

Podcast Research Checklist

Use this simple checklist to find and choose the best podcasts for your goals:

1. Define Your Goals

- What do you want to achieve by being on a podcast? (e.g., promote your brand, share expertise, grow your audience)

2. Find Podcasts in Your Niche

- Use platforms like Apple Podcasts, Spotify, or Google to search for podcasts in your field.
- Look for podcasts that align with your expertise or message.

3. Check the Audience Fit

- Who is the podcast's audience? Are they the people you want to reach?
- Read reviews or comments to understand what listeners like.

4. Listen to a Few Episodes

- Pay attention to the tone, topics, and style of the podcast.
- Check if it matches your communication style and expertise.

5. Research the Host

- Who is the host, and what is their background?
- Find out what they value in a guest by observing their interview style.

6. Review Guest Profiles

- Look at past guests to see if their expertise is similar to yours.
- Check how often they feature new guests.

7. Note Key Details

- Podcast name and host
- Episode frequency (e.g., weekly, biweekly)
- Contact information (email, social media, or website)

8. Match Their Content Style

- Make sure your message fits their usual topics.
- Think about how your expertise could add value to their show.

9. Rank Your Options

- List your top podcast choices based on their audience size, topic relevance, and alignment with your goals.

10. Prepare for Outreach

- Once you've chosen a podcast, gather everything you need to pitch yourself (e.g., bio, topics to discuss, and past experience).

By following this checklist, you can focus on podcasts that are the right fit for you, increasing your chances of getting invited as a guest.