



1 Interview, 5000+ Listeners, 3 Hours Of Work, Every Month

The Fast-Track Formula to High-End Podcast Bookings

By Josef Schinwald

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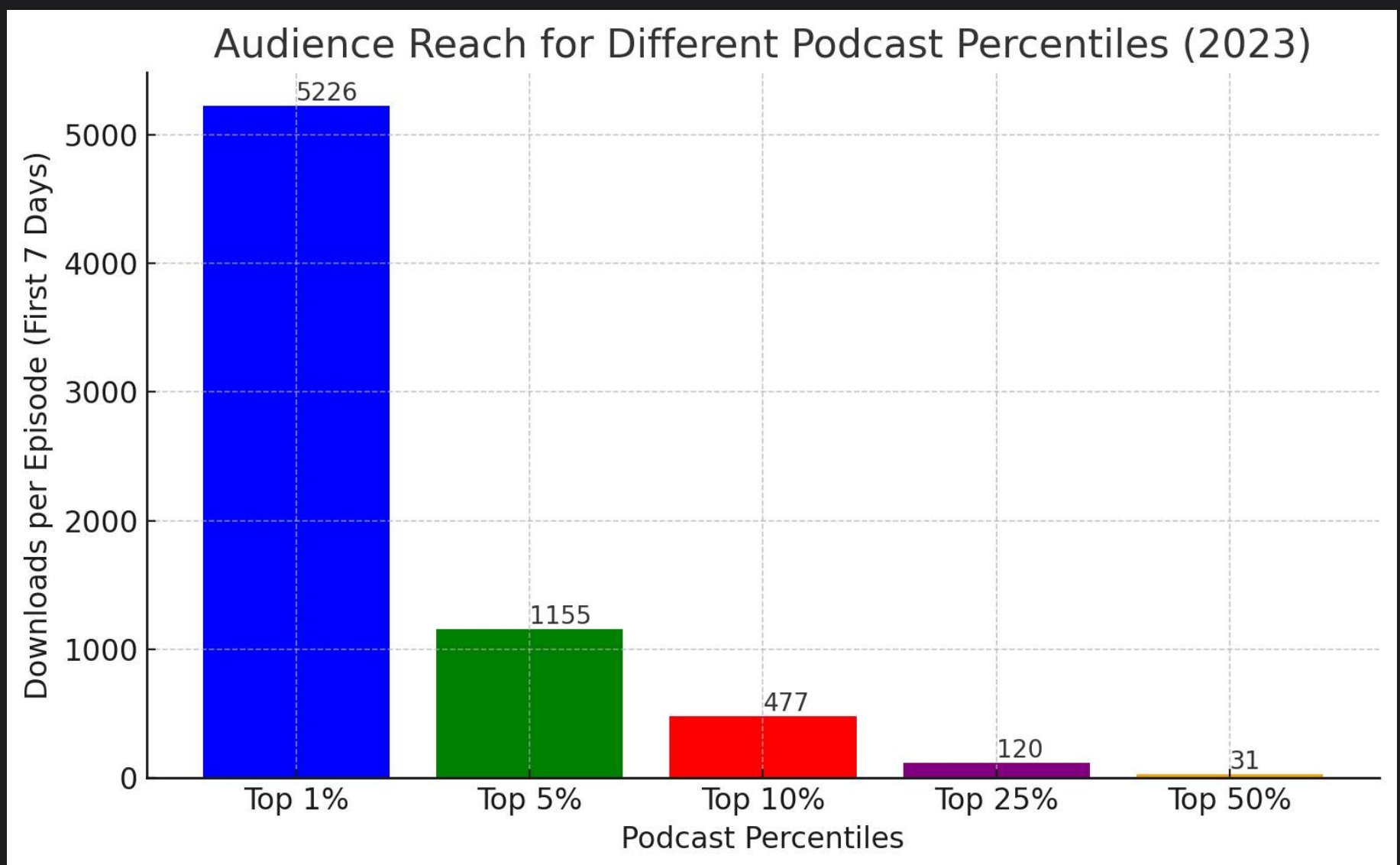
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The reality of podcast audiences

The average audience reach for a podcast in the top 1% globally, as of October 2023, is over 5,226 downloads per episode within the first seven days of release. This figure provides an estimate of the audience size for the most successful podcasts. It's important to note that this is a broad average and actual audience sizes can vary based on factors like podcast genre, marketing efforts, and listener engagement.

Source: The Podcast Host, graph ChatGTP <https://www.thepodcasthost.com/.../podcast-industry-stats/>



Introduction

Are you a dynamic thought leader tirelessly refining your audience connection, or an emerging expert with a compelling narrative and a fresh book to share? In the bustling world of thought leadership, standing out and being heard is paramount, yet often a daunting challenge. Breaking into high-end podcasts can be your game-changer, but where do you start?

As the CEO of Guest Experts On Air, my mission has been to guide thought leaders like you—whether seasoned or just embarking on their journey—toward the spotlight they deserve. With a track record of helping diverse experts, from business innovators to spiritual guides, I have honed a formula that turns potential into podcast success.





In "The Fast-Track Formula to High-End Podcast Bookings," I distill these insights into actionable strategies. This eBook isn't just about getting you booked; it's about doing this efficiently, 3 hours of work, every month, for 1 high-end podcast interview per month, with an average of 5000+ targeted listeners, for years to come. You will discover the secret in the step-by-step explanation, and when you actually do it, you will see it works.

Embarking on this journey through the pages of this eBook, you will discover the art of choosing podcasts that align with your vision and learn the craft of pitches plus multi-channel follow ups that open doors. This is more than just exposure; it's about cementing your status as a formidable thought leader and storyteller. Let's embark on this transformative path together, elevating your voice to new heights and turning your vision into a vibrant reality.

Why is this approach effective? Leveraging my extensive experience in media, where I facilitated significant TV and podcast appearances, I've developed a keen understanding of what captivates audiences and podcast hosts alike. This eBook encapsulates those learnings, giving you the tools not only to land coveted podcast spots but also to present your unique story and expertise in a way that resonates and remains memorable.



The Myths

Navigating the high-end podcast landscape is often shrouded in myths that can mislead even the most accomplished individuals. Let's address and debunk these misconceptions, clearing the path for a more strategic approach to podcast bookings.

Myth 1: High-End Podcast Guests Are Always Personally Invited by Hosts

Contrary to popular belief, many top-tier podcast guests secure their spots through strategic pitches, not just personal invitations. While connections can help, a well-crafted pitch is often the key to getting noticed.

Myth 2: Only Celebrity-Level Fame Guarantees Podcast Booking Success

You don't need to be a household name to be a guest on a high-end podcast. Many of my clients, including Wall Street Journal and New York Times bestsellers, have used strategic pitches to gain their spots. I was able to do the same for emerging thought leaders as long as their story was compelling, and they had a deep expertise, something that brought a unique value to the table of discussion.



Myth 3: Achieving Bestseller Status or Working with Big Names Is Enough to Attract Podcast Invites

Even if you're a bestseller or have worked with giants like Google, Tesla, or Netflix, it doesn't automatically translate to podcast invitations. Your accomplishments are crucial, but understanding how to leverage them in your pitch is what opens doors.

Myth 4: A Large Social Media Following Automatically Leads to Podcast Invitations

A significant social media presence is undoubtedly an asset, but it's not a surefire ticket to podcast bookings. What matters more is how you position your online influence and align it with the podcast's audience and theme.

Myth 5: Only Certain Types of Experts Are Sought After for High-End Podcasts

High-end podcasts are not exclusive to a particular type of expert. Coaches, consultants, authors, entrepreneurs, brands, spiritual healers, mental health experts – all have a place, provided they have an intriguing story or valuable insights.

By dismantling these myths, you'll be better prepared to navigate the high-end podcasting world. With the insights and strategies in this eBook, even the most accomplished individuals will uncover new ways to elevate their podcast presence and reach broader audiences.



The High-End Podcast Booking Secret

“

The single biggest problem in communication is the illusion that it has taken place.” – George Bernard Shaw

“

“Your premium brand had better be delivering something special, or it's not going to get the business.” – Warren Buffett

“

“Marketing is no longer about the stuff that you make, but about the stories you tell.” – Seth Godin

Step 1: Deep Immersion in Your Own Expertise and Bio

- **Process:**
Fully absorb every detail of your professional journey, including achievements and unique expertise.
- **Benefit:**
This deep self-awareness ensures your pitches authentically reflect your personal brand and value, making them more compelling to podcast hosts.



Step 2: Crafting a Masterful Pitch Template

- **Process:**

Develop a versatile pitch template that adeptly showcases your unique value proposition.

- **Expert Resources:**

Learn from pitching masters like Oren Klaff –Pitch Anything, Donald Miller – Building a StoryBrand, Seth Godin – This is Marketing, Carmine Gallo – Talk Like TED, and Jay Abraham – Getting Everything You Can Out of All You've Got.

- **Benefit:**

Utilizing diverse expert strategies enriches your pitch, making it stand out and effectively communicate your unique selling points to podcast hosts.



On the next page, you will see an example of a pitch, a pitch to a podcast host for myself. Yes, I do what I preach, I also continuously do podcast interviews.

My business is to pitch to clients, but I also go on podcasts. My pitches are more sophisticated and usually mention my website and the shows I have been on so hosts can do more research. I do not use OneSheets, a very common practice in the podcasting world, because a first email that comes with an attachment is never a good idea. The image is from one of my 50 TV Interviews when I was at the helm of a US hemisphere newspaper, teaching in universities, and living in Buenos Aires.



Email Subject Line: Exclusive: Industry Secrets from a Top Podcast Booking CEO

Dear Bob,

I recently tuned into your episode with Pat Flynn on 'The Personal Brand Business Show,' and I was thoroughly impressed. The way you delved into the concept of using bold action to chase bold results really resonated with me.

As a long-time admirer of The Personal Brand Business Show, I've been deeply engaged with the stories and insights shared on your platform. I appreciate the takeaways, and I've just left a 5-star review to show my support; here is a link to the screenshot – <https://snipboard.io/KoJNuP.jpg>

I'm Josef Schinwald, MIB, MDiv, CEO of Guest Experts On Air, a front-runner in Podcast PR & Booking. At Guest Experts On Air, we excel in elevating voices in the podcasting realm, providing strategies that resonate with and captivate audiences.

My journey spans diverse roles – from Associate Publisher and vice-president of a multi-national newspaper to professorships and features in over 50 TV shows. Working with renowned authors and speakers, I've developed a nuanced understanding of the podcasting industry, particularly in curating content that stands out in an increasingly saturated market.

Beyond my professional pursuits, Mallorca's breathtaking landscapes are my sanctuary, where I find balance through hiking, swimming, and meditative practices.

I'm keen to share insights on your esteemed platform, discussing topics like:

- Enhancing Visibility for Thought Leaders in Podcasting
- The Art of Effective Podcast Pitching
- Leveraging Social Media for Podcast Growth
- Analyzing Key Podcast Performance Indicators

I believe these subjects will not only align with but also enrich the narrative of The Personal Brand Business Show, offering your audience practical and transformative insights.

I'm looking forward to potentially exploring this opportunity with you and am available to address any questions or details for a potential collaboration.

Best regards, Josef

Email's Signature with logo

Step 3: Enhancing Pitches with AI's Assistance

- **Process:**

Use AI tools like ChatGPT

for creative inspiration, tailoring your pitch for each podcast while ensuring your personal touch remains dominant. With tailoring I mean that you keep your basic structure of the pitch template but personalize it with an icebreaker, the first paragraph, for each podcast pitch. You can do

this best with AI and an episode of the podcast which you find on ListenNotes.com.

- **Benefit:**

AI aids in personalizing your pitch approach with an icebreaker, in its first paragraph, but your expertise and authenticity are what will make your pitch resonate with podcast hosts.

Step 4: Strategic Identification of Similar Experts

- **Process:**

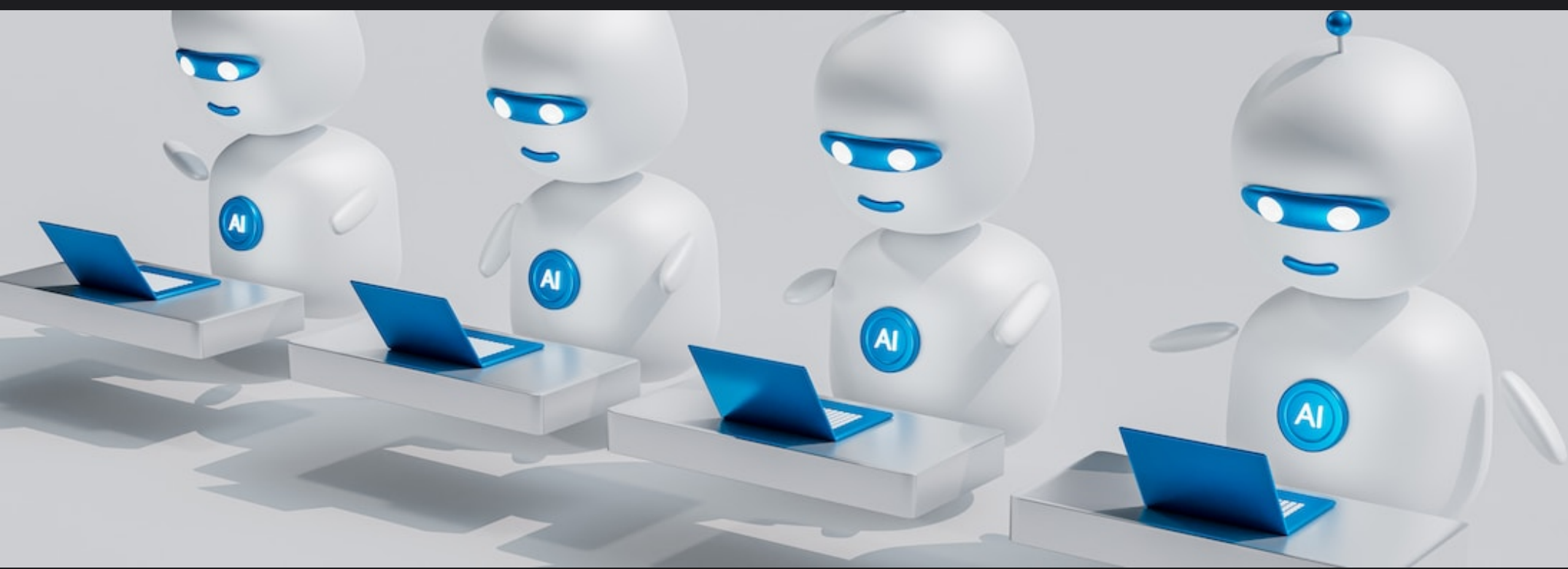
After ChatGPT has familiarized itself with your website, your documents about yourself, and your pitch, use it to generate a list of experts similar to you in terms of audience and expertise to find appropriate podcasts for pitching. This will save you Days of research. It will enable you to work 3 hours a month and get 1 high-end podcast booking if done right. This process is crucial and carries the title of this book.

- **Resources:**

Use ListenNotes.com for comprehensive podcast research, searching for podcasts the experts similar to you have been on, focusing on shows within the top 5% - 0.01% Global Rank (Global Rank is explained on ListenNotes.com). It basically means the rank of a podcast globally in its overall category. An algorithm output pulled together from various podcast platforms, particularly Apple Podcast.

- **Benefit:**

This targeted approach quickly identifies podcasts that align with your expertise, streamlining your pitching process.



Step 5: Rigorous Podcast Assessment

- **Process:**

Conduct an in-depth analysis of potential podcasts, examining previous guests and topics, the host's social media engagement, and listener reviews on platforms like Apple Podcasts. A very important criterion here is that you must look for its recent episode, which should never be longer than a month ago. There are countless podcasts that come and go every year. You want to pitch to those

who are established, have over 100 episodes, or are so good that you know they have a future.

- **Resources:**

ListenNotes.com for podcast discovery and analytics.

- **Benefit:**

This thorough evaluation ensures that you pitch to active, engaging podcasts that are a good fit for your expertise and audience, increasing the likelihood of booking success.

Step 6: Organizing Your Pitching Campaign

- **Process:**

Populate a podcast tracker (you can create it in Google Sheets) with details of selected podcasts, including contact information (email, podcast name, ListenNotes link to the podcast, first and last name, get the URL of their LinkedIn profile, and notes for personalized pitching. Always follow up with a LinkedIn message if you do not hear back from them via email. This is called multi-channel follow-up and gets your response rate way up for your campaign.

- **Benefit:**

A well-organized tracker streamlines your pitching process, ensuring systematic follow-ups and maximizing your booking opportunities.





BE SO GOOD
THEY CAN'T
IGNORE YOU

Maintaining Momentum

After implementing the strategies for successful podcast bookings, maintaining momentum and overcoming potential roadblocks is crucial. This section outlines common challenges you might encounter and provides actionable solutions to ensure long-term success.

Challenge 1: Inconsistent Responses or Rejections

- **Solution:**

Evaluate and refine your pitches regularly. Use feedback, if provided, to improve. Remember, rejection is not a reflection of your worth but a part of the process.

- **Action Step:**

Keep a log of responses to identify patterns that could inform adjustments in your approach.

Challenge 2: Staying Updated with Changing Podcast Trends

- **Solution:**
Dedicate time to stay informed about evolving trends in podcasting. Subscribe to industry newsletters and follow influential podcasters and thought leaders.
- **Action Step:**
Set aside a regular time slot each week to research and update your knowledge.

Challenge 3: Scaling Your Podcast Appearances

- **Solution:**

As you gain more exposure, it's important to scale your appearances strategically. Prioritize podcasts that align with your evolving goals and audience.

- **Action Step:**

Regularly revisit your target podcast list and adjust it based on your growth and changing objectives.





Challenge 4: Managing Time and Resources

- **Solution:**
Efficiently manage your time and resources. Consider automating some aspects of the process, like email follow-ups or scheduling.
- **Action Step:**
Explore tools like CRM software or email automation services to streamline your process.

Challenge 5: Maintaining Enthusiasm and Motivation

- **Solution:**
Celebrate your successes, no matter how small, and remind yourself of your long-term goals. Join communities of fellow thought leaders for support and motivation.
- **Action Step:**
Create a 'success journal' where you note down every positive step and feedback.

Challenge 6: Building and Leveraging Relationships

- Solution: Focus on building genuine relationships with podcast hosts and guests. Networking can open doors to more opportunities.
- Action Step: Engage with hosts and fellow guests on social media and consider collaborations or cross-promotion.

Remember, encountering obstacles is a natural part of any growth journey. By anticipating these challenges and having strategies in place to address them, you'll be well-equipped to maintain your podcast booking success. Stay confident, adaptable, and proactive. Your persistence and resilience are key to your long-term achievements in the world of high-end podcasting.



FAQs

In this section, we address some common FAQs that may arise as you implement the strategies from this eBook. These answers are designed to clarify any confusion and help you apply the steps more effectively.



FAQ 1: How Do I Ensure My Pitch Stands Out?

- **Answer:**

Personalize each pitch to resonate with the specific podcast. Highlight your unique perspective or experience that aligns with their theme. Use storytelling to make your pitch engaging and memorable.

FAQ 2: What Should I Do If I Don't Get Any Responses?

- **Answer:**

It's normal not to hear back immediately. Give it some time, and then follow up politely. If the lack of response continues, review and refine your pitch, and ensure you're targeting the right podcasts.

FAQ 3: How Can I Efficiently Keep Track of My Pitches and Responses?

- **Answer:**

Use a spreadsheet or a CRM tool to track your pitches, responses, and follow-up dates. This helps in staying organized and ensures timely follow-ups.



FAQ 4: How Often Should I Pitch to New Podcasts?

- **Answer:**

There's no one-size-fits-all answer, but start with a manageable number and gradually increase as you become more comfortable with the process. Consistency is key.

FAQ 5: What If I Get Nervous During Podcast Interviews?

- **Answer:**

It's normal to feel nervous. Practice your key points beforehand. Remember, podcast interviews are conversations, not interrogations. The more you do, the more comfortable you'll become.



FAQ 6: Should I Only Aim for Top-Ranked Podcasts?

- **Answer:**

While top-ranked podcasts can offer great exposure, don't overlook niche podcasts. They often have highly engaged audiences that could be more relevant to your field.

FAQ 7: Can I Reuse the Same Pitch for Multiple Podcasts?

- **Answer:**

It's not advisable to use the exact same pitch for all. Tailor each pitch to suit the specific podcast's theme and audience to increase your chances of being accepted.

FAQ 8: How Do I Measure the Success of My Podcast Appearances?

- **Answer:**

Success can be measured in various ways, including the growth of your social media following, website traffic, or even direct feedback from listeners. Set clear goals before your appearances to gauge success effectively.

By keeping these FAQs and answers in mind, you'll be better prepared to tackle the common challenges in podcast booking and promotion. Remember, every step you take is a learning opportunity that brings you closer to your goal of high-end podcast success.

Conclusion

As we reach the conclusion of this eBook, let's reflect on the journey we've embarked upon together. You've now equipped yourself with a comprehensive playbook for breaking into the world of high-end podcasts — a playbook tested and proven in the competitive podcasting arena.

Recap of Key Learnings:

- You've learned to deeply understand your unique value and how to communicate it effectively through tailored artful pitches.
- We've demystified the process of identifying and targeting podcasts that resonate with your expertise and audience.
- You've been guided on crafting pitches inspired by the wisdom of marketing and pitching experts, and enhanced with a personal touch.
- The importance of strategic research, using tools like ListenNotes.com, has been emphasized to ensure your pitches are directed to the most relevant platforms.
- You've discovered how to organize and track your efforts for efficiency and effectiveness.
- We've tackled potential challenges head-on, providing actionable solutions to maintain your momentum and continue growing your podcast presence.

The Benefits Awaiting You:

- By implementing these strategies, you're not just aiming to appear on podcasts; you're setting the stage for exponential growth in your field.

- You'll see an increase in your audience engagement, a boost in your professional credibility, and open doors to new opportunities.
- Your journey doesn't end with a successful booking; each podcast appearance is a stepping stone to further your influence and establish yourself as a leading authority in your niche.

As you stand at the precipice of this new chapter, remember that the world of high-end podcasting is not just for the select few — it's a platform where your voice deserves to be heard. The tools, strategies, and insights you've gained here are your keys to unlocking these doors.

Take Action Now:

- Start today. Use the steps outlined to craft your first pitch, research your first set of podcasts, or refine your unique value proposition.
- Remember, every expert was once a beginner. The only difference between them and those who remain unheard is action.

Believe in your message and your worth. You have something valuable to share with the world, and there's an audience waiting to hear it. It's your time to shine on the high-end podcast stage. Go forth and make your mark!





What's Next

I've armed you with everything you need but I can't do the work for you. The rest is up to you.

One more thing:

I want to hear your Success Story. Write me at josef@guestexpertsonair.com and tell me your success story after using the information from this guide. I can't wait to hear from you.