

A stylized profile of a human head facing right, rendered in various shades of blue and yellow. The top of the head is a bright yellow, transitioning into lighter blues, and the neck and lower face are a darker blue. The background is white.

# Podcast Guesting

Why Your Podcast Guesting Tour Isn't Working:  
10 Blind Spots You May Have Hurting Your ROI

## Introduction:

Are you pouring time and energy into podcast guesting only to see lackluster results? You're not alone. Many high-level professionals like you approach podcasting with enthusiasm, only to be met with disappointment when the ROI doesn't match the effort. The reality is, podcast guesting can be a game-changer—but only if you avoid these critical blind spots. Let's uncover the 10 overlooked mistakes that could be holding you back from achieving the success you deserve.

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### 1. Inadequate Research: The Foundation of Failure

Solution: Effective podcast guesting starts long before you hit "record." Understand your unique positioning, the podcast host's style, and the audience's needs. Without this, you're shooting in the dark, hoping for results that will never come. Invest in thorough research, and you'll lay the groundwork for a powerful and resonant appearance.

### 2. Failing to Hook the Audience: The Silent Killer of Engagement

Solution: Start with your promise—something bold that grabs attention and keeps it. Then, add credibility, and guide your listeners through quick steps, tell the host and the audience it'll only take less than 5 minutes to explain. Apply this approach to multiple pain points during the interview, ensuring your audience stays glued to every word you say.

### 3. Ignoring the Emotional Brain: Logic Alone Won't Seal the Deal

Solution: People buy with their emotions, not logic. If you're only presenting facts, you're losing your audience. Stories bypass intellectual objections and connect with listeners on a deeper level. Master the art of storytelling to transform your guest appearances from mundane to memorable to sales.

### 4. Losing Control of the Interview: Don't Let the Conversation Drift

Solution: The best interviews are those where you subtly guide the conversation. Prepare key points that highlight the ROI elements you want to showcase. This isn't about being domineering; it's about ensuring the dialogue leads to outcomes that matter to you and your audience.

### 5. No Strong Call to Action: Leaving Your Audience in Limbo

Solution: Imagine delivering a brilliant interview and then leaving your audience without a clear next step. A strong Call to Action, ideally introduced by the host, is essential. Make it crystal clear how listeners can connect with you, learn more, and take the next step in their journey.

### 6. Talking Too Much: Less Talk, More Impact

Solution: The art of communication isn't just about what you say—it's also about what you don't say. Know when to pause, reflect, and let the host engage. By speaking less, you allow your words to carry more weight, making each point hit harder and leaving a lasting impression.

### 7. Not Listening: Turning a Monologue into a Dialogue

Solution: Great conversations are two-way streets. Active listening not only makes you more sympathetic but also transforms the interview into a dynamic exchange rather than a one-sided monologue. Show you're engaged by asking insightful questions and responding thoughtfully.

## 8. Selling On-Air: The Subtle Art of Influence

Solution: The most effective selling happens off-air. Use your interview to build trust and provide value, guiding listeners to your marketing funnel where the real magic happens. Your goal is to attract listeners into your ecosystem of profitability, not to close deals on the spot.

## 9. Neglecting Relationship Building: The Long Game of Podcast Success

Solution: A successful podcast guesting tour isn't just about the interview—it's about the relationships you build along the way. Follow up with hosts, share the episode, and maintain the connection. This can lead to synergies that last years, creating opportunities you never imagined.

## 10. Targeting the Wrong Podcasts: Focus on High-Impact Opportunities

Solution: Not all podcasts are created equal. Without the right audience, even the best interview won't deliver results. Follow a proven blueprint to get booked on high-impact podcasts with engaged listeners of 5K+—the kind that can actually move the needle for your brand.

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# Frustrated with Your Podcast Results?

Let's change that. Book a free strategy call to uncover the blind spots holding you back and learn how to turn your podcast appearances into measurable success. Or/and, join our upcoming webinar where we dive deep into proven strategies for achieving high-impact results in podcast guesting.



Book a free Strategy Call With Josef Schinwald!

