

PODCAST PITCHING DOS & DON'TS

TIPS FROM AN OVERWHELMED GATEKEEPER



DON'TS

DON'T WRITE A NOVEL AS YOUR PITCH

So many people are scrambling to get onto podcasts to promote their business, their book, their whatever. If the person who is screening these requests sees a wall of text their eyes will glaze over.

DON'T SPELL THE PODCAST HOST'S NAME OR THEIR PODCAST TITLE WRONG

Also, don't copy and paste from your other pitches without checking that you've updated the podcast title. And along the same lines, don't refer to one of the co-hosts as a guest.

DON'T ASK TO PLUG YOUR BOOK, PLUG YOUR BUSINESS, OR ANYTHING ELSE

The podcast does not exist for you to promote things. People listen to that podcast to be entertained and informed.

DON'T SPEAK IN ABSOLUTES.

Don't say "you've never covered this topic before," because if they have, they will delete that pitch so fast. Don't say "I've listened to every episode and you've never done X." Have you actually listened to every episode? Have you looked at all their associated content?

DON'T DISS THE PERSON WHO IS ANSWERING YOUR EMAILS.

Don't dismiss the team that supports the podcasters. Many podcast hosts need to outsource their scheduling and support. These gatekeepers are the ones you want to impress.

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DOS

DO SEND SOMETHING SHORT AND SWEET

You want to catch the attention of the gatekeeper and get them to respond and ask more questions. Then you can add more information.

DO SPELLCHECK

Take a few moments and do the research on how to spell the person's name.

DO LOOK THROUGH THE TOPICS THAT HAVE BEEN COVERED

Write a thoughtful pitch based on what you can add that either hasn't been covered yet, or was covered by someone else. You need to actually listen to the episodes that you think are related so you can intelligently reference that episode and give a sentence on how you can add to it.

DO FRAME YOUR EXPERIENCE WITH THEIR PODCAST BASED ON YOUR ACTUAL EXPERIENCE

"I found your podcast last month and I started binging as many episodes as I can. I love your content and I would love to have a conversation with you."

DO TAKE A MOMENT TO GET TO KNOW THAT PERSON ON THE OTHER SIDE OF THE INBOX

If they are the gatekeeper, they are advocating for you. As a gatekeeper I've had people write back to my "hey received your request, we're inundated email" with a "wow, I didn't know you were helping with that podcast." Hmm, I've been on every week since mid-August. So you've just told me that you don't even listen to the show.