

Podcast Guesting **CHECKLIST**



**Elevate Your Visibility and Credibility While
Making a Lasting Impression with Every Show
Host You Interview With!**

from Kathleen Gage &
VLynn Hawkins

Vegan Visibility Productions



INCREASE INFLUENCE & AUTHORITY

As visibility advisors to our clients, we consult on how to Increase your **Influence, Market Reach and Credibility** by appearing on podcast shows.

Our expertise extends beyond podcast appearances, encompassing a comprehensive understanding of various visibility opportunities and strategies. For the purpose of this resource, our primary focus is on optimizing podcast appearances for maximum impact.

With the information contained in this document, crafted by our seasoned team, you'll not only gain insights but also embark on a journey to attain **Rock Star Show Visibility**.

Numerous experts choose to collaborate with our company, recognizing us as the go-to specialists in identifying the ideal interview opportunities that align with their message and expertise.

The proven process we implement is a blueprint you can emulate to generate your own opportunities and elevate your visibility.

However, if time constraints or other commitments hinder your ability to conduct research and outreach, we stand ready to engage in a conversation with you.

Discover how our authority in this field can potentially assist you in navigating the realm of visibility and establishing your presence as an influential figure.

Appearing on podcast shows is one of the best ways to position your expertise, reach a high concentration of your market with a very high ROI.



BENEFITS

There are numerous benefits to appearing on podcast shows.

- The more you're on the air, the better you get.
- You become a recognized authority.
- You have a system developed that makes the process very simple.
- Often, when a host from another show hears you on a show, they will reach out to book you for their show.
- You generate interest in your books, speaking, events, products and services, and business due to the visibility.
- Shows are archived and can be heard by countless individuals for years to come. The shelf life is amazing.

The bottom line is this, podcast shows are a great idea.

There are those who want and NEED to hear your perspective. Podcast interviews give voice to your message!

And, often, you are a voice for the voiceless.



The Process ...

1. Identify the specific message you want to convey.
2. Research shows that fit your expertise.
3. Determine if it's appropriate to use the show to promote your book, event, product, and/or service.
4. Prepare all your marketing materials, including the expert one-sheet, media kit, bio, media outreach letter, on-air introduction, questions, and high-resolution photos.
5. Reach out to the host to express your interest and initiate contact.
6. Secure the interview booking.
7. Confirm the booking with your team, including date and time preferences.
8. Provide host with all necessary information for the interview.
9. Clarify the show format (video or audio only).
10. Request access details such as Zoom, StreamYard, phone number, etc., for the interview.
11. Document all relevant details on a spreadsheet.
12. Once the show is live, request a replay link from the host.
13. Actively promote the episode on your various social media channels.
14. Add the show link to your website media page.
15. Compose & send an email to send to your subscribers, announcing the show.
16. Repeat the entire process to secure bookings for additional shows.

A well-prepared host will provide you with much of the information outlined in this checklist. However, to assure you have all you need, this checklist is designed so you can be prepared and have a successful interview and outcome.





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Identify the specific message you want to convey.

1

Identifying the specific message you want to convey is the foundational step in crafting a purposeful and impactful communication strategy. This initial clarity not only ensures that your messaging aligns seamlessly with your objectives but also serves as a guiding beacon throughout your interactions, enabling you to articulate your ideas with precision and purpose.

Research shows that fit your expertise.

2

Conducting thorough research to pinpoint shows that align with your expertise is pivotal for optimizing the impact of your podcast appearances. This step involves delving into the podcast landscape, identifying platforms that resonate with your subject matter, and strategically selecting opportunities that cater to your target audience. By aligning your expertise with the right shows, you enhance the relevance and effectiveness of your messaging, fostering a more engaged and receptive audience for your insights and expertise.

Determine if it's appropriate to use the show to promote your book, event, product, and/or service.

3

Evaluating the appropriateness of leveraging a podcast appearance to promote your book, event, product, and/or service is a crucial consideration in your overall visibility strategy. This assessment involves gauging whether the show's audience and theme align with the promotional goals you have in mind. By discerning the suitability of each platform, you ensure that promotional efforts seamlessly integrate with the podcast's context, providing value to both the audience and your objectives. This strategic approach ensures that every podcast appearance not only enhances your visibility but also strategically aligns with your broader promotional initiatives, maximizing the impact of your message on the right audience.

Prepare your marketing material.

4

Preparing a comprehensive set of marketing materials is a pivotal step in establishing a professional and compelling presence for your podcast appearances. This involves crafting an expert one-sheet that succinctly highlights your key credentials, a media kit providing a deeper insight into your expertise, a well-crafted bio introducing you to the audience, a compelling media outreach letter expressing your interest to hosts, an engaging on-air introduction, and thoughtful interview questions that showcase your insights. Additionally, providing high-resolution photos ensures a visually appealing representation. This meticulous preparation not only positions you as a polished and reliable guest but also equips hosts with the necessary tools to seamlessly integrate you into their show, maximizing the impact of your presence.

Reach out to the host to express your interest and initiate contact.

5

Initiating contact with podcast hosts by reaching out and expressing your genuine interest is a pivotal step in securing valuable opportunities. Creating a well-crafted and personalized message, your outreach serves to establish a positive connection, conveying your enthusiasm for their show and the value you can bring to their audience. This proactive approach not only demonstrates your commitment to collaboration but also opens the door for meaningful conversations, laying the foundation for potential podcast appearances. By initiating contact in a professional and engaging manner, you create the opportunity to build rapport with hosts, increasing the likelihood of successful collaborations and enhancing your overall visibility within the podcasting community.



6

Secure the interview booking.

Once you've identified a suitable show and established initial contact with the host, it's essential to navigate the conversation seamlessly to confirm a booking. Be enthusiastic and responsive to their scheduling preferences and efficiently coordinate logistical details. Demonstrating professionalism and reliability during this phase not only solidifies your appearance on the show but also sets a positive tone for collaboration, ensuring a smooth and mutually beneficial interview experience.



7

Confirm the booking with your team.

Confirming the booking with your team is a critical step in ensuring a smooth and coordinated approach to upcoming podcast appearances. This involves communicating the details of the confirmed booking, including date and time preferences, to the relevant members of your team responsible for supporting the logistics and preparations. By confirming with your team, you establish a unified front, ensuring that everyone is on the same page and adequately prepared for the upcoming podcast interview. This collaborative effort enhances efficiency, professionalism, and overall readiness, contributing to a successful and well-coordinated podcast appearance that aligns seamlessly with your objectives.



8

Provide host with all necessary information for the interview.

Supplying the host with all necessary information for the interview is a crucial step in facilitating a seamless and successful podcast appearance. This includes sharing essential details such as your bio, expertise, talking points, and any specific requirements for the interview. Providing clear and comprehensive information ensures that the host is well-prepared and can tailor the discussion to align with your expertise and the expectations of their audience. By proactively furnishing the host with the needed information, you enhance the overall quality of the podcast episode and make a positive impact on the listener experience.

Clarify the show format (video or audio)

9

Clarifying the show format, whether it's video or audio-only, is a crucial step in ensuring that you are well-prepared for the upcoming podcast interview. This involves confirming with the host the medium through which the conversation will be conducted. Understanding the format in advance allows you to tailor your preparation, ensuring you present yourself appropriately for the chosen medium. Whether it's refining your visual presence for a video recording or focusing on your voice and content delivery for an audio-only format, this clarification ensures that you align with the host's production preferences, contributing to a more polished and seamless podcast appearance.

Request access details such as Zoom, StreamYard, phone number, etc., for the interview.

10

Requesting access details for the interview is a vital step in ensuring a smooth and technically sound podcast appearance. Once the interview is confirmed, proactively reach out to the host to gather essential information such as Zoom or StreamYard URLs, phone numbers, or any other preferred platform details. Clearly articulating your need for these access details demonstrates your commitment to a seamless collaboration. This foresight enables you to familiarize yourself with the chosen platform, ensuring a hassle-free and efficient interview experience for both you and the host. By actively seeking and confirming these details in advance, you contribute to a well-prepared and professional podcast appearance.

Document all relevant details in your spreadsheet.

11

Record all relevant details in your spreadsheet to maintain an organized and systematic approach to managing podcast appearances. This includes key information like interview dates, host contacts, show formats, and specific requirements. Keeping a comprehensive record streamlines efforts, aids in tracking progress, and serves as a valuable reference for efficient and strategic podcast visibility management.

After the show goes live, request a replay link from the host.

12

Following the live broadcast, it's essential to request a replay link from the host. This step ensures that you have access to the recorded episode, allowing you to share, analyze, and maximize the impact of your podcast appearance across various channels and platforms.

Actively promote the episode on your various social media channels.

13

Promoting the episode actively on your diverse social media channels is key to maximizing its reach and impact. Share engaging snippets, highlight key insights, and encourage audience interaction to generate buzz and increase visibility for the podcast appearance. This proactive approach leverages your existing online presence to amplify the episode's reach and solidify your connection with your audience. Remember, the more you are seen and heard, the more opportunities you create.

Add the show link to your website.

14

Integrate the show link onto your website's media page or dedicated podcast appearance section. By incorporating this link, you provide visitors with easy access to your podcast appearances, enhancing your online presence and reinforcing your authority in your field. This centralized location on your website serves as a valuable resource for those seeking to explore your featured podcast episodes, contributing to a cohesive and well-organized representation of your media engagements.

Compose & send an email to send to your subscribers, announcing the show.

15

In crafting the email to announce your podcast appearance, the key is to open with a captivating subject line that entices your subscribers. If the host is a well-known influencer, use their name in the subject line. Provide a brief introduction, building anticipation around the podcast name and highlighting engaging topics. Share insights or memorable moments from the episode, seamlessly leading to a direct link for easy access. Encourage active engagement by posing questions or inviting feedback, emphasizing the value of your subscribers' thoughts. Express gratitude once more, sign off personally, and include contact information for further connection. Incorporating visuals and sending the email at an optimal time ensures a visually appealing and timely communication, making your podcast announcement a compelling and interactive experience for your audience.

Repeat the entire process to secure bookings for additional shows.

16

To sustain and expand your podcast visibility, the final step involves repeating the entire process to secure bookings for additional shows. Begin by reassessing your messaging and researching new opportunities that align with your expertise. Reach out to hosts expressing your interest, securing bookings, and confirming details with your team. Provide necessary information to hosts, document details in your spreadsheet, and clarify the show format. Actively promote each episode on social media, add the show link to your website, and compose emails announcing the new shows to your subscribers. This cyclical approach ensures a continuous and strategic effort in securing podcast appearances, reinforcing your authority and influence within the podcasting landscape.

BONUS TIP!

Thank the host!

Expressing gratitude to the host is a crucial and courteous step in the podcasting process. After the episode goes live, take a moment to send a sincere thank-you message to the host. Acknowledge their time and effort in facilitating the interview, and express appreciation for the opportunity to share your insights with their audience. This gesture not only strengthens your professional relationship with the host but also contributes to positive networking within the podcasting community. A thoughtful thank-you message reinforces professionalism and leaves a positive impression, potentially fostering future collaborations.



About Kathleen Gage & VLynn Hawkins

About Kathleen

Kathleen Gage, the founder of Vegan Visibility and co-founder of Vegan Visibility Productions, is a highly experienced business consultant, keynote speaker, author, marketing strategist, and visibility mentor. She is also the visionary behind the Vegan Visibility Virtual Summit, a niche event dedicated to vegan and plant-based entrepreneurs. In this summit, top marketers, PR experts, and promotions consultants collaborate to provide high-quality training for individuals in the vegan business space.

Establishing her business in 1994, Kathleen has demonstrated resilience by not only navigating economic challenges but thriving through timely reinvention. Her consultancy spans various industries, including high-tech, digital marketing, art, music, publishing, government, healthcare, pet services, environmental, health and fitness, spiritual, and manufacturing.

As the host of two popular podcast shows, "Vegan Visibility" and "Plant Based Eating for Health," Kathleen utilizes her influential voice to emphasize the significance of advocating for a more sustainable, compassionate, and healthy world. With a global reach, she has coached and consulted with thousands of individuals.

kathleen has been on both sides of the mic well over 1,000 times.

Beyond her podcasting ventures, Kathleen is a prolific author with over a dozen books to her name. She is recognized as an award-winning speaker and has served as the past president of the Utah chapter of the National Speakers Association. Her expertise extends to crafting compelling marketing strategies that drive tangible results.

Kathleen has presented in front of over 100,000 audience members in her time as a professional speaker.

Residing in a small farming community in Central Oregon, Kathleen indulges her passion for outdoor activities. She goes beyond her business role by being a voice for the voiceless, showcasing her dedication to rescued animals, including horses, chickens, dogs, and cats, who have found a secure haven on her property. Kathleen's multifaceted contributions reflect her commitment to creating a more compassionate and sustainable world.

About Kathleen Gage & VLynn Hawkins

About VLynn

VLynn Hawkins is a dynamic force in the realm of vegan entrepreneurship and health advocacy. As the Co-Founder of Vegan Visibility Productions, she is deeply committed to promoting the plant-based lifestyle and fostering visibility for businesses in the health and wellness sector. Alongside this, she holds the position of Chief Executive/Engagement Officer at the P3Academy, where she spearheads Visibility & Impact Business Design, Development, and Digital Marketing for Healthpreneurs.

With over three decades of corporate experience in commercial real estate lending, VLynn has a track record of growing and leading high-performance teams. She excels in coaching team members to higher levels of performance through trust leadership methods, with her teams consistently generating over 65% of corporate revenue for multi-billion dollar enterprises.

In her early adult years, VLynn pursued a dual career as a certified fitness professional, amateur bodybuilder, runner, cyclist, and personal trainer. Despite a knee injury in 2009 redirecting her focus, she found her way to health through learning various healing modalities, including tapping, NLP, and hypnotherapy.

Today, VLynn is a certified accelerated business development and flow coach, author, certified hypnotherapist, certified joint venture broker, and expert promotional digital marketing strategist.

Her mission is to help Healthpreneurs gain visibility, be heard, and get paid, enabling them to make a bigger positive impact in the world.

She runs a Healthpreneur Accelerator and organizes collaborative events that enhance exposure and impact opportunities for plant-based and vegan health and wellness practitioners.

VLynn is also known as the Vegan Crowdfunding Hacker, serving as the CEO of CrowdfundingHacker.org, an organization dedicated to helping small businesses and nonprofit organizations raise funds for impactful projects.

As a Certified Plant-Based Ambassador through weDIDit.Health, VLynn passionately advocates for a Whole Food, Plant-Based Vegan lifestyle, sharing the message of using lifestyle and food as medicine. Her commitment extends to hosting the "Health Wisdom & Wealth Show: Powerful Conversations for Living Your Best Life."

Residing in the Atlanta, GA area, VLynn enjoys an active lifestyle, including workouts and walks with her Cairn Terrier, Hiro. Her diverse skill set and unwavering dedication make her a driving force in the promotion of veganism, health entrepreneurship, and impactful business strategies.

Services Offered by Vegan Visibility Productions

CONSULTING STRATEGIC PLANNING



At **Vegan Visibility Productions**, our consulting services are designed to help businesses and individuals in the vegan, Plant-Based, and sustainable industries achieve their goals and maximize their impact. We offer a wide range of comprehensive consulting solutions tailored to the unique needs of each client.

Virtual summits have become a powerful tool for connecting with your target audience, expanding your network, and showcasing your expertise. From half-day to multi-day events, we are committed to your summit success.

VIRTUAL SUMMITS & DIGITAL PROGRAMS



Looking for digital products? Look no further than Vegan Visibility Productions.

BOOK MARKETING FOR VEGAN AUTHORS



Vegan Visibility Productions we understand that the success of any book relies on a well-executed marketing and promotion campaign. That's why our comprehensive book marketing services go beyond creating awareness. We develop an integrated approach specifically designed for non-fiction books, aiming to expand your market reach, raise awareness and visibility, and ultimately generate sales.

Are you ready to launch your very own podcast show but feeling overwhelmed by the process? Look no further - VLynn Hawkins and Kathleen Gage are here to help you get started in record time.

HOST YOUR OWN PODCAST SHOW



Creating your own show can be an overwhelming process. We make the process incredibly simple. With our **Host Your Own Podcast Show** package, the process we have developed is designed to make you successful faster than you thought possible.

Experience a Podcast Tour

Do you have a book you want to promote? What about an event? Maybe you are launching a new division in your organization.

Why not do it with a **Podcast Tour**?

A **Podcast Tour** consists of lots of interviews in a specific period of time.

Podcast interviews are a great way to build brand awareness. Although it is possible to see fast results, as a rule, interviews are a long-term strategy.

To assure the greatest outcome, you will be personally coached by Kathleen Gage on how to optimize your appearances.

This includes how to drive traffic to your website to encourage visitors to opt into your subscriber list. An aspect of the program is to evaluate your system for growing your list and turning subscribers into buyers.

The goals of the tour are to:

- Increase your subscriber list
- Create networking opportunities
- Position your message and mission
- Increase your influence within your market
- Generate interest in your products and services
- Spotlight your expertise
- Increase your visibility

Packages range in size with a 10-show minimum.

To discover if a tour is a great fit, send an email to:
CEO@veganvisibilityproductions.com



Gain Access to 145 Podcast Show Listings!



With over **120 Nutrition, Plant-based & Vegan** podcast show and **over 20 Non-Vegan Business** show listings at your fingertips, you have what you need to get your message out to your market in record time. Plus! Super bonus to prepare you even more for successful interviews.

If you've ever searched out shows to appear on, you know how time-consuming this can be. Not only do you have to research the shows, often you find out the host has "pod-faded" the show. Simply put, pod-fading means the host is no longer conducting interviews.

With the Vegan Podcast Directory the Vegan Visibility Podcast Team researches ALL shows to assure they are active and a great fit for you.

CLICK HERE

