

The Guide to Getting Featured as a Guest Speaker in Your Niche

Strategies for Expanding Your Reach & Increasing Your Credibility



What You'll Find in This Guide

The Guide to Getting Featured as a Guest Speaker in Your Niche: Strategies for expanding your reach & increasing your credibility.

In this podcasting guide, created by former podcast host D'vorah Lansky, M.Ed., you'll find tips and strategies to help you on your podcasting journey.

You'll also find accompanying worksheet pages to help you take action on what you learn.

You'll learn how to:

- Get ready and benefit from online speaking.
- Identify the differences between podcasts & teleseminars.
- Discover ways you can benefit from online speaking.
- Identify your ideal listeners.
- Clarify your message and your point of view.
- Prepare to become a podcast guest speaker.
- Gain more visibility and credibility.
- Locate podcasts that attract your ideal audience.
- And more...

Get Ready to Benefit from Online Speaking

Enjoy your copy of the *Guide to Getting Featured as a Guest Speaker in Your Niche*. Online speaking is a powerful way to share your message with the world while allowing you to connect with your ideal listeners and get endorsed by leaders in your field.

Other forms of content such as blog posts and articles can be time consuming to create and promote. As a guest speaker, you can have a conversation with a leader in your field and reach thousands of people in your niche who are eager to read your book or buy your products and services.

Additionally, listeners can hear in your voice, the passion you have for your topic. This can create a deep level of engagement. For these reasons and more, many people want to be featured as guest speakers on teleseminars and podcasts. But, HOW to get booked and what to do to increase your chances of being a featured guest have remained a mystery- until now!

In this guide you'll discover:

1. The benefits of being featured as a guest speaker in your niche!
2. Free resources for locating popular podcasts & teleseminars!
3. How to become a great guest!

Enjoy this content, may it serve you well!

Here's to your success,
D'vorah

Meet D'vorah



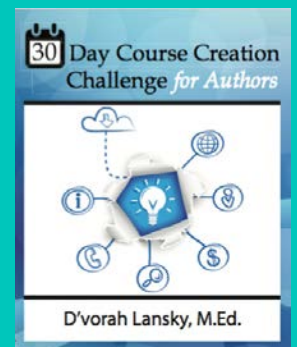
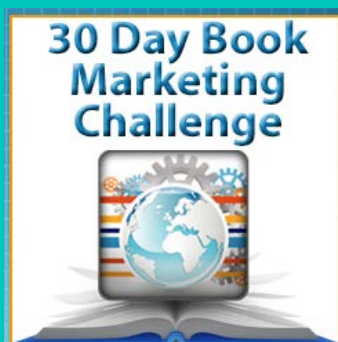
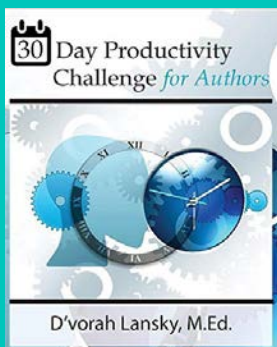
About D'vorah Lansky

D'vorah Lansky, M.Ed., is the bestselling author the *Action Guides for Authors* books and courses series. Since 2007 she has published over 40 books, workbooks and journals and produced over 50 online training programs. D'vorah has taught and coached thousands of authors and entrepreneurs, across the globe.

D'vorah specializes in content creation and online course creation strategies. She is the founder of the Annual Book Marketing Conference Online and has participated in over 500 podcasts and teleseminars.

You can connect with her at:
ShareYourBrilliance.com
BooksByDvorah.com

A Few of D'vorah's Books & Programs



What is a Podcast?

A podcast is an episodic, recurring audio or video broadcast delivered over the Internet, which listeners can download or stream online.



What is a Teleseminar?

A teleseminar is typically an audio “seminar” delivered via the “tele”phone or Internet audio.

Both podcasts and teleseminars can be interview based, where you record conversations with guests or they can be in solo or co-host format, where you share tips, trainings, readings, etc.



*The key is to get featured on podcasts and teleseminars **that** attract your target audience!*

How You Can Benefit From Online Speaking

Participating as a guest speaker in your niche provides you with a powerful way to expand your reach, your visibility, and your credibility while positioning you as an expert in your field.

Sharing your message via podcast interviews allows you to syndicate your message via a variety of podcast networks, such as iTunes, which has over 1 billion podcast subscribers.

When you are featured as a guest speaker on podcasts, teleseminar and online radio shows, you can attract listeners to your site, which generates more traffic and leads for your business.

If you are an author, online speaking is a great book marketing tool. When listeners can hear your voice they feel connected to you, which makes them more likely to want to buy your book.

Participating in online interviews will allow you to broadcast your message all over the world, to the people who most need to hear it, all without leaving your home or office!



Online Speaking gives you
global reach!

Identifying Your Ideal Listeners

Knowing who you are talking to and who needs to hear what you have to say is crucial to finding the right venues for online speaking.

Use the worksheet below to identify your target market. This will help you to figure out which podcasts, teleseminars, and online radio shows are the right ones for you to be featured on.

Identifying Your Target Market Worksheet

Who is your ideal client, reader, listener? You can begin to describe them by identifying the following criteria.

Age	
Gender	
Income Range	
Marital Status	
Employment Status	
Business Association	
Interests	

Now take some time to answer to the question:
“How would you describe your ideal listeners?”

Clarifying Your Message and Your Point of View



Whether you are podcasting as a guest speaker on other podcasts or hosting your own podcast, it is common to wonder, “will anyone really listen to my me?” In my experience, the answer is a resounding YES! However, there is a secret to making sure that your message gets heard above the noise. You need a compelling core message and point of view. When you identify your unique point of view you will truly have no competition, because you are the only one who can deliver your content, in your voice.

Knowing your point of view and core message will allow you to create a podcast that stands out. This will help you to stay focused and will serve as a guide for the topics you may choose to cover. Being clear about your message and knowing what you want and need to share with the world is crucial to creating a successful podcast.

Gain Clarity of Your Message by Answering These Questions

What are the top questions your ideal listeners would love the answers to?

Based on the above, if you could speak in front of 10,000 people who needed to hear your message, what would the title of your presentation be?

Preparing to Be a Guest Speaker

Participating as a guest speaker, on podcasts in your niche, provides you with a powerful way to connect with your audience and share your brilliance! By participating in interviews, you will gain credibility as you are being endorsed by your interview hosts. This will put you on the map and will increase your know, like, and trust factor. This will also make it easier for people to buy your books and enroll in your programs.

Create a Bio Intro for Your Hosts (See worksheet on the next page.)

In preparation of your interview, compose a brief, one-paragraph introduction of you. This is what your host will read when introducing you to their audience. Give thought to what you really want your listeners to know about you, without sharing your entire professional history. Share a bit about your qualifications and accomplishments in order to illustrate your credibility. You'll also want to include something about your current work or book, so you intrigue listeners and inspire them to want to take action and find out more about you. In addition to your bio, your hosts will likely ask for a copy of your headshot photograph and an image of your book.

Prepare to be Interviewed By Creating Your Interview Kit

Your Interview Kit includes your bio and images along with a proposed list of questions. It is a common practice to provide a list of questions to your interview hosts. This will help you to feel prepared, provide you with the opportunity to speak on topics related to your book or topic, and allow you to make the most of your interview opportunities. Many guest speakers select questions based on their expertise, their topic, or their signature speech, as this draws on their experience and areas of expertise.

Compose Your Speaker Bio

What's the URL you'll mention, to let people know how to connect with you?

Compose a List of 8-10 Questions to Form the Foundation of Your Interview

As you prepare to be interviewed, compose a list of 8-10 prioritized questions. Your host can use these as the foundation for your interview. Not all hosts will use these questions, but many will. By providing a list of suggested questions, you'll be able to speak on topics that feature your strengths and expertise.

To Prepare for Your Interviews, Practice with a Friend or Colleague

Team up with a friend or colleague to conduct a few practice interviews. Send your bio and list of questions to your practice host, ahead of time. When you are being interviewed, have your friend ask you your list of questions, as if there were 100 people on the line. The trick will be to answer the questions in as much detail as possible as this will provide your listeners with rich content and a fantastic way to allow people to get to know you better.

Use Zoom.us or a free conferencing service so you can record the call and listen back. Check out FreeConferenceCall.com (US and International) or FreeConferenceCalling.com (US)

Here's an example of the types of questions you can compose:

- Tell us a bit about your success journey, as it relates to your area of expertise.
- What is your book (or podcast or business) about.
- How did you come to write your book (or produce your podcast or develop your biz.)
- Who is your ideal reader (or listener)?
- (Add a few questions on the worksheet on the next page, as they relate to your topic area and interview focus.)
- With all the information you've shared with us today, what are the top 3 tips you can offer our listeners that will allow them to take action on what they've learned
- What is the best way for our listeners to reach you? (Tip: provide only ONE URL – leading to your home page or an opt-in form so people can receive your free giveaway.)

[illegible]

What to Podcast About: The best podcasts are based on a topic of interest to your listeners

A Great Podcast Needs a Focus: It needs to be about something specific and the more narrowly focused, the better. Your podcast needs a unique angle because this is what resonates with your listeners and keeps them tuned in.

Creating Content for Your Podcast: The winning combination for creating content is to provide your ideal listeners with content they are thirsty for, that you are passionate about and have expertise in. It's easy to produce great podcasts, and offer great content as a podcast host or as a guest speaker, if you're enthusiastic about your topic.

Give People What They Want: Find out what your audience is interested in or what they want to more about. If you write for your blog, speak on those topics.

Borrow Ideas: You can get ideas for your own podcast by looking at podcast directories and seeing what's popular. Pick a category that relates to your niche and find the highest rated podcasts. Ask yourself why these particular podcasts are popular.

What's Trending: The most popular podcasts are those that are timely. They cover topics that are in the news or trending in real-time. Try to focus your podcast so that it covers the latest news in your niche. This will get your listeners to tune in to each episode because it's a source of valuable news for them.

Ideas for Episodes: Once you have an overall topic, brainstorm ideas for individual episodes. This isn't hard to do if you keep the channels of communication open with your listeners. Put a feedback form on your blog & encourage listener feedback to aid you in choosing topics.

Keep It Current: Podcasts evolve and change over time. You may find yourself shifting your podcast's focus from what you originally planned. This is fine as long as it's still keeping your listeners tuned in. The key to a successful podcast is listening to your audience and giving them what they want.

Podcasts can be presented in a wide variety of formats. Here are some examples:

- A solo podcast is a powerful way to share your voice and point of view with the world.
- A co-hosted podcast features you and a podcasting partner as you both share the hosting role. You can either interview guests together or interact with one another.
- An interview based podcast is where you are the host and interviewer. This is a quick and easy way to create podcasts, as guests create the content by answering your questions.

Ideas For Interview and Discussion Topics

Brainstorm a list of possible topics to speak about on podcasts!

What are your areas of expertise, that you enjoy speaking about? _____

What is your audience is interested in? _____

What challenges do they face that you can speak about? _____

What are some hot topics in your market? _____

Who do you know who speaks on topics of interest to your audience? (These are potential hosts for you as a guest speaker as their audience would likely be interested in your topic.)

Survey your audience and ask them what their most burning questions are.
Make a list to draw from.

10 Ways to Get More Visibility via Online Speaking

1. Feature your podcast interviews on your blog. Invite listeners to share comments.
2. Post links to your podcast interviews on your social media profiles
3. When posting to the social networks, use hashtags that attract your audience
4. Create infographics for your podcasts and share them online
5. Create a Facebook page and Social Networking business pages for your podcast series
6. Make appearances in as many related podcasts as possible. (This is how many listeners find new shows to listen to. They hear you being interviewed or appearing as a guest on their favorite podcast, you plug your own podcast, and they search for it and subscribe.)
7. Write guest blog posts for your guest speakers' blogs
8. Email your list when new podcast episodes publish and let your audience know how they'll benefit or what they'll hear about
9. Participate in Virtual Podcast Tours and multiply your reach
10. Drive traffic to your site with your podcast by mentioning a simple URL with a call to action (such as opting in for a gift or accessing the show notes.)
 - a) Make exclusive offers, available only to your podcast listeners.
 - b) Invite them to share content via social media.
 - c) Invite listeners to send in questions and feedback.

How to Identify Online Speaking Opportunities in Your Niche

One of the easiest ways to locate potential hosts is to ask your colleagues, guests speakers, and hosts for referrals to others who speak on your topic area. Another way is to search for potential hosts on iTunes or BlogTalkRadio.com. Take heed though, just because someone has a podcast in your topic area, it doesn't make them an ideal host.

Things to Do Before Reaching Out to Potential Hosts

Listen to Episodes: Before you contact a podcast host, make sure that you enjoy their show and that it would be a good fit for you. You'll also want to make sure that the show is one that attracts your target audience.

Read the iTunes Reviews: If the podcast is available on iTunes, see how many reviews the podcast has. Read the reviews to see who is enjoying the podcast and if this is a good match for your market.

Ask Colleagues: Ask friends and colleagues in your niche if they're heard of the podcast before. They may be able to provide insights for you about the show. They may also be able to recommend other potential hosts.

Look at the List of Podcast Interviewees: If you know or have a connection to any of the previous guests on the podcast that is a great thing to mention. You could also contact that person and see if they would introduce you to the podcast host. Additionally, interviewees might also make great hosts as well as great guests for your podcast.

Don't Take It Personally! Getting booked on podcasts is competitive. If you don't hear back from one host, they may simply be booked solid. Don't take it personally, but do work on constantly improving your "pitch" and being the best podcast guest possible.

More Ways to Locate Podcasts to Be Featured On

RadioGuestList.com is a great FREE service where you can search podcast listings of podcasts looking for guests just like you!

You can sign up for their service and receive email notifications when a podcaster is looking for a guest in a particular topic.

Hot Tips For Getting the Most Out of RadioGuestList.com

- Make sure to reply quickly to requests for guests. Many bookings are filled within hours
- Write a compelling headline for your email response highlighting something unique about you
- Focus on what you can share with listeners, don't just list your credentials to the producer
- Let the podcast producer know if you've been featured on other podcasts or Internet radio shows

Developing a great podcast pitch:

The key to a great podcast pitch is to customize your email pitch for each podcast. Find out the purpose of the podcast you are pitching to, and explain to them how your message fits in with the purpose of the show. You want to also include something specific that you like about the podcast, which shows that you've done your homework and researched the show.



Create More Buzz For Your Book, Podcast, or Business: Go on a Virtual Podcast Tour

If you're convinced that getting featured on podcasts is a powerful way to get in front of more clients and readers and you are ready to get out there in a bigger way, consider participating in a Virtual Podcast Tour.

A Virtual Podcast Tour is where you take your book or podcast (if you have one) on a tour to other peoples' podcasts, over a defined period of time.

Benefits of a Virtual Podcast Tour

- You are positioned as the expert
- Get access to new readers and prospects
- Gain increased credibility by being a frequent media guest
- Create lots of buzz for your book, podcast, or business
- Meet new potential business partners
- Get your message out in a big way
- Fill your programs and coaching programs



The World of Online Speaking Awaits You!

How would it benefit your audience, to listen to you speak about your area of expertise?

How would it benefit you and your business to gain exposure to thousands of new listeners, on an ongoing basis?

Here's to Your Podcasting Success!



If you decide to go on to create your own podcast, here's a cheat sheet.

Your Podcasting Startup Checklist

What the statistics show:

- 29% of Americans have listened to an audio podcast
- 26% of Americans 12+ have viewed a video podcast
- 1 in 4 podcast consumers plug their MP3 players or smartphones into their car audio system "nearly every day"

(Source for statistics: Edison Research)

Get Ready to Create, Publish & Market Your Podcast



Develop The Foundation

- Find your core message
- Describe your ideal listener
- Define your point of view
- Create a compelling title

Decide On A Format

- Solo Podcast
- Interview Based Podcast
- Hybrid (Solo and Interview)





Prepare Your Graphics and Intro/Outro

- Create your podcast cover (or outsource)
- Write your intro and outro
- Pick royalty free music
- Choose a voice over artist

Prepare to Record

- Choose your recording device
- Choose your recording platform
- Download editing and recording software





Create and Record Your Content

- Outline your solo podcast
- Create interview questions
- Choose your podcast guests (for interview based)
- Record first three episodes

Finalize and Distribute Your Podcast

- Edit and add intro and outro
- Produce as mp3
- Upload to hosting
- Submit to iTunes
- Submit to Stitcher Radio





Market Your Podcast

- Create an action plan
- Find ambassadors for your podcast
- Post on social media
- Reach out to influencers in your field

Be committed to your podcast!
When you are consistent with releasing your podcast episodes, you'll position yourself as a thought leader in your field and get your message out in a big way to the people who most need to hear it!

www.ShareYourBrilliance.com

Now It's Time to Take Action

Now that you've read through this guide and have discovered how you can benefit from podcasting, it's time to take action.

- Print out the worksheets and fill them in.
- Explore podcasts in your niche and listen in.
- Reach out to potential hosts and line up some interviews.
- Create an opt-in gift that you can offer to listeners.
- Participate as a guest on several podcasts. You'll get more comfortable and proficient with practice.
- Keep the ball rolling and reap the rewards as you make wonderful connections with hosts and listeners.
- Harness the power of podcasting as you share your message with listeners from across the globe!

