

Hi

## ▣ **Be a Guest on a Podcast** ▣

Guesting on podcasts is something that I'm focusing on at the moment, and I've managed to have quite a bit of success... well a little bit. Hey, it's free marketing, so what's not to love!

So I thought you might find it useful if I share with you my 10 step guide to how I write my podcast guest pitch email.

In summary these are my 10 steps;

- \* Subject line
- \* Personalise it
- \* Introduce yourself succinctly
- \* Reference their podcast
- \* Why you would make a good guest
- \* Potential topic suggestions
- \* Proof
- \* Give even more background
- \* Contact details
- \* Sign off

I don't want to fill your inbox with long 'Nous Of Fraser' emails, so the above is the summary. If you want to read about it in a bit more depth I've written a [long version](#).

Let me know what you think. What would you add? What would you change? And please, do let me know if you use it, and any successes that you may have.

Also, if you are searching for podcasts to be a guest on, there are a variety of podcast guest matching services out there. I currently use these two; [www.Matchmaker.fm](http://www.Matchmaker.fm) and [www.PodMatch.com](http://www.PodMatch.com) and have been quite successful with them in getting guest spots.

And finally on the subject of podcasts, if you'd like to hear me blathering away on other people's podcasts and webinars, they can all be found [here](#).

### **Chicken of the Day**

As I mentioned in my last email we now have 13 chickens, rather than 14.



This is Penny and she is a cross between a Marans and an Araucana, and she lays olive coloured eggs, although the photo doesn't do it justice.

**What would you like to see/hear from me?**

Going forward, what would you like from me in my next 'Nous Of Fraser'? Please let me know.

Cheers

Phil

[www.philfraser.co.uk](http://www.philfraser.co.uk)

Join me on [LinkedIn](#)

See my [YouTube Channel](#)

**PS** And of course, if you, or any of your contacts, need help getting to 'the next stage' in their business journey, please drop me an [email](#) or give me [a call](#) for a no-obligation chat.

PPS If you missed any previous issues of the 'Nous Of Fraser' newsletter you can find them all [here](#).

---

This email was sent to | [Unsubscribe](#) | [Forward this email to a friend](#)