

Making Podcast Appearances More Effective

10 Point Checklist

Jessica Rhodes

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"One pitfall people make a lot in podcasting is trying to focus on fame rather than on the results you are seeing in business."

JESSICA RHODES

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- ☐ Do my homework and take the time to research on what information my clients want to know. Make it worth their time where I can share valuable information with my clients.
- ☐ Become a guest on other podcast shows as well by reaching out to other hosts with similar or related niches.
- ☐ Create a well-designed one-sheet. It's a one-page PDF that has my bio written in third person and has three to five interview topics in bullet points.
- ☐ Send my one-sheet to the host beforehand so they can also prepare. IT should have my contact information, website, social media links, and most importantly my Skype name.
- ☐ Familiarize myself with different interview channels. Jessica recommends Skype for better sound quality and also Zencast.
- ☐ Pay attention to details and quality of the content I'm presenting. Use tools like Grammarly when proofreading.
- ☐ Invest in relationship building. Each interview is a great opportunity to create a lasting relationship with my podcast guests.
- ☐ Equip myself in becoming a better speaker by prioritizing more on providing the best experience to my listeners and less about the show's viewership ranking.
- ☐ Make sure to provide a high-impact closing statement by the end of the interview. The end of the show gives me the opportunity to let the audience know what I can do to help them and where to find me.
- ☐ Grab a copy of Jessica's book Interview Connections: How to #ROCKTHEPODCAST from Both Sides of the Mic.