



9 WAYS

guesting on podcasts

HELPS GROW YOUR
AUTHOR PLATFORM



[KIMSTEWARTMARKETING.COM](https://kimstewartmarketing.com)



1
one

YOU EARN TRUST FASTER TO SELL MORE BOOKS AND PROGRAMS

Podcast interviews give you 30-40 minutes to serve listeners and share messages from your book. Your listeners may not know you and they'll quickly become leads as they connect with your personality and reach out after to learn more about your books and programs.

YOU CAN SPEAK TO, AND IMPACT, MORE LIVES WITHOUT LEAVING HOME

Our pandemic sure put emphasis on this one. Gone are the days of having to travel on weekends to speaking events if that's not your desire. You can impact those women, and more, as you show up to serve on podcasts they are listening to.



2
two

YOU CAN GROW YOUR EMAIL LIST & SOCIAL MEDIA WITH YOUR IDEAL AUDIENCE

With a strong call to action, you gain new subscribers and followers that are eager to learn more. You can offer an email lead magnet that ties into the topic you just shared (leading to your books and programs), or encourage them to connect with you personally on the social media platform you are most active on. *Bonus points if you link your lead magnet in your profile. :)*



3
three

YOU ESTABLISH RELATIONSHIPS WITH PODCAST HOSTS

After an interview you not only have a relationship that could turn into future collaborations, you also have hopefully earned a referral to other podcast hosts. Of course that all depends on the experience you give the host and listeners. It's all about "service over selling".



4
four



YOU CAN ATTRACT AGENTS & PUBLISHERS

Ever hear "you need to grow your platform first"? Or drawing a blank on that "marketing" section of your book proposal? Show them how you are actively speaking to and connecting with your target audience. That experience will motivate you to do even more before, during, and after your book launch.

YOU CAN GAIN EXPOSURE FOR YOUR OWN PODCAST

Podcast hosts love interviewing other hosts and many put a priority on guests who can offer a swap with them. You could also share a giveaway or an incentive for listeners to check out your show.



YOU CAN REPURPOSE YOUR INTERVIEW

You can have your interview transcribed and use that for blog posts, social media posts, future interview topics...the list is endless. Seriously, you'll be surprised how many times you end an interview thinking "wow, I said some good stuff on there". Why not maximize it?

YOU CAN INCREASE WEBSITE TRAFFIC

Every podcast I know puts links in their show notes to their guest's website. Plus, have you noticed now when you google something or someone, podcast episodes often pop up in the search?





YOU BECOME KNOWN AS THE GO-TO GUEST IN YOUR NICHE

I saved the best for last because really, all of these lead to this one. As you focus on serving over selling, and delivering lots of value in your interview, you will become known as the expert, and celebrated as the go-to guest everyone wants to have on their show...and summit and conference. :)



Hi there, I'm a marketing strategist and I help unknown authors reach new readers and become celebrated go-to guests with a podcast outreach marketing plan.

For six years, I've passionately helped authors build their platforms, launch their books, and market their books long after the launch is over. Hands down, pitching them as guests on podcasts has been one of the best marketing strategies to become known to new listeners and readers.

I'd love to hear where you are in your podcast pitching journey, send me an email or DM on Instagram!

Kim