

# Podcast Guesting for Authority Building — Workbook

This workbook turns the course into a finished guest one-sheet, a ranked target list, a tested pitch, and a capture-and-repurpose system. Work each section as you complete the matching module: define your topic and one-liner, build your list and pitches, prepare your stories and audio, then convert listeners into leads. Use the templates to track your pitches, prepare your talking points, and plan how you will repurpose every episode.

## Position Yourself as a Guest Worth Booking

Pin down the one topic you own, your one-line positioning, and the proof that makes a host say yes.

### Exercise: Choose Your Ownable Guest Topic

List three areas where you have real experience or results, then sharpen one into a bookable topic using a number, a contrarian angle, or a named transformation. Pick the one a host could announce in a single sentence.

- What three areas do you have genuine experience, results, or a hard-won story in?  
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- For your strongest area, who exactly does it help and what specific outcome do they want?  
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- How can you sharpen it with a number, a contrarian take, or a named transformation?  
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- Write the topic as one sentence a host could say on air to introduce the episode.  
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### Worksheet: Write Your Guest One-Liner (Five Versions)

Draft five versions using the structure: I help [audience] achieve [outcome] without [common pain or false path]. Read each aloud and keep the one a stranger could repeat after hearing it once.  
Audience you serve (be specific)

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Outcome they want

\_\_\_\_\_

Common pain or false path you help them avoid

\_\_\_\_\_

One-liner version 1

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One-liner version 2

\_\_\_\_\_

One-liner version 3

\_\_\_\_\_

Chosen final one-liner

\_\_\_\_\_

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## Worksheet: Guest One-Sheet Planner

Draft the content for each section of your one-page guest sheet before you open Canva or Notion. Write the bio in the third person so a host can read it as your intro.

Header: name, one-liner, headshot, location

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Third-person bio (one short paragraph, read-aloud ready)

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Suggested talking point / angle 1

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Suggested talking point / angle 2

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Suggested talking point / angle 3

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Proof and credibility (results, audience size, notable clients, past media)

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Audio or video speaking sample link (if any)

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Links and booking contact

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## Checklist: Positioning-Ready Checklist

- Narrowed to one ownable guest topic, not a broad list
- Wrote five one-liner versions and chose one a stranger could repeat
- Drafted a third-person bio written to be read aloud as an intro
- Listed three to five suggested talking points or episode angles
- Gathered at least one proof point (result, audience size, client, or media)
- Hosted the one-sheet as a shareable link (Notion page or PDF)

## Find the Right Shows and Pitch Them

Build a ranked list of relevant, reachable shows and write personalized pitches with a disciplined follow-up sequence.

## Worksheet: Build Your Target Show List

Use Listen Notes, Apple and Spotify charts, and competitor backtracking to find at least 30 well-fit shows. Capture the data you will need to pitch each one well.

Topic keywords to search in Listen Notes

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Apple / Spotify categories to browse

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Three to five people in your space whose guest appearances you will backtrack

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Minimum number of shows on your list (aim for 30+)

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How you will confirm each show is active (episode in last 30-60 days)

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Where you will store the list (spreadsheet / Trello / Notion)

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### Exercise: Draft a Pitch a Host Will Answer

Write a pitch under 150 words for one specific show on your list. Lead with the listener's benefit, prove you know the show, and propose three concrete angles.

- What clear, specific subject line will you use?
  - What one true personalized line proves you listened to a specific episode?
  - What is your one-liner plus a single proof point, in one sentence?
  - What three concrete episode angles will you offer this show's audience?
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### Worksheet: Follow-Up Sequence Plan

Define your follow-up cadence and what value you will add at each step, so you never resend the same pitch or give up after one email.

Initial pitch send date

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Follow-up 1 timing (5-7 days) and the new angle or result you will add

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Follow-up 2 timing (7-10 days later) and your graceful sign-off line

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Two specific recording windows you will offer if they show interest

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Your stop rule (when you will move on)

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### Checklist: Outreach Quality Checklist

- Prioritized mid-tier and niche shows whose audience matches my one-liner
- Confirmed each show is active and actually features guest interviews
- Personalized the first line of every pitch with a real episode reference
- Kept each pitch under 150 words and led with the listener's benefit
- Included my one-sheet as a link, not a heavy attachment
- Logged every pitch and scheduled two follow-ups

## Prepare and Deliver a Standout Interview

Prepare reusable stories and sound bites, set up clean audio and presence, and plan one clear call to action.

### Worksheet: Signature Story and Sound-Bite Bank

Build the reusable material you will pull from in any interview. For each story, note a clear setup, a turning point, and a takeaway. Write sound bites that could stand alone in a 30-second clip.

Origin story (setup / turning point / takeaway)

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Transformation story (client or personal)

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Mistake-and-lesson story

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Framework or step-by-step method you can teach quickly

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Sound bite 1 (punchy, quotable, jargon-free)

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Sound bite 2

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Sound bite 3

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### Exercise: Prepare for the Five Predictable Questions

Almost every host asks a version of these. Write a strong, specific answer for each so you are never caught flat.

- How did you get into this work? (your origin, told as a story)

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- What is the biggest mistake people make in your area, and what should they do instead?

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- What is one thing listeners can do today to get a result?

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- What is a contrarian or surprising view you hold on your topic?

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- Where can listeners find you and what free resource will you offer?

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### Checklist: Audio, Presence, and Tech Checklist

- Using a real microphone (e.g. Samson Q2U or ATR2100x), not the laptop mic
- Recording in a soft, low-echo room with notifications silenced
- Mic a hand's width away and slightly off-axis to avoid plosives
- If video: lit from the front, camera at eye level, framed chest-up
- Recorded and listened back to a 30-second test on headphones
- Wearing headphones, water nearby, stable wired or close-to-router connection

### Worksheet: Your One Clear Call to Action

Plan the single call to action you will give when the host asks where to find you. Tie it to a free resource at a memorable, spellable URL.

Free resource you will offer (mapped to your interview topic)

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Short, spellable URL (e.g. [yoursite.com/podcast](https://yoursite.com/podcast))

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The exact one-sentence CTA you will say on air

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Secondary mention (e.g. main social handle) if the host asks for more

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Post-recording thank-you and promo offer to the host

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## Convert Appearances into Authority and Leads

Capture listeners with a focused landing page and lead magnet, repurpose every episode, and measure what works.

### Exercise: Design Your Lead Magnet and Landing Page

Choose a lead magnet that solves one problem tied to your interview topic, then plan a single-purpose capture page using Carrd, ConvertKit, MailerLite, or Beacons.

- What single problem will your lead magnet solve, and what format will it take (checklist, template, guide, mini video)?

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- What is your one-headline promise and three to five benefit bullets for the page?

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- What short, spellable URL will you use, and which tool will host it?

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- What will your automatic welcome email say to deliver the resource and introduce you?

### Worksheet: Episode Repurposing Plan

Plan how you will turn one recording into weeks of content. Confirm sharing permission with the host and decide what you will produce and when.

Host permission to share clips: confirmed? Publish date:

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Three to eight strongest moments / sound bites to clip

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Number of vertical clips to cut (tool: Opus Clip / Descript)

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Number of audiograms to make (tool: Headliner / Descript)

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Written post or thread summarizing your best points

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Schedule: how you will spread pieces across 2-3 weeks (always crediting the host)

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### Worksheet: Results and Metrics Tracker Setup

Decide which meaningful numbers you will track per appearance so guesting becomes a measured engine, not random activity.

Outreach metrics to review weekly (pitches, reply rate, booking rate)

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Capture metric (new leads from the podcast landing page)

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How you will tag leads by source / show

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Authority signals to watch (new followers, inbound, mentions, name search)

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Downstream outcomes to trace (calls, clients, sales)

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Your weekly pitch cadence target (e.g. 5-10)

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### Checklist: Convert-and-Compound Checklist

- Built a single-purpose landing page with one promise and one email field
- Created a lead magnet mapped to my interview topic
- Set up an automatic welcome email delivering the resource
- Confirmed host permission and a publish date before sharing clips
- Produced clips, audiograms, and posts that credit the host and link the episode
- Asked a strong-episode host for a referral to another show

### Your Action Plan

1. Narrow to one ownable guest topic and write five one-liners, choosing the one a stranger could repeat.
2. Build a one-page guest one-sheet with bio, three angles, and one proof point, hosted as a shareable link.
3. Build a ranked list of at least 30 well-fit shows using Listen Notes, charts, and competitor backtracking.
4. Write a personalized pitch under 150 words for your top shows and send your first batch this week.
5. Schedule two follow-ups per pitch and log every one in your pipeline tracker.
6. Prepare three to five signature stories, two or three frameworks, and five to eight sound bites.
7. Set up a real microphone, a low-echo room, and front lighting; record and review a 30-second test.
8. Build a focused landing page and a topic-matched lead magnet at a short, spellable URL.
9. Plan your one clear call to action and rehearse stating it once, cleanly.
10. After each episode, repurpose it into clips and posts crediting the host, then track leads and ask for a referral.











