



Podmatch.com

# RESOURCE GUIDE

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FOUNDATIONS OF BEING A GUEST

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Podmatch.com

# Welcome Message



Welcome to your Podmatch journey! Whether you're an experienced guest or just starting out, this guide is here to help you maximize your experience on the platform.

Podmatch is a powerful tool that connects podcast guests with the right hosts, making it easier than ever to land podcast interviews and grow your brand. However, like any tool, its effectiveness depends on how well you use it. That's where this guide comes in!

## What You'll Learn in This Guide

- How to create a compelling guest profile that attracts the right podcast hosts.
- Best practices for messaging and networking to increase booking rates.
- How to schedule and prepare for podcast interviews seamlessly.
- Ways to track and manage your connections for ongoing podcast opportunities.
- Troubleshooting common issues so you can focus on delivering great interviews.



# Your Profile and Bio

Your profile is your first impression on Podmatch. It determines whether a podcast host will want to invite you onto their show. A strong guest profile increases your chances of landing high-quality interviews. Here's how to make yours stand out.

Your bio should be short, engaging, and to the point - think of it as your elevator pitch.

Here's what to include:

- **Who You Are** – Introduce yourself briefly. Mention your expertise, background, or unique experience.
- **What You Offer** – Highlight your speaking topics and the value you bring to a podcast audience.
- **Why You?** – What makes you a compelling guest? Share a personal touch or credibility booster.
- **Call to Action** – Encourage hosts to reach out: "Looking for a guest who can provide expert insights with engaging stories? Let's connect!"

It's also important to remember that you change your profile and bio information at any time. This is important if you add new skills or want to attract a different audience.



# Maximizing Your Profile

## Choosing The Right Keywords

Podmatch uses topics and keywords to suggest matches, so selecting the right ones is important.

- Be specific—instead of “Marketing,” choose “B2B Content Marketing”.
- Use keywords podcast hosts are likely to search for.
- Keep it focused—too many topics can dilute your profile’s effectiveness.

## Enhancing Your Profile

Your profile isn’t just about your bio and topics—small details can make a big impact on how hosts perceive you. Here’s how to make your profile more engaging and professional:

- Choose a clear, well-lit image where your face is visible.
- Avoid blurry, pixelated, or overly casual photos.
- A simple background works best—nothing too distracting.
- Showcase Your Expertise with Links
- Link to past podcast interviews so hosts can hear how you speak.
- Include your website, social media, or media appearances.



# Messaging Best Practices

## 1 What to say

Your first message sets the tone for your connection. You want to be professional but also sound approachable and confident.

- Keep it brief – No one wants to read a long email.
- Make it personal – Reference the host's podcast, a specific episode, or their style.

## 2 Following up

Not everyone replies immediately, and that's okay! A follow-up is a great way to remind them, but it needs to feel natural.

- Wait 3-5 days before sending a follow-up message.
- Be polite and casual - Assume they're busy, not uninterested.

## 3 Keeping up

Use Podmatch's message archive to keep track of discussions.

- If a host is interested but not ready, make a note to check back later.
- Set up a simple tracking system (Google Sheets, Notion) to track responses and bookings.



# Scheduling and Preparing

## 1 Scheduling tips

Keeping your schedule organized is an important part of being a successful guest.

- Use Calendly or Acuity to avoid email back-and-forth.
- Offer 2-3 time slots if scheduling manually.

## 2 Confirmation

Make sure that you're prepared for your upcoming interview by confirming all of the necessary details.

- Format: Audio or video?
- Length: 30 min, 45 min, 60 min?
- Platform: Zoom, Riverside.fm, Skype?

## 3 Interview prep

Make sure all of your equipment is working and that you're fully prepared for your opportunities.

- Check your microphone & internet connection.
- Find a quiet space to record.
- Have 3-4 key talking points but don't over-script.





# Additional Resources

Podmatch is a powerful tool, but success comes from staying active, keeping your profile updated, and engaging professionally. Whether you're looking for high-quality guests or podcast opportunities, these extra steps will help you get the most out of the platform!

Need more help? Visit the Podmatch Help Center for more FAQs and support.



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