

Creative Ways to Increase Podcast Exposure

WREN ROBBINS COACHING

Do you wish there was a simple way to grow
your audience?

Have you thought about increasing your
downloads but don't know how?

Do you want more exposure as a podcaster?

If you answered yes to any of these questions,
this is for you!



Creative Ways to Increase Your Podcast Exposure:

1. Be a guest on another podcast

1. Podcasting is all about connection. While reaching out with a cold email is something some podcasters do, I offer a different approach. I suggest interacting on social media first. A meaningful follow and a comment on a recent post goes a LOOOOONNNGG way...am I right? I can't tell you how many emails I've read with podcast guest pitches and they weren't following me on social media. They didn't even know what my podcast was about and so, it was a no from me.

2. Use a service called Podmatch. It's a free service (paid version available as well) to connect you with other podcasters so you can be a guest on their show! I have not used this service, but it sounds intriguing.

3. Wait for someone to ask you to be on their show. Serve your listeners and if you are supposed to share your message, it will come! If you know me, you know this is the camp I fall into. I podcasted for a while before anyone asked me to come on their show. And, I was fine with that. The neatest thing is that in the past few months, I've been asked to be on 4 different podcasts!!!! It was such a pleasure and it was the icing on top to be asked.

4. Podcast swap-You pitch yourself to be on someone else's podcast if they will come on yours! Someone reached out to me about this and it was fun!!!

HOT TIP: This only works if you both have a similar audience.

Creative Ways to Increase Your Podcast Exposure:

II. Have a guest on your podcast

1. Know your audience.

It's really important to make sure you know who you are speaking to, so that you can pick your guests accordingly. If you share business marketing tips on your show, you wouldn't have someone talking about meal prep. Make sure to research your guest enough so that you know what they offer.

2. Interact with guest you would like to have on social media FIRST, before reaching out over email.

I HIGHLY RECOMMEND THIS. It's all about making connections and forming relationships with others.

3. Contact a guest when they have a book coming out.

I know, I know! Your thinking...Wren...isn't that a little bit spicy??

YUP. SURE IS.

But, it's also very strategic!

Pay attention to those guests who may be a dream guest for you who you would love to have on your show. Watch to see if and when they write a book! That is the perfect timing to jump on it! When I was starting out, I know there are some of my guests who didn't know who I was, but came on my show because they needed to get info about their book coming out! And, I was here for it!!

HOT TIP: Don't just go after the big names or authors for your show just for the numbers all the time. Remember, it's about relationships and if they add value to your listeners or not. From time to time, it's good, but not always.

4. Everyone has a story to tell.

If you know of someone who will bring incredible value to your show, even if they have less than 100 followers, ask them. Everyone has a story to tell and most will have value to add to your audience. And, you may be surprised, but those may be your most popular episodes!

5. Tell your guest why you want him or her to come on your show.

Why her/him specifically? We need to make sure we know why we are reaching out to a certain guest. Do they have something valuable to add to your show? Will the guest offer encouragement when your listeners tune into your show? Go ahead and tell the guest that!



Creative Ways to Increase Your Podcast Exposure:

III. Nurture Your Guest

1. Be humble.

When you reach out to your guest for the first time over email, be sure to let them know how excited you are that they are taking out time out of their day to speak with you.

2. Be prepared.

Make sure you have a document allowing your guest to release the audio content to you. I will send out a Guest Info Form to each guest and this question is in it.

HOT TIP: A simple Google Doc will work!

3. Reminders are good.

The day before recording, send them an email to remind your guest of how you will record, if you will be recording a video portion or just audio (MOST POPULAR QUESTION!), and refresh their memory of what time zone you are both in.

HOT TIP: If you have a calendar set up, like Acuity, a reminder email may already be automated to go out, so make sure to check that.

4. Prayer matters.

Pray with your guest before starting your interview. This calms both your nerves down and gets everyone in the right frame of mind.

5. Me too.

Let them know you mess up during interviews. And, that you have a great thing called an edit feature!!

6. How can I help you?

When you finish your interview, ask your guest how you can help them. Some may want for you to pray for something specific for them, share about their new book coming out, or even just enjoy being asked how you can help them! They may even say they need reviews for their book and if you have read it, go swing by Amazon and give it a great review!

7. Have FUN with them!

I enjoy meeting new people, so getting to spend 30 minutes with a new friend is FUN for me and I'm sure you too!

8. Thank you.

Last but not least, ask them their address, and send them a thank you note. They will be delighted!

HOT TIP:

If you don't want to ask and you are on their mailing list, scroll to the bottom to see if there is an address listed.

After completing these steps,
you will be on your way to
growing your audience,
increasing your downloads, &
gaining exposure as a
podcaster.



These are simple and easy
ways, but if you need
customized help, I offer:

- VIP Podcast Day
- 6-week coaching program

Email me at:
wren@wrenrobbins.com
or visit
wrenrobbins.com/coaching