve to be there and that you know your stuff.



ROOKIE MISTAKE #3: NOT HAVING A FREEBIE READY

If you don't have a piece of content ready and available for interested listeners, you're missing a huge opportunity and possibly the entire point of doing an interview in the first place. This offers the audience immediate action to take a way to connect with you right away.

The Secret:

Depending on how valuable, targeted and high-profile the outlet and audience, you can either repurpose an existing piece of content or create something new. Create a new highly-personalized landing page but have it linked to an existing piece of content. Or, talk to your interviewer briefly, in advance, about what might be particularly valuable to his or her audience and develop a new highly-specialized, targeted piece of content.

ROOKIE MISTAKE #4: NOT PROMOTING YOUR INTERVIEW

If you're not promoting your interview on your social media channels and on your website post-interview, you're missing secondary audiences that can benefit from your insight. If you don't add your interview to your ongoing social media posts, even months after, you're not taking advantage of the fact that content lives on the internet...forever.

The Secret:

Include your social media stats in your initial pitch, if they are impressive. Make a promise to promote, then follow through. When you promote your interview, after it's been posted, pull out your favorite tidbits and include them in your social media or newsletter as a teaser, then, of course, add a link so your audience can find the full interview.

