

**ALL NEW
FOR 2024**



THE ULTIMATE GUIDE

**TO PROMOTING &
REPURPOSING**

**YOUR PODCAST INTERVIEWS
AS A GUEST**

DRIVE REAL BUSINESS RESULTS

STRATEGY - TIPS - BEST PRACTICES - EXAMPLES

About the Author



Tom Schwab is known as the father of Podcast Interview Marketing. His book **Podcast Guest Profits: How to grow your business with a targeted interview strategy** has been called *“the bible of podcast guesting”* by 3x Silicon Valley CMO, Christopher Lochhead.

Beyond podcast guesting, he saw in 2013 how **targeted podcast interviews could drive an inbound marketing machine**. In addition to appearing on over 1,500 interviews himself, he’s spoken on the subject at leading podcast meetings, national marketing conferences, and even Harvard University. He founded Interview Valet in 2015, which has served over 1000 leading brands, consultants, coaches, and non-fiction authors on over 50,000 interviews.



**8
YEARS**



**1000+
CERTIFIED
GUESTS**



**50K+
INTERVIEWS**



**100M+
DOWNLOADS**

Tom’s engineering background and marketing experience gives him a **unique vantage point in the podcast interview marketing arena**. We are a people driven company, backed by data. We track everything. Which allows us to formulate material like you will find in this guide.

We’ve seen clients **hit the WSJ Bestseller list, the INC 1000, go public, get profitable acquisitions, and bless millions of ideal customers**. We’re proud to be associated with them, to help them, and learn from them along the way. The recommendations we share are not just opinions, they are developed through data collected from our 50,000+ interviews, which has resulted in more than 100 Million downloads. We are sharing the best practices we have found from some of the best and brightest companies who have chosen to work with Interview Valet over the last eight years.

**One data point is an opinion.
50,000 data points is powerful wisdom.**

Why Podcasts?

Targeted podcast interviews have proved time and again to be a powerful tool in growing your brand and business. While some continue to attempt to be heard by yelling louder which only adds to the noise, wise marketers today have realized the best way to get heard is to join the conversations their target audiences are already having. Much in the same way guest blogging worked a decade ago, podcast guesting allows you to gain new exposure and have a transfer of authority.

The podcast platform has increasingly grown since its inception, its prevalence catapulted during the 2020 pandemic. Although the world has largely reopened the data reflects podcasts are still on the rise.

According to Edison's research [INFINITE DIAL Report](#), **62% of adults in the US listen to podcasts, with 109 Million Americans tuning in monthly.** Generally listners have an above average education and income. They are early adopters looking for answers. If this sounds like your ideal audience, you can see the value of an extended conversation with no distractions as an expert guest.

To Guest Or To Host?

We are often asked if one should be a GUEST or HOST their own podcast. This is not an either-or scenario, it could be both. It all depends on your goals.

GUEST: If your goal is to gain new leads, exposure, and backlinks

HOST: If your goal is to nurture your current leads and customers



Should I be a podcast guest or host?
Should you be an UBER passenger or driver?
It all depends on your goals.



Focus On More Results, Not Just More Interviews

Why are you doing podcast interviews? It's all about your why. Just like determining if you should to be a guest, host, or both. You need to identify your why behind guest interviews.

From what we've seen there seems to be two fundamental camps for one's motivation for podcast interviews:

EGO

- I want to be known
- To get famous
- Get followers
- ...it sounds like fun

RESULTS

- Launch a book, podcast, course
- Attract more ideal leads
- Establish thought leadership
- Evangelize a new category

If your goal is ego, do whatever sounds fun...and stop reading now.

If you want serious business results from every podcast appearance, then do the work....and read on.

"Whenever I have a new book being published, steadily and consistently appearing as a guest on podcasts is a huge part of my marketing focus. If you're looking for people with immense knowledge of the podcast guesting game (and business) to guide you through the process, I can't think of any better people than Aaron, Tom, and their entire team."



BOB BURG

COAUTHOR OF THE GO-GIVER AND THE GO-GIVER INFLUENCER

Myths In Podcast Guesting

Before we get into the best ways to optimize your podcast guesting strategy, we must first debunk a few misconceptions.

If you want average results, then just do what the average person does. Repeat what everyone on social media repeats. Never question what you are doing, why you are doing it, or if it's working.

“Thinking about thinking is the most important thinking you can do”

Christopher Lochhead

There are big 3 myths most guests believe but our data has disproven. As you read, consider what your own personal experience has shown you.

THE BIG 3 MYTHS THAT WASTE YOUR TIME AND KILL YOUR RESULTS

MYTH #1: The more interviews the better

OUR EXPERIENCE: The better the interviews the better results

It is natural to have the inclination that more interviews equals bigger and better results. But this idea is false. Aimlessly going on any podcast that will take you is not the way to build genuine connections with the host and their audience.

In one Facebook community group, the challenge was put out to go on 100 podcasts in a month. The masses “liked” and shared comments of praise. But, no one followed up with their amazing results after the time and efforts spent on those interviews. Instead our best clients get the best and most consistent results with focused, purpose driven interviews. The Pareto Principle that says 80% of our results come from 20% of our efforts applies to your podcast interviews. Before you do more interviews, you need to identify what is working. Quality over quantity!

Pull back the curtain: Podcast guesting agencies largely drive this myth because they typically charge by the interview. As Upton Sinclair said, “It is difficult to get a man to understand something when his salary depends on his not understanding it.” It’s often the ones selling the megaphones that tell you yelling louder will get you heard.

Myths In Podcast Guesting

MYTH #2: Bigger is better

OUR EXPERIENCE: Better is better

Numbers can play to our ego. Who wouldn't want to be a featured guest on a top podcast: One in the top 1%, top 200 in Chartable, or with 500 Ratings and reviews. But **a podcast's larger audience does not equate more quality leads or sales.**

One problem with this is that the analytics in podcasts are largely unavailable and even questionable. Look at Listen Notes and you will see that the vast majority of all podcasts are in the top 10%. Regardless of what Garrison Keeler says, all the kids can't be above average.

We have seen no direct correlation between estimated reach and results. Instead, results come from targeting using a system like in the Perfect Podcast Algorithm presented at [Podcast Movement in 2022](#).

ACTIVE PODCASTS	DOWNLOADS PER EPISODE (First 30 days)
Average	135
Top 20%	> 1K
Top 10%	>3K
Top 5%	>7K
top 2%	>15K
Top 1%	>33K

BUYER BEWARE: Some databases inflate numbers by including podcasts that are no longer active. Since 85% of all podcasts have not posted in the last 30 days, any active podcast is automatically in the top 15% of all podcasts.

Myths In Podcast Guesting

PRO TIP: Asking a podcaster about their downloads is like asking a woman her weight: It's rude and they are likely to lie.

Think about it this way – would you rather talk to an audience of 10,000 of the wrong people or 100 of the right ones?

Talking to your niche target audience will have a higher positive impact on your lead generation and sales conversion than the general masses could ever have. There are more fish in the ocean than there are in a barrel, still, it's easier to catch them if you can find that barrel.

MYTH #3: It's the host's job to promote the interview

OUR EXPERIENCE: If you want to maximize everyone's results it's the guest's responsibility too

In his book THE BIG LEAP: Conquer your hidden fear and take life to the next level, Gay Hendricks tells the story of a couple quarreling to ensure the other party did their half. To get 100% accomplished meant both would need to do 50%. If either fell short, both would lose. Contrast this with a couple committed to both giving 100%. If all goes well they hit 200%.

As a guest, if you are focused on getting results, promotion is your job too.

Podcast guesting is a two-way street, which means both the guest and the host should work to promote the episode. If you aren't promoting your interviews, you are hurting yourself. You are losing out on potential leads and tarnishing your reputation as a guest. If you become viewed as a taker who doesn't give anything back, your interview invites, and acceptances will reflect that. The best results happen when everyone contributes to the promotion.

“If you haven't changed your mind lately, how do you know you still have one?” Bix Bickson

Promoting Your Interviews Is Vital

Why not promoting your interviews is hurting you

Still not convinced that as a guest it's in your best interest to promote your interviews?

Not doing so could be hurting you more than you realize.

Consider that it can take 8 touches to make a sale. Would your post, blog, video, or article be that final touchpoint to make the sale?

Wonder why after initial success getting invited, the invitations have dried up? What is your reputation as a guest? Hosts vet guests. Before extending an invitation they often search what shows you've been featured on. They will also look at what promotion you did. **If you have a demonstrated history of not doing your share, you will be seen as a taker, a carpetbagger... hosts will pass.**

Doing an interview takes your most valuable non-renewable asset: Time. With a proper system you can easily and effectively maximize your time spent by generating and promoting a month's worth of content with little additional time or money.

Millions of people listen to podcasts but not every single person. **Repurposing and promoting your content allows you to draw in new listeners.** People can "hear" your interviews on Instagram Stories, LinkedIn Articles, Blogs on your websites, industry journals, and more. Even the hearing impaired can "hear" your interview with a little effort and creativity.



[Read more about our industry leading initiative announced via Press Release last year.](#)

Where To Promote Your Interviews

Some will recommend being everywhere. To me, it sounds impossible and a total waste of precious resources. We firmly believe **you need to be where your ideal customers are**. And avoid the other places.

Take social media for example. TikTok is a popular and growing app, but if your clients aren't spending time there why would you? For some, being seen there could actually hurt their brand and jeopardize that large B2B sale.

Continuing that thought, **wherever you decide to be seen, make sure it's done with excellence and consistency**. If I visit your Twitter page and find the last post was pre-COVID I might assume you are digitally deceased.

"Never half-ass two things. Whole ass one thing."
Ron Swanson, Parks and Rec

Here are the most common Social Media platforms to consider

LinkedIn	Best for professionals of all ages and B2B sales.
Facebook	More B2C driven and older demographic.
Twitter	Short text with images, video, and links.
Instagram	Very visual, tends to be focused on the Millennial generation and younger.
TikTok	Short videos focused on younger audiences. It is showing growth for businesses but still not quite for everyone.

When To Promote Your Interviews

Podcast interviews are evergreen content. Your conversation should be timely and timeless. The data shows that 80% of the downloads come in the first 30 days, but what about that other 20%?

The idea of your episode going live and the listeners that will hear the message right away is exciting, but you should also consider those who will continue to discover it long after you've gone on to your next interview. The Barefoot Executive Carrie Wilkerson says she still has people contact her after **hearing interviews she did from over a decade ago.**

THE THREE TIME FRAMES OF INTERVIEW PROMOTION

Pre-Launch: The week leading up to the release

This can be a great time to post a teaser video or text. **The goal is to build interest and excitement.** We recommend **recording these teaser videos right after your interview.** You're excited, your energy is still high, you know exactly what you just talked about, and you're in the same clothes from your interview (if it's video). You can easily shoot your video by hopping on Zoom and hitting record. Save the video or give it to your team to use when it's time. Once you know when your episode will air, you can schedule posts across your social media accounts or plan an email blast to your list.

Here you can see an example teaser video
Tom did to announce his interview with
Joel Ong on the Entrepreneurs Tribe
Podcast



CAUTION: Even if you have content from your recording, don't release anything from the interview before the host releases the episode. It's just bad form.

When To Promote Your Interviews

The first month after launch

During the first 30 days, the majority of people will be listening to the interview. Listeners will be visiting your site and social media. **Consider promoting the interview in some way at least weekly on all of your applicable platforms.** Avoid duplicating the same posts. Even minor changes to the picture, headlines or text can make it look fresh.

Advanced Strategy - Paid Ads

How valuable is the attention of the host's audience? Some interviews may be worth the extra exposure. You invested an hour of your time already.

Consider: What is the value of an hour of your time as the CEO, owner, or author?

Some of our clients have leveraged the appearance to gain more exposure with paid advertisement over the first 30 days after the interview drops. This could be targeted paid exposure through Facebook or LinkedIn. It could include sponsorship of a newsletter, email, or even the next few podcasts. We even had one client who asked the host to add a Google retargeting pixel to their website. For the next 30 days, the guest was omnipresent to anyone who visited the site.

The evergreen phase

Over the year following your interview's release, schedule content in rotation so that the interview gets ongoing exposure. Remember, **you never know when the right people will hear your interview.**

You may find some of your interviews are more popular than others. You will want to monitor the interest and results you are getting from each interview individually. Consider increasing or decreasing promotion based on the early results. As always make sure to tag the host so they can share it and know you still appreciate the interview.

This type of promotion is not possible nor practical if you are just doing the same generic interview on as many shows as possible. Those don't deserve the ongoing promotion, repurposing, or attention. Remember, **you promote valuable content, not noise.**

Sticky Situations

Well, this is awkward....

What if I don't want to promote the episode?

If you leverage podcast guesting long enough you will record an episode you hope no one ever hears. In this case be honest, transparent, and proactive. This conversation can be awkward or unpleasant but it's sometimes necessary.

WAS IT THE GUEST'S FAULT? Were you tired, distracted, did the kids/dog/internet go crazy, did that new allergy medicine take you off your game? Own it. Apologize. See if you can record it again.

WAS IT THE HOST'S FAULT? They weren't consistent with your brand, you weren't proud to be there, you pray the recording gets lost? Talk with the host Explain your concerns. See if you can find a remedy. If all else fails you can ask them not to release the episode. When this happened to Tom he actually reached out to legal counsel for advice.

What about the Copyright?

Speaking of lawyers, the podcast interview is copyrighted material. Just by the fact that the host created the content, recorded it, and published it according to [Gordon Firemark, the Podcast Attorney](#).

As such you should **always ask permission before using any of the host's content.** Still, in facilitating over 50k interviews, we have NEVER heard of a host not allowing the guest to use and promote the interviews. As podcasting icon [Pat Flynn](#) said from the stage of Podcast Movement in 2017 "I don't care where people hear me, as long as they hear me."

The key is to always acknowledge the source of the material, in this case the podcast.

BEST PRACTICE: Make your own recording of the interview as a guest. It provides a backup copy in case the host's copy is lost or degraded. It also allows you to start repurposing, scheduling, and planning your promotion ahead of time. Having your own copy can give you legal rights to the conversation also. The guest can record using screen capture programs like [Camtasia](#), [ScreenFlow](#), or [Snagit](#).

Advanced Tips

Mention Others

There is an old joke: How do you sell newspapers in a small town?

Put everyone's name in it. They will all buy a copy...and their mom will buy 10. The same applies to promoting your podcast appearance.

DURING YOUR INTERVIEW DID YOU

- Mention a book in the interview?
- Cite an industry report?
- Talk about an event you attended?
- Praise a client or partner?

TAG THE RELEVANT SOURCE

- It gives credit where credit is due.
- It increases that source's exposure which they will appreciate.
- It increases both your credibility and theirs.
- It shows the audience you are dedicated to learning and growth; that you're "well read".

Maximize SEO Value

Every time a host links back to your website it is a valuable signal to the search engines that they should rank your site higher in their algorithms. The host's site is in essence saying "we believe in the content of our guests site so much that we are sending traffic away from our site." When this link comes from a government site (those ending in .gov) or an education site (those ending in .edu) it has an even stronger value for a search engines.

DON'T DILUTE THE VALUE OF THE LINK: Often guests will want to link back to the host. While this is a nice gesture, doing it the wrong way can drastically reduce the value you get.

It's called a "link swap" and Google doesn't like it. A decade ago people tried to trick the search engines by setting up bogus links between sites. Google punished them by reducing their visibility and still does.

If you link back to the host, consider linking directly to their podcast in iTunes or directly to their social media so it doesn't feel like a dead end circle to Google's algorithm.

How To Promote Your Podcast Interviews

Our Success Is Proportional To Our Systems

Framework

Don't wait until your podcast interview goes live to decide your promotion strategy and where you are going to promote the interview. Having a premise and framework for promoting your interviews is the first step in making sure it gets done. You or your team members can't promote your interviews for optimal potential if you aren't sure where to begin.

Use this framework to help you make specific decisions right after the interview. Again, this is the best time because everything is still fresh in your mind. Decide early if the talent (the guest) or the marketing team is responsible for the plan. Assign responsibilities and deadlines. **Having an established post interview procedure makes sure your promotion efforts happen with each interview.**

Below we share 10 creative ways to promote your guest appearance, which are detailed on the following pages. Some of these may make sense for you, some may not. Remember, **you don't need to be seen everywhere, you just need to be where your ideal clients are.**

Once you have a framework for the type of content you want to create, set a system for publishing your marketing assets. Applying some, or all, of these strategies can give you several marketing assets to promote and repurpose your interviews that you can mix and match to keep the content fresh across various platforms.

1. Podcast Artwork
2. Quote Images
3. Audiograms
4. Video Snippet
5. Blog
6. Sizzle Reel
7. Website
8. LinkedIn Article
9. Industry Article
10. Email Signature Block

Creative Ways To Promote Your Podcast Appearance

1. Podcast Artwork

In decades past marketers would include images on their content to act as "trust seals", today the podcast artwork has that same power.



This was a fast way to gain authority and trust will consumers. If they were good enough for TV, newspapers, The Better Business Bureau, etc. they must be vetted. Today podcast artwork can provide the same credibility and transfer of authority.



2. Quote Images

Was there a killer thought in the interview? A question that drove the discussion. A short answer that was powerful. A comment that even the host had to repeat. An eye grabbing graphic online can quickly catch their attention and drive them to your interview, making it easier to consume, share, and comment on. Quote images are great because they distribute the interview's key points in short form, making it more accessible.



Creative Ways To Promote Your Podcast Appearance

3. Audiograms

Want to transform a snippet of audio content into a visual social media post that stops them from scrolling? Consider making an Audiogram. Which is a short hard-hitting audio snippet pulled from an interview. They are usually a minute or less, are paired with the podcast graphic and includes a sound bar to accommodate the audio.



This is an excellent way to get vital and intriguing aspects of the discussion out to people and generate interest to listen to the entire episode. Now the best portions of your podcast interview can be heard by those who don't even listen to podcasts. Plus, the moving waveform has been shown to get engagement.

RESOURCE: Tom's Toolbox on the last page of this report gives resources to make or outsource Audiograms.

4. Video Snippet

Over two thirds of all podcasts now include video. Much like the audiogram, capturing a small soundbite with video can be a powerful way to promote an interview of ideas. Plus, social media algorithms favor video. **FUN FACT:** more videos are viewed on Facebook than YouTube daily.

5. Blog

Regardless of what Dr. Egon Spengler (Ghostbusters 1984) said - print is not dead. We say an average of 150 words per minute, so it's easy to transcribe your interview and turn it into multiple 600-1000 word blogs. These can be on your site or used as a guest post to get added exposure and SEO value from backlinks.

Creative Ways To Promote Your Podcast Appearance

6. Sizzle Reel

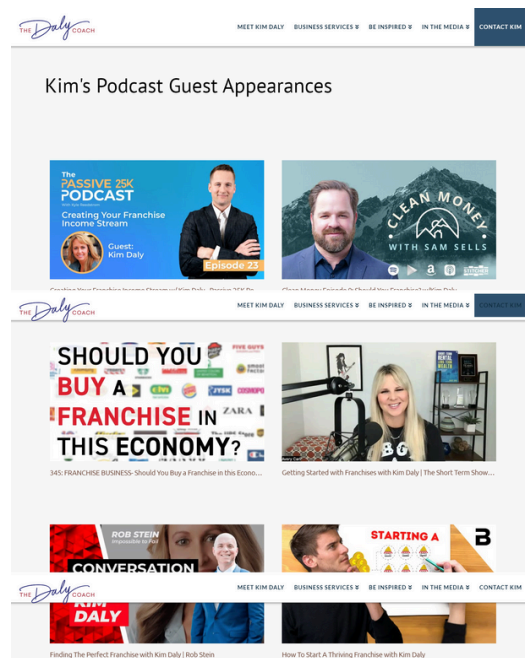
Have you ever seen a speaker's sizzle reel? They often use them to promote and secure future paid speaking events. You can **pull the best clips from past interviews** and splice them together to **show you are an in-demand, experienced, and articulate guest**. This can be used in introductions to new hosts. While I believe they should be no more than 3 minutes (more is not better, better is better) the person who first introduced me to the podcast guest sizzle reel was our client [Aleric Heck from AdOutreach - PodcastSupercut](#).



7. Website

Do you have a section on your website to feature your media appearances? This can be a great curated collection of proof sources that prospects and partners can quickly access. One of my favorites is from [Franchise Coach Kim Daly](#). She asks for permission from the host to embed the interviews on her site so that prospects don't even have to leave to hear the valuable content.

SEARCHABILITY: Remember backlinks on your site back to the show or interview improves your SEO value.



Creative Ways To Promote Your Podcast Appearance

8. LinkedIn Article

Microsoft is investing huge sums of money to ensure that LinkedIn is the platform for professionals and decision makers in business. A great way to tap into their traffic is to routinely publish articles to their site. Essentially a blog, the content can direct readers back to your website for more information. Just ensure it's not duplicate content (change up at least 20%) so that your website is not penalized by the search engines.

9. Industry Article

Does your industry have a website, journal, or blog it values? They are looking for quality content to share. An article summarizing your conversation can be pure gold to them and you. I will forever be grateful to [Jaclyn Schiff from PodReacher](#) for sharing this powerful way to promote my interviews. One Friday I shared my article with the editor and on Monday I was featured in the [PODCAST BUSINESS JOURNAL](#) and the lead story in their weekly newsletter to tens of thousands.



10. Email Signature Block

Think of **how many emails you send a week**. Now consider how many your team sends each week. Why not include a link to your most recent or best performing podcast interview? This can be an easy and scalable way to share your interviews with people you are already in communication with.

RESOURCE: Programs like [WiseStamp](#) allow you to add linked graphics to your signature block where you can feature your interviews and appearances.

Execution

Knowledge is POTENTIAL Execution is POWER

So there you have it. If you've gotten this far you undoubtedly have a better understanding of how to promote and repurpose your podcast interviews. We've **shared our insider best strategies, tips, practices, and examples that we have** learned over the last eight years, serving over 1,000 Certified Guests that have reached over 100 Million people.

Still, this **KNOWLEDGE will not improve your business and generate real results** with targeted podcast interviews.

Rather, the EXECUTION of this knowledge is guaranteed to improve your results. Our hope is that you take this information and mold it to work within your business to its maximum potential. Pick a few things that make the most sense for you and start with your next interview. To sure to share this with your team, your VA, your social media manager, your content creator as well. The world needs to hear you now more than ever.

**What's ordinary to you, is amazing to others,
Tom & the IV Team**

Next Steps

RESOURCES: The next page features resources we recommend to help with implementing the tips from this guide, some we use ourselves here at Interview Valet.

FIND OUT IF PODCAST GUESTING WILL WORK FOR YOU: Take the free, quick online assessment to see if podcast guesting makes sense for your business.

[TAKE ASSESSMENT HERE](#)

BOOK A DISCOVERY CALL: Dig into your current obstacles, identify your target audience, and leave with a customized Strategic Growth Story during this free 30 minute call with us.

[SCHEDULE DISCOVERY CALL HERE](#)

Tom's Toolbox of Resources

Audiograms

- [Headliner](#) *
- [Wavve](#)

Email Signature Block

- [WiseStamp](#) *

Freelancers

- [Fiverr](#)*
- [UpWork](#)

Graphic Design Tools

- [Buffer by Pablo](#)
- [Canva](#) *

Guest Interview Recording

- [FireFlies.ai \(Audio Only\)](#) *
- [Loom](#) *
- [Screenflow](#) *
- [Snagit](#)

Repurpose Text

- [Context10X](#)
- [PodReacher](#) *

**Used by Interview Valet*

Repurpose Video

- [Captive.io](#)*
- [Repurpose.io](#)
- [VideoSnap](#)

Scheduling Content

- [Buffer](#)
- [CoSchudule](#)
- [HootSuite](#)
- [Hubspot](#) *
- [Loomly](#)
- [MeetEdgar](#)
- [Monday.com](#)
- [Sendible](#)
- [SproutSocial](#)
- [TweetDeck](#)

Transcription

- [FireFiles.ai](#) *
- [Otter.ai](#)
- [Rev.com](#)
- [TEMI](#)

Virtual Assistants

- [Bottleneck Distant Assistants](#)
- [FreeUp](#)
- [Outsource Access](#)
- [The Virtual Hub](#)