

How to pitch yourself as a podcast guest

you are enough

PUBLICITY
FOR PET BUSINESSES
Rachel Spencer



How to pitch yourself as a podcast guest

Would you love to put yourself forward as a podcast guest?

Being on a podcast is a brilliant way to get your pet business out there, demonstrate your authority and area of expertise and connect with pet parents.

It's a way to increase the number of people who know about your brand quickly and easily and build instant rapport.

People listen to them on the go, while walking the dog, driving, doing the shopping, making them such an easy way to consume content.

You're in the ears of hundreds or even thousands of potential clients and this is so intimate!

It can do so much to help build the know, like and trust in your brand.

Because they're listening, you build a connection far stronger than they might experience from a social media post.

You also have the benefit of being seen as a trusted source of information from the person who hosts the podcast.

You're able to reach their audience, which could potentially mean connecting with tens of thousands of people who had never heard of you before.

And if they like what they hear, they could become customers of yours in the future too.

You can listen to my step by step guide on how to pitch yourself as a podcast guest on my website [here](#).

On the next page you'll find a template to help you with your pitch which you can print out and use every time you're thinking of approaching a podcast.

If you're not there already, then do let me know how you get on in my FREE Facebook group too, Publicity Tips for Pet Businesses.

And you can find me on all social media platforms [@rachelspenceruk](#)

Happy pitching!

Rachel

TEMPLATE

Name of podcast

Type of listener

Name of podcast host

Email subject line (start your subject line with Podcast Pitch or Podcast Idea followed by your idea)

Body of email

Hello **<Name of podcast host>**

I'm a keen listener of your podcast and I **<explain how YOU feel about their content/what you like about it in your own words>**

I thought/found the episode with/about **<insert episode>** was **<share your thoughts and show you have taken the time to listen>**

I'm getting in touch/contacting you as I am a (describe area of expertise) OR I have a (describe product or brand) and I know your listeners **<demonstrate why your knowledge/brand will be relevant to their listeners>**

I wondered if you might be interested in an interview about/covering **<explain your topic idea>**

I could talk about: **<include three to five bullet points showing your relevant expertise or experience>**

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If you would like to see examples of other guest content/collaborations I have worked on, you can read/listen to **<insert title and link>** or **<insert title and link>**

Thank you for taking the time to read this message and you can reach me on **<phone number>** and my social media links and website details are listed below.

I look forward to hearing from you soon.

Many thanks/best wishes/your chosen greeting

Your name

Rachel Spencer

PUBLICITY FOR PET BUSINESSES



So there we have it!

You can find me in my [free Facebook group](#), The Publicity for Pet Businesses Community, or on social media, my accounts are @rachelspenceruk on all platforms.



Bye for now

Rachel